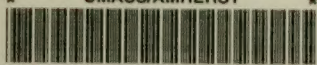


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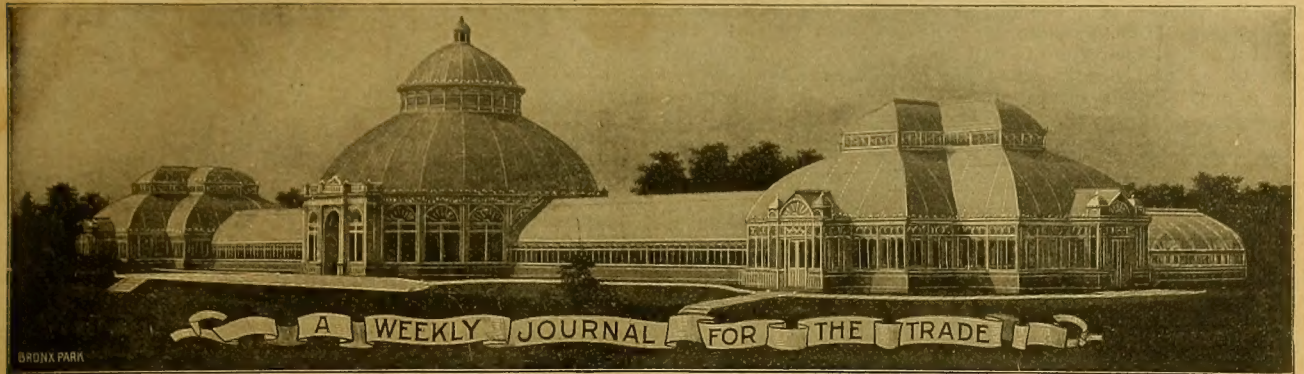
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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. L.

CHICAGO AND NEW YORK, JANUARY 19, 1918.

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No. 1546

THE AMERICAN FLORIST

ESTABLISHED 1885

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — C. H. TOTTY, Madison, N. J.,
President; JULES BOURDET, St. Louis, Mo., Vice-
President; John Young, New York, Secretary;
J. J. EESS, Omaha, Neb., Treasurer

Fifth National Flower Show

The Fifth National Flower Show and the
Thirty-fourth convention of the Society of Amer-
ican Florists will be held at St. Louis, Mo.,
April 6-15, 1918; thirty-fifth annual convention at
Detroit, Mich., 1919.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at
Boston, Mass., January 30-31, 1918. W. J. VESBY,
Jr., Ft. Wayne, Ind., President; CHAS. S. STROUT,
Bildeford, Me., Vice-President; A. F. J. BAUR,
Thirty-eighth Street and Rockwood Ave., Indi-
anapolis, Ind., Secretary.

AMERICAN ROSE SOCIETY.

Next annual convention and exhibition St.
Louis, Mo., April 6-15, 1918. BENJAMIN HAMMOND,
Beacon, N. Y., President; WM. L. ROCK, Kansas
City, Mo., Vice-President; PROF. E. A. WHITE,
Cornell University, Ithaca, N. Y., Secretary.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Cleveland, O., 1918. WM.
F. GUDE, Washington, D. C., President; PHILIP
BREITMEYER, Detroit, Mich., Vice-Pres.; ALBERT
POCHELON, Detroit, Mich., Secretary; WM. L.
ROCK, Kansas City, Mo., Treasurer.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition,
Pittsburgh, Pa., November, 1918. WM. W. VERT,
Greenwich, Conn., President; C. W. JOHNSON,
2242 W. 109th Street, Chicago, Secretary.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, New
York, September, 1918. OFFICERS — RICHARD
VINCENT, Jr., White Marsh, Md., President;
J. HARRISON DICK, 1426 Seventy-third Street,
Brooklyn, N. Y., Secretary.

THE COAL SITUATION.

Executive Board of the Society of American Florists to Discuss Serious
Problem at St. Louis, Mo., January 21.

All Growers Should Co-Operate.

Members of the Society of American
Florists:

You are all of you perfectly well
aware that the coal situation over the
country generally is a critical one. A
committee representing the Society of
American Florists met in Washington
and interviewed the Fuel Commission-
er, December 4. He greeted us very
fairly, but emphasized the serious con-
dition of the coal shortage, and
thought that the florists should make
an effort to curtail their use of coal
one-third for the balance of the sea-
son. This we agreed to do so far as
could be done without seriously im-
pairing business. Since that time, the
situation has become even more acute,
and Wm. F. Gude, Washington repre-
sentative, has been summoned by the
coal administrator, to see what action
the florists are taking. The matter is
now in abeyance waiting for the meet-
ing of the executive board in St.
Louis, January 21, at which time some
action must be taken. The executive
board of the S. A. F., at that time, will
officially approve the suggestion of the
United States government, and asks
every one of its members to notify the
executive board by telegram at the
Jefferson hotel just what their wishes
and suggestions are in the matter.

Also any florist who has already con-
formed to the suggestion of the fuel
commissioner and reduced his use of
coal one-third, or any proportion
thereof, should immediately notify us
so that some tabulation can be made
of the way in which the florists are
meeting the critical situation.

The government's intention is to
keep every florist in business and there
is no intention of closing any establish-
ment up, but the figures for a reduc-
tion of the coal necessary will be tak-
en on the basis of the coal consumed
during the past three years at each
establishment.

This is the time when every mem-
ber of the S. A. F. must stand to-
gether, shoulder to shoulder, but also
must stand with the government in
every provision which they feel neces-
sary to winning the war. The florist
is second to none in his loyalty and
now is the time for him to prove it.
The S. A. F. as being the representa-
tive body of florists is looked to by the
fuel administration to carry out its
wishes. As a matter of fact, arbitrary
action would have already been taken
if it had not been for the good offices
of Mr. Gude, our Washington repre-
sentative, in having the matter held
over until the executive board meet-
ing in St. Louis, January 21.

CHAS. H. TOTTY, Pres.

WM. F. GUDE, Wash'n Rep.

JOHN YOUNG, Sec'y.

January 12, 1918.

Boston Stores Hit.

The fuel commissioners at Boston,
Mass., having made a decision that the
flower business is, in their minds, in the
non-essential class, and whereas any
hasty action or sharp reply might re-
sult in the refusal of a hearing or the
elimination of fuel and light from their
establishments, the two flower markets
of that city together with the whole-
sale and retail florists represented at
a meeting January 11, adopted the
following resolution:

Whereas, it is the desire on the part
of the flower growers and wholesale
florists of Boston and New England to
do their part in assisting the authori-
ties in the conservation of fuel, and
despite the perishable nature of their
stocks, which, in order to be handled
with proper care, has made it neces-
sary to open stores at 6 A. M. and
close at 7 P. M., be it

Resolved, that on and after January
14, 1918, the opening hour of all whole-
sale markets and wholesale establish-
ments in the florist trade will be at 7
A. M. and the same will close at 3 P. M.

A committee consisting of Wm. Stickle, Henry Penn, James Lister, P. Donohue and C. Robinson was appointed to present the resolution to the fuel commissioner at a hearing at the state house. Mr. Seymour was appointed a committee of one to call upon the retailers and secure their signatures approving the resolution.

S. K. GROSE.

St. Valentine's Day Posterettes.

The St. Valentine's day and Mothers' day advertising campaign, so successfully conducted in 1917 by the Chicago Florists' Club, will again be undertaken this year upon a national scale for the welfare of the trade at large. The posters and posterettes, the latter shown in the illustrations herewith, will be offered at last year's prices, there being no advance in the cost.

In case any profits are derived from the sale of these posters or posterettes, the Chicago Florists' Club will immediately transfer 50 per cent. of the net proceeds to the Society of American Florists for the national publicity campaign for flowers and the remainder will be reserved for future publicity purposes. Remember that 50 per cent. of the net proceeds of the sale of these posters and posterettes will be given to the S. A. F. for the national publicity campaign and the remainder will be reserved for future publicity purposes. No individual profit to anyone—a campaign conducted by the florists for the florists.

Buy a quantity of both posters and posterettes at once. Combine your order with your neighbor florists' and secure the quantity rate. This will reduce the cost and thereby also insure and organize a campaign of advertising for your entire community.

Display the posters inside and outside of the entrance to your store and greenhouses. Paste them in every show window. Put them on your automobile or delivery wagon. Use them for your street car advertising. Paste the posterettes on every box of flowers that you send out. Use them on every letter you mail. Use them with your advertising matter. Everywhere these beautiful posters and posterettes will remind the public to use flowers. Use them at once. Millions of the posterettes should be in circulation—everywhere.

Send the names and addresses and number of posters and posterettes wanted by every florist in your city and we will make delivery direct without extra charge. Get busy. Telephone your brother florists. It will help your business and theirs.

Everyone in the trade will use these posters and posterettes this season. Do likewise. This is your opportunity. It will identify your business with the national campaign at small cost and with the benefits obtained you will be well rewarded.

The posterettes for St. Valentine's day and Mothers' day are printed in two colors, gummed and cut ready for use, the sizes being 2x2 inches for the St. Valentine's heart and 2½ inches high for the Mothers' day design. The posters, same design as the posterettes, are 7¼ inches high. Orders for St. Valentine's day and Mothers' day posters and posterettes may be combined to secure the maximum quantity rate.

It is necessary to send remittances with orders, as we have no facilities

for carrying charge accounts. Make all checks payable to Otto H. Amling, Treasurer, Chicago Florists' Club, sending all orders and remittances to F. Lautenschlager, 440-472 West Erie street, Chicago, Ill.

Prices for the posterettes are as follows:

100 posterettes	\$ 0.75
250 "	1.50
500 "	3.00
1,000 "	5.00
2,000 "	9.00
5,000 "	21.00
10,000 "	40.00
25,000 "	95.00
50,000 "	180.00
100,000 "	350.00
500,000 "	1,500.00
1,000,000 "	2,500.00



St. Valentine's Day Posterette.

Issued by the Chicago Florists' Club.
Color Red—Lettering White.



Mothers' Day Post rette.

Issued by The Chicago Florists' Club.
Color Blue—Lettering White.

The prices for posters are: Each 10 cents; per dozen, \$1.00; 25 for \$1.75; 100 for \$5.50; over 150, five cents each.

CHICAGO FLORISTS' CLUB,

Advertising Committee,
F. LAUTENSCHLAGER, Chairman.
GEORGE ASMUS,
MICHAEL BARKER.

EAST PROVIDENCE, R. I.—A new 100-foot house is being erected by Swan Peterson.

ELGIN, ILL.—H. P. Hansen, florist, has purchased the Stewart building on South Spring street.

PLANT NOTES.

Seeds For Present Sowing.

There are a number of plants that, in order to obtain the best stock, it is necessary that the seeds be sown during January. *Centaurea gymnocarpa* is slow in making its growth, and to have nice plants for edging the beds of geraniums and other plants an early start is required. *Vinca rosea* should be sown in January to obtain a good blooming stock at planting time. *Lo-belias* should be sown by February 1, that fine stock plants may be had. If it is proposed to reset the *smilax* beds next year, this is the time to get the seed started. *Begonia Vernon* and the other summer-blooming varieties, if sown early, make fine plants by May, full of flowers. *Gloxinias* and tuberous *begonias* can be sown at this time and blooming plants had for the coming summer. Many growers have given up the propagation of *verbenas* from cuttings and depend upon seedlings, and to have a nicely branched plant by June 1 the seed should be sown the last of January. Another useful border plant is *Pyrethrum aureum* (golden feverfew), and this should be sown early to get good sized plants at bedding-out time. There are not many *cannas* these days grown from seed, but anyone intending to grow them in that manner should sow the seeds in January. These seeds will germinate much more readily and evenly if soaked in water for 24 hours before planting. *Asparagus plumosus* and *A. Sprengeri* should be sown now if there is good heat in the greenhouses, and these seeds, like the *cannas*, start much more evenly if soaked.

Cyclamens.

"What can we do with the old cyclamen plants?" is the question often asked by many growers. As a rule, the answer is "Throw them away," for a plant can be grown to a 6-inch or 7-inch pot size in 16 months. That is, seed sown in September will produce such a plant for Christmas the following year, and it is uncertain how the old plants will carry through the spring and summer. There is a limited demand for cyclamen plants in larger sizes than 7-inch pots, and they must of necessity bring a good figure to make them remunerative. After they are through blooming, the best way to handle them is to shake the old soil out and pot them up in fresh soil, two parts loam, one part well rotted manure and one part leaf mold, with a good sprinkling of sharp sand. If the soil is inclined to be heavy and sticky add more sand. They can frequently be potted in a pot a size smaller than that in which they have been growing. Place them in a cool temperature, that is, in a house from 45° to 50° at night, so as to encourage root action and slow growth. It used to be the custom to dry the bulbs off so that they lost all their foliage, and start them in the spring, but growers have found that our springs and summers are too hot and dry, and it is often difficult to make the bulb, after it has been dried off, break a good, luxuriant foliage, and it is far better to keep the plant growing all the time. As the warm, sunny days of spring come on, the plants should be slightly shaded

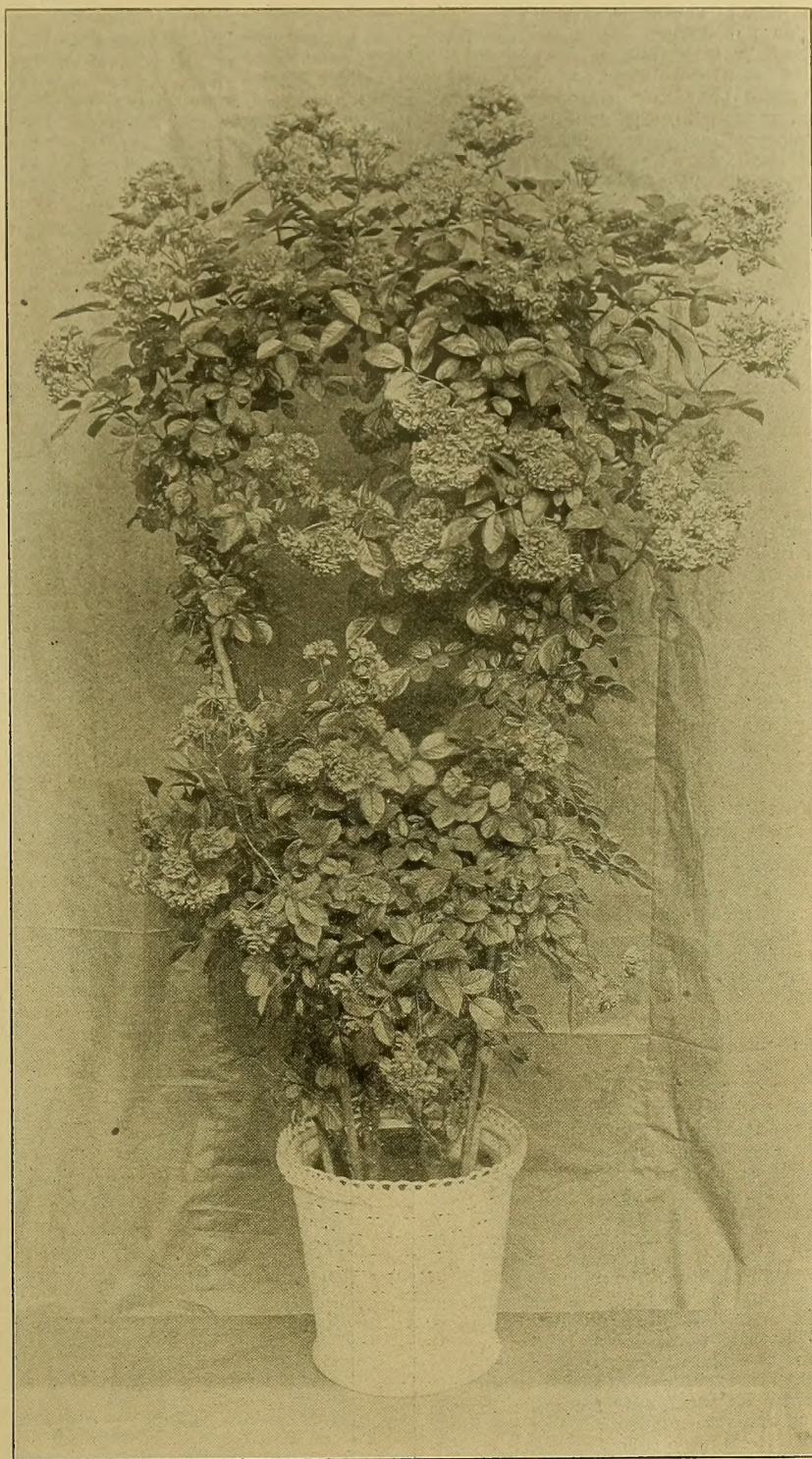
and as early as possible placed in cold frames and the glass shaded. The shade should not be made too heavy, or the leaves will become drawn and an unshapely plant will be the result. After the plants have begun to grow, care should be taken that they do not become pot-bound, but shifted into large sizes as soon as necessary. The watering of this stock will require constant study and attention. They should never become too dry, and it is very easy to over-water, so they will require looking after very closely until a good growth has been encouraged.

Begonia Glorie De Lorraine.

For the large plants for next winter's flowering we are placing the cuttings in the propagating bench now. The plants were selected before Christmas, and strong, healthy specimens taken for propagation. The flowers were removed and the plants given a warm location, that the best vigor might be maintained. Any leaf showing blemish is discarded, only clean, healthy leaves being used from which to raise the young stock. A warm propagating bed is chosen for these plants, and the stems are inserted in the sand deep enough so that about half an inch of the leaf is below the surface. They are kept moist and warm until they are rooted, when they are potted in 2½-inch pots and placed in a warm house and shifted along as required. This may seem a trifle early by many growers to start the propagating of these plants, but there is always demand for some large specimens and fine leaves are obtainable at this time, and they root easily during January and February when the propagating bench is warm. The plants will require considerable care and attention during the heated spell of July and August, but with plenty of ventilation and a light shade they are easily kept moving, and make fine plants for the holidays.

Spiraeas.

The spiraeas are always a very useful plant at Easter, but they are classed among the cheaper plants at that time, so should be grown in such a way that they do not occupy valuable space any more than necessary. They should be brought into a cool house by the middle of January and until the foliage begins to grow can be placed along the edge of the walks if room is not available, but they must not be left standing in this location too long, for when the leaves begin to unfold they quickly draw toward the light, and a plant growing to one side of the pot will be the result. So, as soon as the growth starts they should be placed on the bench in full light. They can be grown quite close together for some time, but when the foliage begins to touch that of the plant beside it they should be spaced out and given room enough for the plants to grow shapely. Spiraeas require a large quantity of water during their entire culture, especially those that are potted in as small a pot as possible, which is the general custom with all growers. To make the large specimens, two or three clumps are planted in the same pot when started. These will make large plants for church decorations at Easter. If the plants are grown in a house which is to be fumigated by tobacco smoke, they



CRIMSON RAMBLER ROSE, HOOP TRAINED.

should either be removed from the house or covered with papers; the foliage quickly burns when subjected to tobacco smoke and the plants are blemished.

ATTLEBORO, MASS. — E. E. King's flower shop recently suffered heavy loss in a fire which caused \$500,000 damage in this city.

DETROIT, MICH. — James Taylor, 35 years of age, who formerly conducted a flower shop at Woodward and Pine avenues, died January 5.

Rambler Roses for Easter.

The very early date of the approaching Easter, which falls on March 31, requires that flowering plants should be in such a state of preparedness by this time that they can, with good culture, be at their best when the call for market comes.

Rambler roses, which are such a factor of the Easter stock, should now be fairly well rooted with shoots several inches long showing finished character leaves. John Prince, foreman and grower with William K. Harris, Philadelphia, Pa., is an expert with

DEC 30 1918

this class of stock and describes their handling of ramblers as follows:

The field-grown stock is lifted and potted in late October. As dug, the roots are at once puddled, which he believes to be a very necessary precaution, preventing any drying out before potting. Plants are pruned as potted, and the shoots tied together with soft twine. They are then plunged in manure in field beds and the tops filled in with salt hay to keep the wood from drying out. It is necessary that they get a check and rest as long as possible before starting. The lifting and pruning checks them, and while resting in the field beds, the warmth of the ground and manure induces a slight root growth. Late in December, as the Christmas plants are sold, and room made in the houses, the roses are housed and kept at a night temperature of 40°. Water is given sparingly at this time, but they are syringed once a day to keep the wood fresh and plump. By the second week in January there is a good showing of roots, with a growth of a half-inch to an inch. Plants that do not show action are placed in a cold house and brought on later.

To have the plants well set with buds, it is advisable to lay the branches down at the start to encourage the bottom eyes to break. When standing erect, the eyes near the ends of the shoots will break and get away strong at the expense of those lower down.

Fumigation by burning tobacco dust is given once a week, whether they seem to need it or not, on the ground that prevention is better than cure.

As the root growth increases, the temperature is gradually raised up to 55° at night, but kept as regular as possible, as variations are apt to bring on mildew. In dull, damp weather, sulphur is blown about, and also put on the pipes, as a preventative.

In pruning, Mr. Prince takes out the weak shoots or trims them back to one or two eyes, as often one stout shoot will bear a truss of flowers, and help fill in the bottom.

Magna Charta is the only hybrid grown at this establishment, it being the best of its class for forcing. It breaks freely and sets quantities of buds, which all opening about the same time, make it an ideal pot plant.

Staking allows for a growth of 30 to 36 inches in height. In the pruning, canes are left of good length, as a rather tall plant looks more for the money. Cutting back to stronger eyes will, however, get almost as high a growth, as the shoots from the heavier wood are very vigorous. For the most part, the ramblers here are tied to one cane stake, and allowed to branch naturally. Even with several together in tubs they make very showy and salable plants with this method of staking.

The baby rambler type is also largely grown, field grown stock being potted up and treated much the same as the others. Baby Tausendschon and Echo are good varieties of this dwarf type; they look much alike, but Echo is a much freer bloomer, being covered with flowers all summer. Other good kinds of this type are Baby Rambler, Ernst Teschendorf and Ellen Paulsen. Tausendschon is the ideal Easter rose; the light and dark shades of pink on the same plant, which are intensified by changes of temperature, make the plant very at-

tractive. It forces very readily and can be brought into flower at any time after March 15. Crimson Rambler can also be brought in for the earliest Easter date. Dorothy Perkins and Excelsior, which flower two weeks later than Crimson Rambler out of doors, are fine sorts for late Easter dates, holding their flowers and color during the warm spells of middle April. When the pots become full of roots, they can scarcely be given too much water. If allowed to get dry at this time, the buds are injured and the development and finish of the plant are greatly impaired.

The Arnold Arboretum.

Abstract of an address by Edward I. Farrington, Weymouth Heights, Mass., delivered before the Massachusetts Horticultural Society at Horticultural hall, Boston, Mass., January 12, 1918.

"For a thousand years, and then another thousand years, and so on forever," reads the solemn agreement by which the city of Boston enters into contract with Harvard University to care for and perpetuate the Arnold Arboretum in Jamaica Plain, undoubtedly the greatest tree museum in the world. Curiously enough, the great majority of people, even in Boston, know nothing about the arboretum or its purposes. This is distinctly unfortunate, for the loss is not the arboretum's, but that of the public which should profit by its work and enjoy its beauty.

Expert landscape gardeners and nurserymen know the arboretum as a clearing-house of knowledge. They use it. The Arnold Arboretum is the only place in this country where data on the comparative hardiness of

woody plants covering a long period of use can be found. Perhaps if the arboretum were not so modest about "tooting its own horn," it would receive greater credit for what it has done. Do not think, though, that its work is wholly aesthetic. Within its borders nature is working miracles which must have a profound effect on all gardens of the future. Every fruit grower has an interest in the arboretum. Future years will yield finer apples and pears and peaches than any you yet have tasted. They may come from crosses with Chinese trees introduced by arboretum explorers.

We know little so far about the possibilities of nuts as a food. Yet the time may come, and before long, too, when the whole world will be eating nuts. Practically every nut tree which will grow in this climate is now to be found in the Arnold Arboretum. As for its value to the home gardens of the country, nobody can estimate it. Every plant brought from foreign lands—and they number thousands—if suited to this climate, is tested and reported upon in the arboretum trial grounds. In this way, the people of the country are protected from losses and discouragements. Where else can the public learn the secrets of the rhododendrons, the eccentricities of the azaleas, the varied habits of the viburnums, and the unexpected values of the lilacs?

How are all these new things obtained? A book of romantic adventure might be written in answer to that question. Plant hunters sent out by the arboretum have penetrated to corners of the globe seldom, if ever, before reached by the foot of a white man. The most famous of these ex-



RAMBLER ROSE LADY GAY.



ARNOLD ARBORETUM, BOSTON, MASS.

Kalmia latifolia at Hemlock Woods.

plorers is Ernest H. Wilson, who has given hundreds of plants to American gardens through the arboretum. How he rolled down a mountain side in Thibet and lay for weeks in a native hut is now a well-known story. Among the most notable plants introduced by the Arnold Arboretum are *Azalea Kaempferi*, the tree lilac, the Sargent cherry, and the climbing hydrangea.

The arboretum had its origin in the imagination of George B. Emerson, and the generosity of James Arnold. Mr. Emerson was one of the trustees in charge of \$100,000 left by Mr. Arnold to be used for the advancement of agriculture and horticulture. He suggested the arrangement with Harvard University, by which they turned over to it the Arnold bequest, the university in return agreeing to devote to the arboretum a part of a farm in West Roxbury which had been left to it by Benjamin Bussey to be used for a farm school. This agreement provided that the university should grow on its land every tree and shrub able to endure the climate of Massachusetts. It is safe to say that none of the men who signed this agreement had any real conception of what they were doing.

The late Frederick Law Olmstead urged the city of Boston to take the arboretum into its park system. Much opposition resulted. Some five years of rather disagreeable, semi-political work were required to bring it about.

Finally a contract was made by which the city came into possession of the land, but leased it back to the university, agreeing on its part to lay out a system of drives and walks, to protect the grounds by its police, and to assume any taxes which may be levied on it. This great tree museum now occupies 220 acres of hill, valley and meadow.

The gates of the arboretum are open from sunrise until sunset. Everybody is free to enter. You can spend an hour or a day there, with profit and with pleasure. Take your luncheon and eat it on the grass under the waving trees if you care to do so. Follow the grassy paths; they lead to unexpected beauties. You will find every tree and shrub tagged with its rightful name. Take a notebook along and jot down the names of such plants as you would like in your garden. If you want any special information, stop at the administration building, near the Jamaica Plain entrance, and it will be given you.

This building was erected for the arboretum by the late Horatio Horace Hunnewell, whose gardens and pinetum at Wellesley are known to all students of trees. Here are 32,000 bound volumes, together with many pamphlets, constituting a library of incomparable value. The herbarium is believed to be the richest and most complete collection of material representing the coniferous plants of the

world, which has ever been made. It contains also a collection of the woods of North America. The dried specimens are stored in fireproof metal cabinets, and all are so carefully indexed that any one among the hundreds of thousands can be located in less than one minute.

In one corner of the upper floor of the administration building, is the office of Professor Charles S. Sargent, the first and only director of the arboretum, and the man most responsible for its development. It was Professor Sargent who nursed the institution through its early days of stress and trouble. Nothing but his enthusiasm could have withstood the depressing public indifference and the lack of expert co-operation.

Nowhere else in all the world can so many different plants with brilliant autumn foliage and handsome fall fruits be found in one collection. Likewise there is no other garden in all the world where these plants can be so easily and conveniently studied. The shrub garden, too, is made attractive in the fall months by the beauty of the leaves and berries produced by a large number of plants. It is a pity that people do not realize the possibilities of enriching the home garden in this way. Every garden maker by rights should plant with the idea of keeping his garden gay with color practically the year round. As Bacon puts it: "I do hold it in the

royal ordering of gardens that there ought to be gardens for all the months of the year; in which severally things of beauty may be there in season."

As a matter of fact it has been found from actual observation in the arboretum that it is possible in this climate to have flowers every month of the year, except possibly December. The foreign witch hazels begin to blossom in January, and last through until March, when some of the willows burst into bloom.

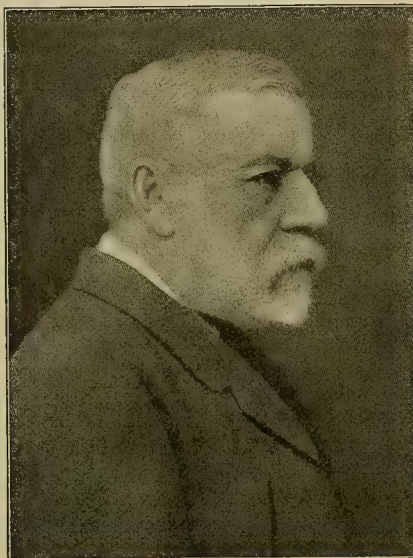
Perhaps all this will give you at least a meager conception of the great work which the Arnold Arboretum is doing, the great task to which it has set its hand, and what it offers to the public as well as to specialists and nurserymen. Unfortunately it is handicapped by lack of funds. It needs both money and land, money more particularly, in order that the land may be acquired.

To sum up the work of the arboretum, it may be said that in the last 25 years more than 2,000 species and varieties of trees and shrubs, previously unknown, have been added to its collection. Twenty-five years ago only 16 American hawthornes were known to botanists. Now more than 600 species have been established in the arboretum grounds. Western China alone has furnished the arboretum with more spruce trees than were known 20 years ago in the whole world.

Fuchsias.

It is a good time now to start the old stock plants of fuchsias, for there is plenty of room in the propagating bench and it is the early struck cuttings that make the fine plants for vases and boxes, and if cuttings are taken in spring they immediately produce a flower and it is difficult to get a good growth, the plant often remaining short with a stunted appearance

yet bearing flowers. If the old plants have been thoroughly ripened, shake the soil off and pot in a good new loam, cut back the wood and place them in a warm house and syringe plentifully. The young growths will shortly appear and should be made into cuttings as soon as they have attained a length of an inch and a half or two inches. As soon as rooted pot in 2-inch pots and give the young stock a warm temperature. When growth commences the top can be taken off and another cutting made, and the plants shifted to 3-inch pots. Another stopping will be necessary in late winter to make nice, bushy plants that will be full of bloom in early spring. Keep them clean from mealy bug by constant spraying.



Prof. C. S. Sargent.
Director of the Arnold Arboretum.

THE ROSE.

Propagating.

Along about the first of the year one should be getting things in readiness for propagating. As a rule there is not a great amount of wood available in January, but a little can be taken here and there without hurting the stock plants, particularly if one is short on a certain variety, or wishes to get up an extra amount; otherwise, the wood will be much more plentiful and of better quality during February. Yet by the time the propagating house is placed in readiness, and an inventory of what is needed listed up, the time will be ripe, perhaps, to take the wood.

One of the important things to remember is that cleanliness is essential in and about the propagating house. If one has a house, especially prepared for the work, all the better, but perhaps on the small place it is a section of a raised table that is devoted to this work, and in this instance, the location of the bench is most important. It should, preferably, be on the south side of a house that has a partition that will shade the bench. When preparing the bench be sure that there will be no drip from the eaves strike the sand. For good strikes, there should be bottom heat enough to bring the three inches of sand up to a temperature of 65° to 70° in the coldest weather. A medium fine grade of sand should be used, either washed sand or quarried sand, containing no foreign matter, soil, vegetable matter, etc. The sand can never be packed too tight, and it should be leveled off nicely in order to drain evenly. There should be sufficient spacing at the bottom of the bench to insure perfect drainage, and if the bottom of the bench is made of six-inch boards the spacing can be



RHODODENDRONS ON THE HUNNEWELL ESTATE, WELLESLEY, MASS.

at least $\frac{1}{2}$ -inch or $\frac{3}{4}$ -inch, or better tack some short pieces of lath about a foot apart crosswise the crack and cover the crack longitudinally with a lath. The short pieces of lath will raise the cover strip just high enough to afford excellent drainage, as the covering lath will have top enough on each side to keep the sand from washing through. If the outside edge of the bench is exactly three inches from the bottom of the bench this will be found about right and the sand should be even with this three-inch front board when firmly packed. This board should be 12 inches wide. This will leave about eight inches of covering for the outside, below the bottom, and will help very much to hold the heat, although it will be found necessary to inclose the bench with heavy building paper. This can be tacked on to the bottom edge of the 12-inch face board and carried down to and tacked to a narrow strip that should rest on the ground, being nailed to the bench supports. The overhead temperature should be about 60 degrees. And no cold draughts should ever be allowed to strike the cuttings. Cloth curtains can be handily arranged to take care of this easily.

Never water the sand or cuttings with water lower than a temperature of 65 degrees. If a barrel is sunk under the bench, with a lid on it, the water can be kept at an even temperature. Be sure that the barrel is absolutely clean and keep it so. A lump of lime, the size of one's thumb, placed in the barrel every three or four days will purify the water nicely. The best working tools for the cutting bed are a thin table knife, a smooth strip one inch thick and two or three inches wide for a marker; a short-handled hammer and a good, solid oak or hardwood block, 4x8 inches, and four inches thick, with a good firm handle for packing the sand, and a thin, bladed sharp knife will meet all requirements. The table knife should be broken off so as to leave a $2\frac{1}{2}$ -inch blade.

A great many growers prefer blind wood for cuttings. Personally I prefer the light or small, short-stemmed growths that will eventually throw a flower. Wood of uniform ripeness should always be selected and the tops of the growths should have barely reached the stage of ripeness. Wood too hard will be hard to root and the percentage will be poor of well rooted cuttings. Take the cuttings with a heel as often as possible and trim all foliage cleanly from the stems up to about two inches from the bottom. Keep the foliage away from the surface of the sand by all means. Select only enough wood at a time that can readily be made up before wilting. Place the wood as soon as taken off on some good, clean newspapers and sprinkle well, turning the wood so that the water gets to all the foliage. Make only two or three-eyed cuttings for good results. Two eyes for American Beauties and the middle section of the American Beauty canes that will be found more uniform in ripeness, will make the best cuttings. Open up the sand at the side of the ruler with the table knife. Insert the cuttings evenly and without crowding either in the row or between the rows, placing the taller cuttings at the back of the bench and grading the shorter ones towards the front. One can either firm the sand close up to the cuttings with the finger tips or place the strip alongside of the cuttings and tap it down firmly with the ham-

mer. Give the cuttings a thorough soaking and do not put it more than 400 or 500 before watering. Place a few dairy thermometers here and there in the sand to be sure of the temperature. In about four weeks' time the cuttings should be ready to pot off. They can usually be allowed a little sunshine after the eighteenth or twentieth day or as soon as some root action has started, increasing the amount daily until they are rooted enough to pot off. When the roots have spread out a little less than an inch they will then be about right for potting. Any larger than this will mean lots of broken roots trying to pot them.

If these directions are carried out faithfully there is no reason why one should not get a fair strike. Be sure to carry both the top or overhead temperature and the sand temperature even at their respective temperatures—sand 65 to 70 degrees, overhead 58 to 60 degrees.

E.

War-Time Obligations.

For the past three months, owing to the railroad congestion, due in a large part to the urgent needs of the government, there have been many delayed deliveries, which, in the perishable stock, such as plants and cut flowers, has resulted in total loss. Heretofore the express companies have with varying success been called on and made to stand the expense. Under present conditions, however, they refuse to assume any responsibility, boxes when accepted being forwarded entirely at owner's risk. Producers and wholesale commission dealers in plants and cut flowers, because of the risk and uncertainties of the present transportation facilities, have taken the firm stand that after orders are delivered to the express companies, the goods belong to the purchaser and are his property to be paid for the same as if delivery had been made in his store. They will do everything possible to see that goods are forwarded by the quickest route; in fact, placed upon the trains, then the express companies' receipt to be the same as if the sales slip was OK'd on his counter.

The loss when shipments are delayed and frozen is at times serious, resulting in addition to the first expense, in the florist not being able to fill his orders, or carry the line he expected for his trade. However, the obligation is his to pay, the same as he expects remuneration from his customers. The florists' supply men have been up against the same harrowing experience. Many orders filled in every item and delivered on time to transportation companies as directed, have on account of delays in delivery been refused and ordered returned. This class of goods differs from the florists' perishable stock, and the dealers feel that customers are under obligations to accept orders, which, through no fault of theirs, were not delivered on time. The dealer in good faith fulfilled his part of the contract to the letter and feels that the customer must assume the risk of delay in delivery. The stock is not perishable; much of it can be sold at any time during the year, while they may be very glad to have the exclusive Christmas stock when the season rolls round again. Such stock as sea moss and many other all-the-year-round articles, which should be in every retailer's shop, were returned be-

cause they arrived too late for the Christmas trade. One of the large supply houses said that customers did not realize the difficulties of transportation in large cities. Goods were taken to depots, the wagons or cars obliged to stand in line, and finally, when the shipping clerks were reached, it was found that embargoes had been declared against various points of destination and half the load had to be taken back. Express packages were taken from one office to another, to avoid embargoes which were on and off again daily. It was very discouraging to have packages returned under these conditions.

Lilies for Easter.

The lilies for Easter should be brought into warm temperature right after the first of the year. A house of 60° at night should bring them into perfect condition for Easter when it occurs at the time it does this year. Those that are in 4-inch pots should be potted in 6-inch, and we have found the best way to do this was to first place a crock in the bottom of the pot and cover with about an inch of soil, then place the 4-inch plant on this, filling in around the stem above the old ball. The lily always throws out roots at the base of the stem when the buds form, and if potted in this manner these roots will be in soil and materially aid the plant in perfecting the bloom. With these roots covered with soil the plant also makes a much better appearance. The soil in which they are potted should be a rich compost of about the same composition as is used in rose culture, and the plant should be firmly potted and well watered and placed in a good light location where the plants will not get drawn. A plant 18 to 24 inches high when in bloom with the foliage thickly studded along the stem is the one most desired at Easter. Keep the aphids down all the time by constant fumigation. These little insects are the worst plague to the lily grower, for if they once get established on lilies they are very difficult to dislodge, so it is much better to give the plants a fumigation every week and thus guard against them than to wait until their presence is manifest and try to kill them. This is one of the most pronounced cases where "An ounce of prevention is worth a pound of cure."

The Late Charles F. Knorr.

Charles F. Knorr, of Lawndale, a suburb of Philadelphia, Pa., died January 8, aged 65 years. Mr. Knorr was a well known grower of roses. Years ago he made a great success with Bride, Mermet and Kaiserin. The size and quality of the flowers were remarkable, due it was said to heavy applications of manure. Mr. Knorr had been a truckster, and had then learned the virtue of manure and how to use it.

K.

BALTIMORE, MD.—Wm. Stehling has purchased the range of John Eberhart at Franklinville.

RENO, NEV.—The flower shop of Canepa Bros. & Co. has been purchased by G. Rossi & Co.

KITCHENER, ONT.—The Berlin Floral Co. reports an excellent holiday trade and good business in general.

HAMILTON, ONT.—H. J. Holden, on account of the coal shortage, has been compelled to close down a large part of his range for the winter.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

THIS ISSUE 52 PAGES WITH COVER

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FUEL administrators now propose closing down various so-called non-essential industries three days a week, Saturdays, Sundays and Mondays.

FLOWERS were so scarce, owing to lack of coal to heat the greenhouses, that the society of flower dealers of greater Berlin recently circularized the various shops admonishing them to confine sales to their regular customers.

Florists' Day at Ames.

Plans are under way for a "Florists' day," to be held at Ames, Ia., January 29, in connection with the winter short course and convention week of Iowa State College, January 28-February 2. The meeting will be held under the auspices of the college and it is expected that a good representation of florists will be present, as an up-to-the-minute programme is being planned. The list of speakers includes J. C. Vaughan and George Asmus, Chicago; J. J. Hess, Omaha, Neb., and Samuel Murray, Kansas City, Mo.

American Carnation Society.

The following additional classes have been announced for the annual exhibition of the above society at Boston, Mass., January 30-31:

Class 57—Prize of \$10 offered by Mark Roper for best 50 blooms of Carnation Albert Roper. This class to be included with section C.

Class 58—Prize of \$25 offered by the Boston Gardeners' and Florists' Club for the best collection of six vases of carnations, six varieties, 50 blooms in each vase.

Entries may be made in these two classes up to the time set for staging without the payment of a fine.

A. F. J. BAUR, Sec'y.

Chicago to Boston.

The Chicago Florists' Club has chosen the New York Central (Lake Shore) Railroad for conveying members and friends to the convention of the American Carnation Society at Boston, Mass., January 30-31, leaving La Salle street station, Chicago, Monday, January 28 at 5.30 P. M., due in Boston the evening preceding the convention at 8:35, affording reasonable margin for possible delays. Friends from the north, west and southwest are invited to join the party at Chicago and others enroute. This train is due at way stations as follows.

Toledo, Monday.....11:08 P. M.
Cleveland, Tuesday.... 2:00 A. M.
Rochester, Tuesday.... 8:47 A. M.
Syracuse, Tuesday.....10:30 A. M.
Albany, Tuesday..... 1:55 P. M.

The fare each way is \$23.10, plus \$1.85 war tax. Pullman fares are: Lower berth \$5.50, war tax 55 cents; upper berth \$4.40, war tax 44 cents. It is urgently necessary, that on account of congested traffic, reservations be made at once by addressing W. C. Hazard, City Passenger Agent, 100 South Clark street, Chicago; telephone Randolph 5300.

MICHAEL BARKER,
Chicago Florists' Club
Transportation Committee.

National Publicity for Flowers.

The promotion bureau established by the joint committees has been organized and is now busy formulating plans for supplementing the publicity to accrue from the national magazine advertising, the schedule for which has been carefully prepared, and begins with a full page advertisement in the Saturday Evening Post of February 9 just prior to St. Valentine's day. In addition the bureau stands ready to give service in any direction which may be considered as along the lines of publicity, such as furnishing sets of lantern slides for use in moving picture theatres, the preparation of advertisements for use by florists in local papers, and in general to assist publicity work in every possible way. The bureau invites suggestions from the trade in such matters, believing that many ideas may be forthcoming which could be utilized to advantage. A mailing list is in course of preparation which shall be thoroughly up-to-date, and kept so, all recorded changes in business being noted each week.

Copies of the page advertisement in the Saturday Evening Post, featuring St. Valentine's day, will be mailed to all members of the S. A. F. for dis-

play in stores, all of which it is hoped will tend to bring individual connection with the advertising campaign. Now that the holiday season has passed it is hoped and expected that florists generally will give heed to this publicity campaign, and, if not already subscribers, will subscribe as much as they feel they are able to the fund. While we are considerably short of our ultimate aim, subscriptions are coming in nicely, and payments upon obligations are being met in a most satisfactory manner.

The florists of Boston and vicinity are responding nicely to the appeal of the local committee, the personnel of which is Patrick Welch, chairman; E. Allan Peirce, secretary; W. R. Nicholson, B. Hammond Tracy, and J. K. M. L. Farquhar. From the west comes a nice bunch of subscriptions collected by Roy F. Wilcox, Council Bluffs, Ia., chairman of the Iowa local committee. From New Jersey comes a club subscription of \$50. from the Essex County Florists' Club of Newark. Other clubs are getting their memberships into line, and quite a little support is expected from such sources.

Chairman Henry Penn of the publicity committee is working hard in his official position and is most enthusiastic as to the outcome of the campaign. He will attend the meeting of the executive board of the S. A. F. to be held in St. Louis January 21-22, at which he will present a report covering the progress of the work up to that time. He is constantly in touch with Major O'Keefe of the O'Keefe Advertising Agency, who is leaving no stone unturned to advance the campaign.

Chairman Asmus of the finance committee reports the following additional subscriptions, annually for four years except as otherwise noted:

By Roy F. Wilcox, Council Bluffs, Ia.	
David Moore, Perry, Ia.	\$ 5.00
Bills Floral Co., Davenport, Ia. (one year)	10.00
C. H. Holled, Eldora, Ia.	5.00
Jas. L. Denmead, Marshalltown, Ia.	10.00
Richey Floral Co., Albia, Ia.	5.00
Gardiner Floral Co., Council Bluffs, Ia.	10.00
Kirkwood Floral Co., Des Moines, Ia.	50.00
Bassett & Washburn, Chicago (one year)	100.00
I. O. Kemble, Marshalltown, Ia.	100.00
C. A. Nokes, Sac City, Ia. (one year)	5.00

By Chicago Committee.

Jas. Psenicka, Gross Point, Ill.	10.00
Gould Co., Onarga, Ill.	10.00

By Secretary's Office.

Boston Flower Exchange, Inc., Boston. (one year)	50.00
Essex Co. Florists' Club, Newark, N. J.	50.00
C. D. Otis, Lake Charles, La. (one year)	5.00
R. J. Orr, Vineland, N.J.	5.00

Total	\$ 430.00
Previously reported from all sources	28,287.00

Grand Total\$28,717.00
JOHN YOUNG, Sec'y.

Coming Exhibitions.

[Secretaries are requested to supply any omissions from this list and to correct any dates that have been altered since the last advices.]

January 30-31, 1918, Boston, Mass.—Annual exhibition of the American Carnation Society, Horticultural Hall. A. F. J. Baur, Thirty-eighth and Rockwood avenue, Indianapolis, Ind., secretary.

March 14-21, 1918, New York—Spring flower show, in Grand Central Palace.

April 6-15, 1918, St. Louis, Mo.—Annual exhibition of American Rose Society in conjunction with Fifth National Flower Show of the S. A. F. Prof. E. A. White, Cornell University, Ithaca, N. Y., secretary.

April 6-15, St. Louis, Mo.—Fifth national flower show and thirty-fourth annual convention of the Society of American Florists. John Young, 53 West Twenty-eighth street, New York, secretary.

Wants, For Sale, Etc.

**One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.**
Where answers are to be mailed from this office
enclose 10 cents extra to cover postage, etc.

Situation Wanted—A thoroughly competent gardener desires to make change, East preferred; open for engagement when suited, on small private place; married, age 33 years, English, 14 years' experience in this country. Address
Key 862, care American Florist.

Situation Wanted—Experienced designer, decorator and salesman is open for engagement in Chicago. Married, over draft age, sober, steady and reliable. Can furnish the best of references. For further particulars, address
Key XXX, care American Florist.

Situation Wanted—In the East, as working foreman in private or commercial establishment with chance for advancement; eight years' practical experience; college training in horticulture and design; best of references furnished; state salary and all particulars in first letter. Address
D. B. Nevin, Easton, Pa.

Situation Wanted

By good grower, single; private place preferred. Address
Key 858, care American Florist.

SITUATION WANTED

By practical gardener and florist, experienced in botanical work, greenhouse and private estates. Can handle men and get results. Married and can give the best of references. Would prefer place as head gardener or superintendent of large estate where results count. State particulars and wages. Will be open after Jan. 15. Age 35 years. Address
Key 857, care American Florist.

FREE

Well established florist business, 7359 Greenview Avenue, near Birchwood "L" station. Owner of building, having other duties, would turn over this business to A1 party, absolutely free of charge. Interested in getting good tenant only.

E. SUMNER WALKER,
Phone Rogers Park 169. 1535 Jarvis Ave.

FOR SALE

About 50 ft. 3 in. pipe at 25c; about 900 ft. 2 in. pipe at 13½c; 900 ft. 1½ in. pipe at 7c. Wrought iron pipe in good condition.
Cash.

Address Key 856, care American Florist.

Situation Wanted—By Scotchman, 30 years of age, experienced in all branches. Married, have one child. Private place preferred. Address
Key 860, care American Florist.

Situation Wanted

Expert rose grower capable of taking charge is open for engagement. Chicago or immediate vicinity preferred. Can furnish A1 references.

Key 863, care American Florist.

Help Wanted

By well known seed concern, hustling young man, good character, with knowledge of seeds, catalogues and salesmanship. Good opportunity for the right man. State age, experience and salary expected to start. Address

Key 859, care American Florist.

Seedman Wanted

To assume management of seed department in well-known eastern concern. State age, present position, experience and present salary. Letters confidential. Address

Key 861, care American Florist.

J. JENSEN

Formerly of Jensen & Dekema, Chicago, will learn of something to his advantage by communicating with the undersigned.

Key 864, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼x5¼ inches.
FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

NEW BOOKS—JUST ISSUED VEGETABLE FORCING

By RALPH L. WATTS

Dean of Pennsylvania State College School of Agriculture

A handy reference for professional growers, students and gardeners interested in growing vegetables under artificial conditions. Cloth bound. 400 pages and 158 illustrations covering a wide range of topics.

PRICE, - - - - \$2.00

Greenhouses: Their Construction and Equipment

By W. J. WRIGHT

Director, New York State School of Agriculture

Contains 286 pages of practical data with tables and estimates on different forms of construction, heating and equipment, based on observations and experiences of prominent greenhouse builders and owners extending over a number of years. Bound in cloth, 131 illustrations.

PRICE, - - - - \$1.60

AMERICAN FLORIST COMPANY

440 So. Dearborn Street, CHICAGO

FOR SALE

The Cleveland Florists' Exchange (Inc.) long established and very profitable jobbing and commission business.

A LIFE TIME OPPORTUNITY.

Only responsible parties need investigate as references will be required. Address.

CHAS. F. BASTIAN, Sec'y.
606 Huron Road
Cleveland, - Ohio

GEORGE W. SMITH, Pres.
1617 Wazee Street
Denver, - Colorado

New York Florists' Club.

The New York Florists' Club met on the evening of January 14 in its rooms in the Grand Opera House building with a large attendance. In a neat speech, G. E. M. Stumpp, retiring president, handed the gavel to President Schenck, who read his address and made a number of wise and timely recommendations, all of which were by resolution adopted, among them being one to have Past-President Charles H. Totty, now president of the Society of American Florists, bend every energy to increase the membership of that organization. It was also suggested that the club pass a resolution giving the president the necessary credentials for representation on the executive board of the S. A. F. and that all bonds and valuable papers held by officers of the club be placed in a safety deposit vault and that access to them be had only by an officer of the club selected and sufficiently bonded. It was recommended that the annual dinner for promoting good fellowship be held as usual. President Schenck also suggested that a budget for the year's expenses be created. In speaking of existing conditions he said in part: "This club should take its stand with other trade bodies and demand for our business the recognition to which it is entitled by virtue of the many millions of dollars invested and by the large number of employes that are engaged in the florist trade and allied industries that aid in making it a vast factor. I hope for the co-operation of every member and particularly of members of committees and it should be the duty of every member to denounce any attempt that may come to their notice from those who decry our business as a non-essential." Among his recommendations he also urged that a registration headquarters be maintained for all enlisted soldiers connected with florists' families when in the city or at nearby camps in order that they may be cared for if necessary or entertained.

The president's address was well received and the reports of the secretary and treasurer showed the club to be in good financial condition with \$17,000 in the treasury. Twenty-eight names were proposed for membership. Chairman Kessler of the house committee was commended by President Schenck, who expressed his opinion that the entertainments given by the club were excellent features.

By resolution, the board of trustees were instructed to secure a safety deposit box as recommended by the president and appoint the officer to be in charge of the club's securities, such officer to be properly bonded at the expense of the club.

W. A. Maude moved the following amendment to the constitution and by-laws which will be voted on at the next meeting: To amend Article 6, Section 3, to read: "For his services the secretary shall receive the sum of \$500 per annum." A. F. F.

Pittsburgh.

STOCK PLENTIFUL; PRICES LOW.

Business could be a great deal better but the below zero weather is having its effect with no relief in sight. The effect on transient buying is especially noticeable and if it were not for funeral orders trade would be at a standstill. Stock of all kinds is quite plentiful and prices are not quite as high as usual at this season of the year, a condition the reverse of what is usually expected in January. Many growers are cutting heavy crops of carnations which should have been in for the holidays. The best price is \$4 per 100. Roses in all varieties are plentiful and are offered at from \$4

to \$12. American Beauties are in good supply but the quality is not of the best and the main call is for the shorter grades. There is a surplus of orchids with no demand and the same is true to quite an extent of sweet peas, yellow daisies and calendulas. The receipts of lilies are about right to hold the price firm. Paper Whites have suffered in price on account of the large supply in evidence. All in all, however, market conditions in this city are more satisfactory than in many of the eastern and western cities.

NOTES.

Members of the committees appointed for the flower show to be held this fall are urgently requested to be present at the next meeting which will be held at Carnegie hall, North Side, Tuesday evening, February 5. Matters of importance will be discussed.



C. H. Frey, Lincoln, Neb.

Pres.-Elect Nebraska State Florists' Society.

Jack Frampton has the sympathy of the trade in this city and vicinity in the death of his father, which occurred at the family home in Clarion, Pa.

Oliver Langhans has joined the Foresters' regiment and expects to leave for Washington in the near future.

Bert Huttinger has enlisted in the navy and expects to begin training at once.

Visitor: J. W. Dudley, of Parkersburg, W. Va. M.

Nebraska State Florists' Society.

The annual meeting of the Nebraska State Florists' Society, held at Lincoln, January 15, was well attended and matters of interest to the trade were covered in the well arranged programme which had been prepared. A committee was appointed to arrange for a large floral exhibition at the state fair which will be held in September and liberal personal subscriptions were made to the fund for the national publicity campaign for flowers. The annual banquet which was held at the Lincoln hotel in the evening was an enjoyable feature.

The following officers were elected for the ensuing year: C. H. Frey, Lincoln, president; C. H. Green, Fremont, vice-president; Lewis Henderson, Omaha, secretary-treasurer.

LEWIS HENDERSON, Sec'y.

Rochester, N. Y.

FUNERAL WORK BRACES WEAK DEMAND.

A slight falling off in trade was noticeable during the past week, with few social functions and a general indication that many people are Hooverizing. Funeral work forms the bulk of the business. Much inconvenience is caused by delayed shipments, some being from two to three days late. Stock is fairly plentiful as a rule, but there is a shortage of asparagus due to cold weather in the south.

NOTES.

Schuyler Arnold is now in France serving with the field signal corps of the United States army.

Miss Lillian Wheeler, formerly with E. C. Kaelber, is now in the employ of George T. Boucher.

White Bros. of Medina, are growing excellent Ophelia and Sunburst roses with long stems. CHESTER.

Buffalo.

TRADE FAIR; SUPPLY VERY LIMITED.

Weather conditions here are simply terrible, all train service from the east and west late or express trains from the east cut out, but trade is fair with a limited supply of stock. Christmas and New Year's business was not good enough to tide over some of the local florists and three were forced to give up. The Lenox Flower Shop was sold by the sheriff January 14, the Wm. F. Kasting Co., being the purchaser. J. Benson Stafford removed from his store and Harry Aust also gave up, several things making a longer trial inadvisable. The coal situation here is bad and unless relief comes very soon Easter stock will suffer. Lilies and carnations are about all there is to offer to satisfy the trade at present but hopes are entertained for a better condition soon.

BISON.

Cincinnati.

BUSINESS RETURNING TO NORMAL STAGE.

The blizzard at the end of last week put a serious crimp into shipping, both on inbound and outbound trains. The weather, however, has begun to moderate and the chances are that by the time this is off the press transportation conditions will be about normal. The supply of stock in the market is adequate, both in respect to quality and quantity. Business, considering everything, is fairly good. Several shipments came through frozen at the end of last week when they were tied up on the road for, in some instances, a day or more. Roses are in fairly good supply. A good cut of carnations is coming into the market. Sweet peas are fairly plentiful and sell well. Easter lilies, rubrums and callas are proving good property. Paper White and yellow narcissi are plentiful, Freesias and jonquils may be had. Other offerings include single violets, calendulas, forget-me-nots and baby primroses.

NOTES.

Some of the florists' places were nipped in spots by the cold last week when the high winds would blow out a pane of glass or would break one, but outside of that no serious damage in and about this city from the blizzard has been reported by any of the florists.

C. E. Critchell has been getting in some excellent baby primroses.

The Wm. Murphy Co. is having a big cut of carnations.

Visitors: Meyer Heller, New Castle, Ind., who entertained Victor Herbert at dinner Saturday night; Sam Seligman, representing Wertheimer Bros., New York. H.

DREER'S GRAND NEW CANNAS FOR 1918

Ten truly marvelous acquisitions, introducing new tones of color and showing the highest development in form and habit.

Carmine Beauty. Deep bright carmine flowers, freely produced high above the heavy dark-green foliage which has a narrow red margin. The flowers, while not as large as those of Olympic, are of a much brighter and more pleasing tone. $4\frac{1}{2}$ ft. 75 cts. each; \$7.50 per doz.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety with its erect stems always topped with clusters of cheerful color held high above the foliage. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Cloth of Gold. A very attractive dwarf, compact, growing, free-flowering golden yellow. 3 ft. 40 cts. each; \$4.00 per doz.

Dazzler. Time and again the past season the dark green foliage of this variety has been hidden beneath the mass of clusters of deep fire-red flowers. The intensity of coloring and freedom of blooming coupled with compact habit, make this variety the peer of the best for bedding purposes. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Golden Eagle. A wonderfully intense golden-yellow. Very free upright grower. The large flowers are produced in great clusters well above the foliage. $4\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Harmony. Great clusters of good-sized, well-formed Geranium-red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. Altogether a dignified harmonious combination. $3\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 50 cts. each; \$5.00 per doz.

Salmon Queen. An entirely new color in Cannas. Rosy salmon-scarlet, blending to a rosy-carmine toward the center. The large substantial flowers are freely produced in great clusters high above heavy green foliage. Very effective in bedding. 5 ft. 40 cts. each; \$4.00 per doz.

Sensation. To get a sensational color-tone in a pink Canna is particularly noteworthy. Our first impulse was to call it "La France" because the color called to mind the La France Rose but the tone is even cleaner and purer; it being a lovely pale-rose. The foliage is a beautiful glaucous-green; the plant dwarf and compact. One of the most noteworthy additions to Cannas in recent years. 3 ft. 75 cts. each.

One each of the above Ten Novelties for \$4.00.

New Cannas From Other Sources

We offer here eight new varieties, which after several years' trial have proven themselves worthy of our commendation.

Cleopatra. A striking beauty. Wonderful deep carmine-crimson flowers surmounting the dark glaucous-bronze foliage. This variety stands out strongly in effectiveness. 4 ft. 50 cts. each; \$5 per doz.

Dragon. An incessant bloomer, continuing to produce new stalks of flowers until cut down by frost. Dark ox-blood red. 3 ft. 15 cts. each; \$1.50 per doz.

Flag of Truce. A large flowered creamy-white, with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka but quite distinct and valuable. 4 ft. 35 cts. each; \$3.50 per doz.

Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine. $4\frac{1}{2}$ ft. 15 cts. each; \$1.50 per doz.

Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stand more erect and the plant grows taller. 5 ft. 30 cts. each; \$3.00 per doz.

One each of the Eight Varieties for \$2.00.

HENRY A. DREER,

714 and 716 Chestnut Street,
PHILADELPHIA, PA.

The Above Prices Are Intended for the Trade Only.



TYPE OF NEWER CANNAS.

Superb. This variety is unique in color and truly superb; having large, clean bright orange-scarlet blossoms of good substance, produced on strong stalks with glaucous-bronzy foliage giving a most pleasing effect. 5 ft. 40 cts. each; \$4.00 per doz.

Pocahontas. (Bronze-leaved Olympic.) Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze; one of the best recent introductions. 4 ft. 30 cts. each; \$3 per doz.

San Diego. Chinese-orange or Persian-yellow. The crimped petals are remarkable for substance which enables them to withstand the hot summer sun without wilting. Another charm lies in the dark bronze color of the buds which harmonize with the rich bronze foliage. 4 ft. 15 cts. each; \$1.50 per doz.

Varouna. We have tried this variety for several years and at all times the bright orange-scarlet flowers, combined with the good bronze foliage, has won our admiration. A free luxuriant grower, producing its flowers well above the plant. $4\frac{1}{2}$ ft. 25 cts. each; \$2.50 per doz.

Dethlef's Range Destroyed By Fire.

The Davison County Greenhouses, Mitchell, S. D., of which Wm. Dethlef's is proprietor, caught fire, December 30, following the collapse of a 30-foot con-

crete chimney at the rear of the heating plant. Much glass was broken and plants were killed by exposure to below zero weather, the loss being estimated at \$6,000. The night fireman, who had left the furnace room three minutes

before the chimney fell, would have been killed had he been at his post. The extensive repairs necessary will be made as soon as possible and in the meantime the retail business will be continued as usual.

THE STORM DID NOT AFFECT OUR GREENHOUSES

Consequently Our Quality and Quantity Are The Same As Usual.

For a few days until the railroads get in good running order again Express shipment will be considerably delayed. Customers should take this into consideration when ordering.

Our Roses now are coming in fine crop. **Ophelia, Hoosier Beauty, Russell and White Killarney**, besides the **Brilliant** and **Pink Killarney** are producing in choice quality and large quantity.

Our Carnation crop also is coming in heavy with a choice quality of flowers.

We offer our Roses and Carnations, all grown by specialists, at prices no higher than others. Our flowers are cut as soon as ripe and after being in water for several hours in our chilly rooms are sent twice each day direct to our city store. This gives our customers the choicest fresh cut stock on the market. Our entire efforts are devoted to the flowers we grow. No side lines handled to help pay expenses.

All flowers will be charged at regular market prices and stock not grown by us will be bought on the market for you.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

SECOND BLIZZARD HITS CITY.

This city was practically isolated from the rest of the world, January 12, when snow blocked all east and west bound railroad traffic. There was no movement of passenger or freight trains in or out of the city, consequently it was impossible to bring any stock from the greenhouses to the wholesale stores or make any shipments to out-of-town points. The retail florist establishments and department stores closed about 3 o'clock in the afternoon owing to the intense cold and heavy blizzard. The thermometer registered in the neighborhood of 18° to 20° below the greater part of the day and what few people were out experienced considerable difficulty in reaching their homes in the city, while those who lived in the suburbs were obliged to stay in hotels owing to the lack of transportation. On Sunday there was practically nothing doing and six of the leading wholesale houses report that they did not make out a single ticket. The public schools have been closed for a week to give 60,000 school children a chance to shovel the city out of the snow. With transportation facilities paralyzed and deliveries of coal stopped, an order to railroads to seize every available carload of fuel and deliver to the nearest yard for the benefit of the general public was issued January 12 by Raymond E. Durham, chairman of the Cook county committee of the fuel administration, which has seriously affected many of the growers in this vicinity who had coal on the track. The situation has improved considerably at this writing and a few of the express companies started to give service late Tuesday for the first time since the storm start-

M. C. Gunterberg

—WHOLESALE FLORIST—

158 North Wabash Avenue,

CHICAGO

Mention the American Florist when writing.

ed. There is plenty of stock of all kinds in the market at this writing but there is likely to be a shortage in some lines by noon as it is impossible to fill all the out-of-town orders which are calling for a large quantity of flowers. Tulips and freesias are more plentiful and the same holds good for jonquils. Violets, especially New York doubles, are in short supply and what few did arrive the past week reached here in such poor condition owing to the delay that they had to be dumped. The storm cost the trade thousands and thousands of dollars, which is the second severe blow that has been suffered since the first of the year. Notwithstanding the setbacks the dealers are optimistic and call attention to the old saying that a poor start means a good finish, so here's to better days for the balance of the year. Everyone is making large preparations for St. Valentine's day, which will give all an opportunity to recover some of the ground lost owing to the two recent heavy storms. The wholesale houses are making every effort to fill all of the out-of-town orders today, Wednesday, January 16, to points where the express companies are accepting shipments. The situation is far from normal but is slowly improving with the outlook gradually becoming brighter. All the dealers are obliged to deliver their packages to the depots in almost all instances because there have been no pick-ups since the storm started.

Valentine Cards

100—\$0.60 200—\$1.00
500— 2.00 1000— 3.50

The John Henry Co.
Lansing - Michigan

NOTES.

Fuel Administrator Durham has announced that reports from the southern Illinois coal fields, which were visited January 14 by a severe snow storm, indicated possible trouble in getting cars to and from the mines. This, he said, might necessitate asking some of the local industries temporarily to curtail their coal consumption until traffic could be opened.

Lena M. McCauley, secretary of the Horticultural Society, has the sympathy of many friends in the death of her mother, Mrs. Lena R. McCauley, widow of James McCauley, who died January 14.

Archie McDonald, who has charge of the flower department at Gimbel Bros.' department store, Milwaukee, Wis., was a visitor in the wholesale market January 15.

C. L. Washburn says that Bassett & Washburn are now in heavy crop with carnations which accounts for the large receipts at the store this week.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CHICAGO
CENTRAL 601 and 2846

TRY US ON :
WEILAND—RUSSELL—OPHELIA

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$25.00
Select	20.00
Medium	\$12.00 to 15.00
Short	6.00 to 10.00

RICHMOND

	Per 100
Specials	\$12.00
Select	10.00
Medium	8.00
Shorts	6.00

MILADY

	Per 100
Specials	\$12.00
Select	10.00
Medium	8.00
Shorts	6.00

Killarney

	Per 100
White Killarney	\$12.00
Killarney Brilliant	10.00
Sunburst	8.00
My Maryland	5.00 to 6.00
Opheia	
Champ Wieland	

ROSES, OUR SELECTION

	Per 100
Carnations, fancy	\$ 5.00
Harrishi	4.00
Valley	12.50 to 15.00
Violets	6.00 to 8.00
Stevia	1.50 to 2.00
Sweet Peas	1.50 to 2.00
Smilax	2.00 to 2.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	\$3.00
Boxwood	per bunch, 35c
Galax, bronze and green, per 1,000	\$1.25
Leucothoe Sprays	75c to 1.00

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

**EVERYTHING IS IN
GOOD SUPPLY HERE**

Particularly Roses, Carnations, Sweet Peas, Lilies,
Orchids, Stevia, Valley, Mignonette, Paper Whites,
Calendulas, Daisies, Romans, Freesias, Jonquils
Tulips, Pansies, Pussy Willows, Greens, Etc.

Our supply in general is larger and more complete than ever this season, so tie up with us.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

BEAUTIES--ROSES--CARNATIONS

EXTRA FANCY STOCK. ORDER HERE AND GET THE BEST.

CURRENT PRICE LIST

Subject to Change
Without Notice.

AMERICAN BEAUTIES.		Per doz.
Long stems		\$6.00
30-inch stems		5.00
24-inch stems		4.00
RICHMOND.		Per 100
Select		\$12.00
Fancy		10.00
Medium		8.00
Short stems		6.00
RUSSELL.		Per 100
Fancy stock		\$6.00 to \$25.00
ROSES, OUR SELECTION		5.00

SUNBURST and OPHELIA.		Per 100
Select		\$12.00
Fancy		10.00
Medium		8.00
Short stems		6.00
WHITE and PINK KILLARNEY,		Per 100
KILLARNEY BRILLIANT.		\$10.00
Fancy		8.00
Medium		7.00
Good		6.00
Short stems		6.00
MINIATURE ROSES.		Per 100
Baby Doll		\$2.00
Elgar		2.00

CARNATIONS		Per 100
Valley		4.00
MISCELLANEOUS.		Per 100
Valley		\$ 6.00 to 8.00
Lilies		12.50 to 15.00
Ferns, per 1,000		3.00
Smilax, per doz. strings		2.00 to 2.50
Adiantum		1.00
Galax (bronze and green), per 1,000		1.25
Asparagus Sprengeri, bunch		.50
Asparagus Plumosus, bunch		.50
Boxwood, per lb.		.35

Other Green Goods Market Rates.

Mention the American Florist when writing.

Allan Humason, who is with the national army at Rockford, has been promoted to Acting Battalion Sergeant Major, senior, which means that he is the second highest non-commissioned officer in the regiment. Hugh Barker, formerly with THE AMERICAN FLORIST, is Acting Regimental Supply Sergeant of the Supply Company, 35th Infantry, now stationed at Nogales, Ariz. Jack Byers, formerly with Zech & Mann, writes from Houston, Tex., that he is well and hints that his regiment is likely to embark soon.

Joe Bieber is devoting considerable time to the selling of space for the Fifth National Flower Show to be held at St. Louis, Mo., April 6-15 inclusive, under the auspices of the Society of American Florists in Moolah Temple and auxiliary buildings, Lindell boulevard, McPherson and Van de Venter avenues. The cost of space is \$1 per square foot and the first come will be first served. Mr. Bieber can be reached at A. Lange's store, 25 East Madison street.

Peter Miller, of the George Wienhoeber force, is in St. Mary's hospital where he is recovering from an operation for blood poisoning in the right arm caused by a scratch from a rose thorn. His condition was so serious that the attending physician thought at first that it would be necessary to amputate the arm but fortunately this was averted and his friends will be pleased to hear that he is now getting along very nicely.

Poehlmann Bros. Co. has been shipping its stock to the store from the greenhouses at Morton Grove by express owing to bad condition of the roads, which make it impossible for the trucks to get through. This firm was fortunate in receiving a large shipment of coal just before the first blizzard which will carry them through until conditions permit securing more.

Peter Reinberg is again sending regular shipments of stock to his store which were cut off for a couple of days owing to the heavy blizzard. His carnation range particularly, which is located on the farm, was cut off almost completely but shipments are now reaching the store and conditions are rapidly approaching normal again.

The Chicago Flower Growers' Association is well fixed on all kinds of stock, particularly roses and carnations. Pussy willows are seen in large

supply at this establishment but are in such brisk demand that they clean up regularly.

Frank Farney, who has had charge of the nursery furniture at A. L. Randall Co.'s store for some time, will also look after the output of his firm's Burlington baskets.

George Rozakles, Jr., with the Chicago Florist, 35 East Adams street, has joined the colors. Miss Olive Kracke will assist Mike Poletsos during his absence.

A. L. Vaughan & Co. continue to have a good demand for freesias which they are handling in quantity along with a complete line of other stock.

Peter and Louis Duris, of the Central Floral Co., have the sympathy of the trade in the loss of their sister whose death occurred recently.

Zech & Mann are handling a large quantity of tulips, jonquils and freesia in addition to their usual fine line of all other seasonable stock.

At Wietor Bros.' store carnations are arriving in larger supply as well as roses which are in good crop, especially White Killarney.

Erne & Company are strong on fancy smilax which has been their leader in greens for some time.

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street
CHICAGO

NOW, MORE THAN
EVER, IS THE

VAN 100% SERVICE

Appreciated. It is absolutely essential in the conduct of an up-to-the-minute 1918 retail business.



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

Mention the American Florist when writing.

Jim Kidwell, eldest son of W. J. Kidwell, well known retail florist, has enlisted in the aviation corps.

Percy Jones, Inc., is strong on New York violets which are unsurpassed for quality in this market.

J. A. Budlong is handling a most complete line of stock including gardenias.

George Gobel is no longer connected with the John Kruchten Co.

A. T. Pyfer & Co. are showing a good supply of fancy sweet peas.

The E. C. Amling Co. is offering a regular supply of tulips.

FINE CROP OF ROSES

Hoosier Beauty

Killarney

Killarney Brilliant

White Killarney

Russell

Ophelia

Richmond

Sunburst

Milady

Ward

In addition to complete line of all the best standard and newer varieties of Roses we can supply you regularly with the market's best offerings in

Lilies, Valley, Ferns, Plumosus, Smilax, Boxwood, Green and
Cattleyas, Carnations, Cecile Brunner, Leucothoe,
Cypripediums, Phalaenopsis, Adiantum, Sprengeri, Bronze Galax.

SUPPLY DEPARTMENT.

Let us know your wants in Supplies. Our stock is complete but we advise you to place your order as early as possible.

Magnolia Leaves

Wheat Sheaves

Wire Designs

PLANTS

CYCLAMEN.
 4-inch pots...\$3.00, \$3.60 and \$4.20 per doz.
 5-inch pots 6.00 per doz.

PANDANUS VEITCHII.
 5-inch pots\$0.75 each
 8-inch tubs\$3.00 and 3.50 each

BIRD'S NEST FERNS.
 6-inch pots\$1.50 each

TABLE FERNS.
 2¼-inch pots\$4.00 per 100

RUBBER PLANTS.
 4-inch pots.....\$4.20 per doz.
 5-inch pots..... 6.00 per doz.

HOLLY FERNS.
 3-inch\$10.00 per 100
 4-inch 15.00 per 100
 5-inch\$3.00 and 4.20 per doz.
 6-inch 6.00 per doz.

COLEUS CHRISTMAS GEM.
 5-inch pots\$3.00 and \$4.20 per doz.

ASPARAGUS PLUMOSUS.
 2¼-inch\$3.50 per 100
 6-inch, made up..... 4.20 per doz.

ENGLISH IVY.
 4-inch\$15.00 per 100

COCOS WEDDELIANA.
 2¼-inch\$14.00 per 100

PYTCHOSPERMA ALEXANDER.
 3-inch pots\$15.00 per 100

SHAMROCKS, 2-inch pots, \$3.00 per 100.

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

If You Want Good Stock and Good Treatment Send Your Orders To Us For

ROSES	CARNATIONS	VALLEY	LILIES
STEVIA	MIGNONETTE	JONQUILS	VIOLETS
FREESIAS	SWEET PEAS	NARCISSI	TULIPS

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

Chicago's most up-to-date and best located Wholesale Cut Flower House

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**Quality
Speaks
Louder
Than
Prices.**

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

☐ We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Herbert Stone has accepted a position with the Atlas Floral Co.

Arthur Schutz reached his store at Hammond, Ind., January 14, after being snowbound here with his stock since the previous Friday.

Visitors: T. E. Terrill, of the Terrill Floral Co., Lethbridge, Alberta, Can.; Judge Vesey and wife, Ft. Wayne, Ind.; Fred Cowperthwaite, Philadelphia, Pa.; Chas. Loveridge, Peoria; P. W. Peterson, of the Chicago Carnation Co., Joilet; M. Stanch, Council Bluffs, Ia.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Briggs House, January 10, Vice-President Klingsporn in the chair. There was a fairly good attendance considering the severe weather, and much interest was shown in the plans for the present year's work. The various officers having presented their annual reports, the chairman introduced the officers-elect, Fred Lautenschlager, president; O. J. Friedman, vice-president; Otto H. Amling, treasurer; Allie Zech, secretary, and T. E. Waters, trustee, the hold-over trustees being H. N. Bruns and W. J. Keimel.

President-elect Lautenschlager, in taking the chair, outlined the policy he had in mind for the coming months in an able address, and his numerous suggestions met with general approval, his recommendations for a number of new standing committees being adopted. The other elected officers pledged themselves to promote the club's interests in every possible way, Vice-president Friedman's slogan being "Members, More Members, and Still More Members." The president announced the appointment of committees as follows: Sports and pastimes—Edward Enders, chairman; James B. Foley, R. E. Kurowski, Transportation—Michael Barker, chairman; balance of committee to be appointed later. Good-of-the-club—T. E. Waters, chairman; balance of the committee to be appointed later. Advertising—F. Lautenschlager, chairman; George Asmus, Michael Barker. Standing committees on publicity and on the garden movement will be announced at the February meeting.

Retiring President Amling sent a letter of regret at his inability to be present, on account of his health, and thanked the officers and members for

their many courtesies of the past year. Harry Gardner and Harold A. Wolf were elected to membership, and Johann E. Ebbers, 1235 Victor avenue, and E. W. Young, 7044 Greenview avenue, Chicago, were proposed for membership.

The transportation committee reported in favor of the New York Central (Lake Shore) railroad for the trip to Boston, Mass., on the occasion of the annual convention of the American Carnation Society, to be held in that city, January 30-31. The train chosen leaves the La Salle street station Monday, January 28, at 5:30 p. m., due Boston at 8:35 p. m. the following day. The fare each way is \$23.10, plus \$1.85 war tax. Pullman fares are: Lower berth, \$5.50, war tax 55 cents; upper berth, \$4.40, war tax 44 cents.

The February meeting was selected for the annual novelty show, particulars of which will be announced later, and on the motion of E. A. Ollinger it was arranged to invite Levy Mayer, the well known attorney who has so ably championed so-called non-essentials in recent addresses, to be present on that occasion. Chairman Waters of the good-of-the-club committee will have charge of the arrangements for the novelty show.

The advertising committee was instructed to renew the posterette campaign for St. Valentine's day and Mothers' day business on the lines inaugurated last year, the net profits to be divided between the national publicity fund of the Society of American Florists and the club.

F. W. Webb's proposal of a membership committee met with warm support, as did M. C. Wright's suggestion of a committee on resignations, the latter claiming it was quite as important to retain good old members as to secure new ones.

The visitors included Fred Cowperthwaite, secretary of the Florists' Club of Philadelphia, and Chas. Loveridge, of Peoria, the former giving an interesting account of school gardens as conducted in his city. Mr. Loveridge told of the holiday business in central Illinois, reporting it generally satisfactory, notwithstanding the many difficulties of the past year.

Vice-President Friedman was appointed general provider of information, instruction and amusement for

the March meeting, and he promises a carnival of fun.

PRES. LAUTENSCHLAGER'S ADDRESS.

In assuming the presidency of your club I do so with the full knowledge of its responsibilities and opportunities, and I pledge you the best I have, to serve you with loyalty and efficiency. It is with pride that I look backward upon the activities of the Chicago Florists' Club, and I take this opportunity to express my appreciation of the splendid work that has been done by this organization, of which every member may well feel proud.

The club has for sometime held the foremost position amongst floral organizations in this country, and with its record of many successful enterprises as the floral art and novelty display, the St. Valentine's and Mother's day advertising campaigns, the Y. M. C. A. war fund flower sale and other events of local and national character, which the club has handled so successfully, you have set a very high standard for greater work and possibilities.

There are many duties before us for the coming year, but we can only continue to render creditable service with the cooperation of all, and I know every one will respond to the call. The question of trade welfare is of such vast importance to every one in the trade these days, and I feel it is my duty to say a few words of the good work that is being done by our mother organization, the Society of American Florists. That organization is working out our trade problems and by indefatigable work of its able committees, has brought about many improvements in trade conditions. During the past year, our national society has probably accomplished more for our welfare than during any preceding year, and there is no one of our trade in this country who has not benefited thereby. Take for instance the wonderful work accomplished by this society in regard to the coal situation. Consider the great benefits of our national flower shows, and the advantages that will be gained by the national publicity campaign for flowers. The work of its representative at Washington, D. C., and its tariff and legislation committee, our school and convention garden work. Committees have been appointed on a national credits and collection bureau, and on developments of American products.

A. L. VAUGHAN & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100
Special	\$25.00
Select	20.00
Medium	\$12.00 to 15.00
Short	6.00 to 10.00
Hoosier Beauty, extra special.		30.00
" " special	20.00 to 30.00
" " select	10.00 to 15.00
" " short	8.00
Richmond, special		12.00
" " select	10.00
" " medium	8.00
" " short	4.00 to 6.00
Milady, special		12.00
" " select	10.00
" " medium	8.00
" " short	4.00 to 6.00
Killarney Brilliant, special		12.00
" " select	10.00
" " medium	8.00
" " short	4.00 to 6.00
Ophelia, special		\$12.00
" " select	10.00
" " medium	8.00
" " short	4.00 to 6.00
White Killarney, special		\$12.00
" " select	10.00
" " medium	8.00
" " short	4.00 to 6.00

ROSES—Continued.		Per 100
Killarney, special	12.00
" select	10.00
" medium	8.00
" short	4.00 to 6.00
Mrs. Ward, special		12.00
" select	10.00
" medium	8.00
" short	4.00 to 6.00
Sunburst, special		12.00
" select	10.00
" medium	8.00
" short	4.00 to 6.00
Cecile Brunner		2.00 to 3.00
Elgar		2.00 to 3.00
Baby Doll		2.00 to 3.00

ROSES, OUR SELECTION..... 5.00

Extra special roses billed accordingly.

CARNATIONS.

Fancy	\$ 3.00 to \$ 4.00
Splits	2.00

ORCHIDS.

Cattleyas	per doz. \$12.00
-----------	-------	------------------

MISCELLANEOUS		Per 100
Violets	\$ 1.50 to \$ 2.00
Valley	6.00 to 8.00
Easter Lilies	12.50 to 15.00
Stevia	1.50 to 2.00
Strawflowersper bunch	.35 to .50
Calendulas	2.00 to 4.00
Paper Whites	3.00 to 4.00
Daisies	1.00 to 2.00
Snapdragonsper bunch	1.00 to 1.50
Mignonette	6.00 to 8.00
Romans	3.00 to 4.00
Callasper doz.	2.00
Sweet Peas	1.50 to 2.00
Freesia	6.00 to 8.00

GREENS.

Asp. plumosusper string	\$ 0.50 to \$ 0.75
Asp. plumosus spraysbunch	.35 to .50
Sprengerper bunch	.35 to .50
Adiantumper 100	1.00
Smilax, choiceper doz.	2.00
Fancy Fernsper 1,000	3.00
Galax leavesper 1,000	1.25
Wild Smilaxper case	5.00
Boxwoodper lb.	.35
Mexican Ivy	1.00
Leucothoe Sprays75

It is needless to say that all these matters are of interest to all, and as stated by President-elect, Charles Totty, in his New Year's greetings: "If there ever has been a reason for the existence of the Society of American Florists as a live body to look after the interests of its members, that time is now, and any florist that expects to stay in business, that is not a member of the national society, is not playing fair with his fellow florists." Gentlemen, this strikes the keynote. It cannot be disputed that we owe a great deal to the national society, and by reaping the benefits of its good work everyone in the trade it duty-bound to become a member. At the present time, the Chicago Florists' Club has an S. A. F. membership of 109; this is very creditable, indeed—everyone in our club is eligible for membership in the national organization and we should make every effort to increase this number at once.

One of the questions of the moment is the subject of publicity, and in speaking of publicity I want to lay particular stress upon the necessity of both national and local advertising for our trade welfare. Plans have already been laid for a national campaign of floral advertising by the S. A. F., which contemplates an expenditure of \$50,000 for the coming year. This movement is already in actual operation; the first series of advertisements will appear in page form in the Saturday Evening Post, February 6, and subsequent announcements will follow immediately thereafter. Chicago has already sent in 52 subscriptions to this fund amounting to \$3,000, but there are a great many of the trade still to be heard from. Everyone in the trade in Chicago who has not yet subscribed should do so at once, in order to make a success of this movement.

O. A. & L. A. TONNER

ROSES--CARNATIONS

Freesias

Calendulas

Narcissi

FLORISTS' SUPPLIES

Magnolia Leaves-Magnolia Wreaths-Cycas Leaves, Etc.

30 East Randolph St., Chicago, Ill.

The business outlook for 1918 on the whole is very encouraging. Millions of people will have more money to spend by far than during any previous year, and this remark applies especially to the masses. Money will be spent for the necessary and desirable things, including flowers. One thing is certain. If florists of this country grasp the situation, and plan to urge the people who have the money to spend, the flower business will be exceedingly good, and by making the coming year the best year for all business we will then do our part to help win the war. To my mind, local advertising is so fundamental to national advertising that we should immediately formulate plans for a local campaign of advertising for trade promotion which is to link with the national enterprise. Funds for a local campaign can be easily obtained; in fact, a nucleus has already been established for such a fund by the Chicago wholesale florists' organization of this city, the members of which have established a fund of \$4,500 for advertising purposes. A part of same has already been diverted to the national campaign, and of the balance a goodly portion has been set

aside for local purposes. Local trade publicity is of such great importance that I deem the appointment of a standing committee on publicity one of our greatest needs, and trust that this recommendation will be acted upon and approved at this meeting.

We are facing a time in the history of America when it is the duty of everyone, from the most humble to the highest, to co-operate with our government, and therefore we as members of a horticultural organization can lend a helping hand in connection with the great garden movement, which is sweeping over this country, and it would be proper that we should at once adopt a resolution indorsing this work, and to offer every assistance possible, under the direction of a standing committee, to be appointed especially for this purpose.

One of the problems also before us is in securing a larger attendance at our meetings. There must be no letting down in the spirit of the meetings. There must be a marked character given to the meetings which will attract the retailer, the wholesaler, the grower and the allied tradesman, and thereby induce the needed growth of

For Your Supply of CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

our club to secure it the influence that can only be exerted through an impressive number of the best representatives of all branches of the trade. In order to bring about a better attendance, and also to stimulate a greater interest at our meetings, I suggest that we adopt the custom to place the social feature of each meeting in charge of a committee which shall conduct this portion of our meeting on such a plan as they may perfect; this committee of course is to work in conjunction with the good-of-the-club committee. The social features of all meetings shall be conducted by the chairman of the special committee immediately upon the close of the business session.

In conclusion, I wish to extend a cordial invitation to everyone in the trade to participate at our meetings, and would especially urge our members to bring a florist friend to our meetings at any time.

St. Louis.

BUSINESS CONFINED TO FUNERAL WORK.

Market conditions in this city during the past week were about as serious as could be possible. The thermometer hung around the zero mark most of the week and every day brought more snow, resulting in delays to all shipments of flowers. Even the local growers had difficulty in getting to the market. The supply was naturally short, and the retail business was confined almost entirely to funeral work. If there had been any appreciable demand at all for stock it would have been impossible to get it. Of the roses seen on the market, Russell was the best by far. Violets are good, and sweet peas fine. Carnations are holding up well regardless of the cloudy weather, although the cut is short. Lillies, jonquils and narcissus are equal to the demand. While plumosus is scarce, fancy ferns and smilax are plentiful.

NOTES.

The Florists' club held its January meeting at Wm. C. Smith Wholesale Floral Co.'s store, with about 40 members present. The national flower show committee reported that the executive committee of the Society of American Florists and the national flower show committee would hold a joint session at the Planters hotel beginning January 21. The president of the club was also authorized to call a meeting of the officers and trustees to select the various committees to take care of the coming meeting of the S. A. F. in April. Henry Muskopf and Fred Foster were elected to membership. State Vice-President Pilcher of the S. A. F. reported that during the past year approximately 50 new members were added to the local S. A. F. membership from the florists' club.

A few of the regulars on the market every day: Jos. Witek, Art Beyer of F. C. Weber's, Frank X. Gorly, Martin

Seeger and Nat Kingsley, Fred Foster, Andy Meyer, Andy Hoffman of Waldbarts, Jos. Windler, Ad. Kohr of Famous & Barr and Ed Loyet of Grand Leader. Even the extreme weather of the past week could not keep them at their places of business. Nothing like being on the job and seeing what is on the market.

Vice-President Bourdet of the S. A. F. is thinking about employing a detective to find out who wished a dachshund on him. We would suggest that he trade him for a French poodle, which would be more in keeping with his nationality.

If anyone would like to know how it feels to push a shovel through snow for three hours ask Frank Windler. He was stuck in a snow drift with his pleasure car a couple of days ago. Did I say pleasure?

Among the county florists who have been snowed in the past week was Oscar May of Sappington. He has not been able to get to town with his stock for over a week account of being snowbound.

Retailers all over town have been having a hard time keeping their delivery service going. In most cases the Ford deliveries have been able to plow through, but it is slow going.

J. J. W.

Providence, R. I.

AMPLE SUPPLY AND GOOD SALES.

Trade during the past week has been very good with stock of all kinds about equal to the demand, although prices have dropped to low figures, especially carnations, which are cheaper than ever before this season. Floral work holds up well and brings in a steady stream of business. Several of the growers lost considerable stock in the recent cold spell, the weather being the most severe in 33 years at this point. The coal situation is also the worst in the history of the city and unless relief comes soon many growers in this vicinity will have to close entirely. There has been some talk of refusing to supply coal to growers, and if such action is carried out, it will cripple the florist business in this city to a great extent. The express companies here are refusing to take packages and as the embargo is indefinite, shipping business is crippled.

H. A. T.

BROOKLINE, MASS.—Frederick Palmer, local florist, has been named as local representative of the state food administration.

HOPKINSVILLE, KY.—Edward Andrews, florist at the Western Kentucky hospital, has resigned his position and will go to France with a Red Cross unit.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady. Sunburst.

Shawyer.

Ward. Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES.

Make arrangements with us for a regular supply. You should always have some on hand, especially now during the extreme shortage of other flowers.

Valley. Callas.

Violets.

(Single and double)

Calendulas.

Cattleyas, Sweet Peas.

Paper Whites.

Yellow Narcissus.

White Daisies.

Yellow Daisies.

Pansies. Stevia.

Strawflowers.

Jonquils Mignonette

Freesias Tulips

GREENS.

Plumosus. Sprenger.

Galax, bronze. Galax, green.

Ferns.

Leucothoe Sprays.

Mexican Ivy. Smilax.

Adiantum.

Wild Smilax. Boxwood.

Red Winter Berries.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Valentine Novelties

Be on the lookout for our new things. If our Valentine Novelty Folder has not reached you send for it. Keep things moving with these quick selling goods. Get your order in at once to avoid transportation difficulties.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

Fort Wayne, Ind.

STORM CUTS OFF SUPPLY.

The heavy blizzard and the temperature of 25 degrees below zero, which visited this city January 12-13, suspended business of all kinds. The florists had more than their share of the worry and trouble, as not only was their supply cut off by a lack of all means of transportation, but business was at a standstill, and greenhouses were greatly endangered and damaged by the windstorm. At this writing conditions are coming back to normal, but the express companies will accept no perishable stock. The coal situation is becoming very grave, some of the florists having only enough supply to last a few more days, with no prospects of a relief. The supply of flowers is considerably better than it has been for several weeks. Business during the forepart of the week showed an improvement over the previous week, with funeral work in the heaviest demand. Cut flowers and blooming plants for the sick met with a big call.

NOTES.

The January meeting of the florists' club was held in this city instead of at New Haven, Ind., as was planned, on account of the severity of the weather, Wednesday, January 9, with President Edgar Wenninghoff in the chair. The coal question, and other important matters, came up for discussion. The election of officers was postponed until the February meeting.

A. J. Lanternier & Co. have had a good amount of funeral work, although their deliveries were held up the latter part of the week by the immense snow drifts and the severe temperatures.

Edgar Wenninghoff is showing some fine Dutch hyacinths, the first of the season, jonquills, and a good variety of other bulbous stock.

The Flick Floral Co. is showing some fine Hoosier Beauties, and other leading varieties of roses, and reports the demand very good.

W. J. & M. S. Vesey report a good demand, but inability to send orders on account of the tie-up of the railroads.

The New Haven Floral Co. reports business fine, with a moderately good supply.

H. K.

Nashville, Tenn.

BUSINESS SUFFERS FROM ZERO WEATHER.

In common with the rest of the country, this city is having an unusual period of cold weather with the thermometer hovering close to the zero mark, with more snow for the season than the oldest inhabitant can remember. Funeral work constitutes a large part of the demand and flowers continue to be furnished as complimentary remembrances and there are a few weddings, not as a rule, however, large affairs. The social world, locally speaking, is in a very quiescent state, but on the whole trade has been fairly good. The supply of flowers is much better than would ordinarily be expected and is sufficient to meet all requirements. Roses, while not abundant, are good, the offerings including the Killarneys, Russell and American Beauty. Carnations in all colors are in good supply. Some of the growers

EVERYTHING IN Cut Flowers and Greens

Just now we are featuring fancy Sweet Peas in addition to a large supply of extra Choice Roses and Carnations.

A.T. Pyfer & Company

Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

St. Valentine's Baskets

for Violets, Sweet Peas, etc., with heart shaped handles and other attractive designs.

Honest Quality — Honest Prices.

25 Assorted Baskets..... \$6.50

With metal liners, colored in red, violet, white and all the two-tone finishes.

Send for our catalogue.

RAEDLEIN BASKET CO.

713-17 Milwaukee Ave., CHICAGO, ILL.

have sweet peas and a few orchids. Quite a few plants are still on the market, among the varieties being cyclamens, solanums, primroses, Paper Whites and Roman hyacinths.

NOTES.

The joint meetings of the state florists' association, nurserymen's association and bee-keepers' organization will be held in this city January 29-February 1. A fine programme is being prepared and a large attendance is looked for. Professor G. M. Bentley of Knoxville is secretary of each of the three organizations.

The Joy Floral Co. reports a good supply of flowers for both the local store and their establishment in Chattanooga. Trade has been excellent with quite a few weddings to increase the total.

The McIntyre Floral Co. grows Russell roses to great perfection and they are offering splendid stock. They have a fine supply of sweet peas and orchids.

Geny Brothers have good roses in a number of varieties and pot plants have been going well. Carnations are plentiful here.

M. C. D.

CALDWELL, IDA.—A. L. Murphy plans to erect two houses in the spring, each 20x100 feet, at the corner of Seventh and Blaine streets.

Gold Letters

Packed 25 of a character to each envelope. (Sample free.)

	Per 100	Per 1000
Small size	\$0.40	\$3.00
Medium size50	4.00
Large size60	5.00
Gold Script Words (10 to pkg.)...	\$0.35	
Gold Script Words, per 100.....	3.00	
Purple Script Words (10 to pkg.)..	.35	
Purple Script Words, per 100.....	3.00	

Get our complete list of other supplies.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

Mention the American Florist when writing.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Toronto, Ont.

TRADE GOOD FOR SEASON.

After the experience of an increased holiday trade, business seems quiet, but compares favorably with last year. The severest weather for 50 years past has not helped in the quantity of roses or carnations, which shortage is being taken advantage of by the growers who are keeping the prices up beyond reason. There seems to be a tendency here to grab all that is possible, but when the growers are charging from 50 to 100 per cent more for roses than they are being sold for in the United States markets, it is time that some organized effort be used, and a proper adjustment of the existing conditions here be arranged. In roses, American Beauty is off crop, and in fact all reds are scarce. Richmond, which has always been grown extensively and to good advantage, is this year proving a failure as it has a tendency to come blind and will be discarded by most growers. The dependence has been on Hoosier Beauty, but this variety is now off crop. Ophelia is the standby, seemingly the best all round rose on the market today. Shawyer will also be planted in smaller quantities and Columbia given a thorough trial. Carnations are good and bringing \$6 per 100, while all other varieties of stock bring good prices.

NOTES.

A committee of three, S. McFadden, J. A. Neil and H. G. Dilleuth, have been appointed to meet with the growers and wholesalers to try and arrange for a standard and more uniform grade for roses. Dissatisfaction is prevalent amongst the retailers as to the prices charged them for stock. Seemingly, the disparity of prices charged to the legitimate florists and the cut rate operators is too great, for it is a well known fact that stock can often be purchased retail at these stores for a lower figure than the florists can buy them.

Bulbous stock is now coming in large quantities; tulips, daffodils, freesias and hyacinths of different colors can now be had in quantities. White lilac and cyclamen are the best of the flowering plants.

The Gardeners' and Florists' Association will hold a social evening in February. As this is the banner event of the season a large attendance is expected.

W. Wilshire is bringing in pussy willows.

H. G. D.

Bristol, Tenn.

Following the holiday trade which was 15 per cent greater than last year with prices about 25 per cent higher, business has been fair with considerable funeral work and a few weddings. The demand for plants is somewhat limited due to the extreme cold weather, the temperature, December 30, being 20 degrees below zero, the lowest in many years. The snowfall is greater than in the past three years and the fuel supply is a matter of no small concern, but at this writing the temperature has moderated and is up to 28 degrees above zero.

P. S. W.

GOLDFISH

BUY FROM THE BREEDER
Twenty-six Acres of Ponds

Write for Wholesale Price List
of Goldfish and Supplies.

Bert J. Putnam, 490 Washington St.,
BUFFALO, N. Y.

Mention the American Florist when writing

Bargain in California Privet

Can ship now or hold in storage until spring.

6-12 inch.....	\$ 6.00 per 1000
12-18 inch.....	10.00 per 1000
18-24 inch.....	12.50 per 1000

SOUTHERN NURSERY CO.
WINCHESTER, TENN.

Mention the American Florist when writing

Boston.

TRADE SHOWS IMPROVEMENT.

Market conditions have shown much improvement during the past week and everyone is enthused. A number of small ranges in the vicinity of this city have closed and there has been a good shipping demand to be met by the wholesale houses. Stock while none too plentiful is good and commands a fair price. Roses are shortening up and are offered at prices ranging from 6 cents to 16 cents, the latter price for 24-inch stems. Carnations are in oversupply and sell at from \$10 to \$20 per 1,000. Sweet peas were never better and move at \$2 per 100. Other offerings include double and single violets, Golden Spurs, campanulas, pansies, Freesia Purity, wallflowers and myosotis.

NOTES.

The gardeners' and florists' club, at its meeting December 18, elected the following officers: Andrew K. Rogers, Readville, president; Carl P. Sweetzer, Wakefield, vice-president; S. J. Goddard, Framingham, treasurer; Wm. N. Craig, Brookline, secretary.

Philip Carbone had most attractive windows during the past week, acacias and irises with large plants of white heather predominating in one and euphorbias in large sprays three and four feet long arranged with cyclamens in the other.


Welch Bros. Co. reports very good business with sales better than in previous years. They carry an excellent line of carnations, roses, sweet peas, gardenias, orchids, in addition to florists' supplies.

Samuel Goddard of Framingham is shipping to George Noyes, his salesman, a fine selection of carnations, among the finest of which is Laddie selling at \$10 per 100.

B. A. Snyder & Co. since the holidays have done a remarkably good business with indications pointing to a good season. Shipping trade has increased 50 per cent.

A stiff jolt has been handed to the retail stores by the state fuel commission in an order to open stores at 9 A. M. and close at 5 P. M. and no Sunday opening.

The bursting of a water pipe in the sprinkler service of the Heywood build-



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.
J. E. POLLWORTH, Sec'y and Gen'l Mgr.

Mention the American Florist when writing

ing caused damage estimated at \$800 to the North Union Flower Shop, December 31.

Penn, The Florist, reports good business. As usual his window displays are features of the street and attract much attention.

Arnold & Fisher of Woburn are sending to this market some of the best sweet peas seen here.

Thomas Galvin reports good business with a number of large decorations.

S. K. G.

MANHATTAN, KAN.—Ken Kimble has purchased the range of C. A. Scott and will conduct same in connection with his present establishment.

ELMHURST, ILL.—The Elmhurst Greenhouse has been incorporated by Edgar Struve, Delmar W. Buffam and F. J. Arnett; capital stock, \$15,000.

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale
Florists' Supplies

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

Joseph E. Wiltgen

Michael F. Freres

Wiltgen & Freres

WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE
CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen
Roses, Beauty, specials.....	\$7 00
" " 38-in.	6 00
" " 30-in.	5 00
" " 24-in.	4 00
" Mrs. Chas. Russell.....	1 00@ 3 00

" "	100
" Hoosier Beauty	8 00@15 00
" Killarney Brilliant	6 00@15 00
" Killarney	6 00@12 00
" White Killarney	6 00@12 00
" Richmond	6 00@15 00
" Rhea Reid	6 00@15 00
" My Maryland	6 00@15 00
" Mrs. Geo. Shawyer.....	6 00@15 00
" Milady	6 00@15 00
" Sunburst	6 00@12 00
" Mrs. Aaron Ward.....	6 00@12 00
" Hadley	6 00@12 00
" Ophelia	6 00@12 00
" Double White Killarney	6 00@12 00
" Mrs. Moorefield Storey.....	6 00@12 00
" Champ Weiland	6 00@12 00
" Stanley	6 00@12 00
" Tipperary	3 00@10 00
" Francis Scott Key.....	6 00@15 00
" Bayard Thayer	6 00@15 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Nesbit	2 00@ 4 00
" Fireflame	6 00@ 3 00
" Our selection	5 00

Violets, per 100...\$1 00@ 1 50	3 00@ 4 00
Carnations	3 00@ 4 00
Cattleyas per doz., \$9 00	
Daisies	1 00@ 2 00
Lilium Harrisii	12 50@15 00
Valley	6 00
Ferns	per 1000, \$3 00
Galax	1 00@ 1 25
Leucothoe	75
Mexican Ivy per 1000, 5 00@6 00	
Plumous Strings, each, 60@ 75	
Smilax	per doz., 2 00@2 50
Sprengerii, Plumous Sprays....	3 00
Boxwood, 35c per lb., per case..	9 00

D. E. FRERES

R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

Mention the American Florist when writing

WILD SMILAX, \$2.50 Per Case

NATURAL LOG MOSS
Per bag (100 square feet).....\$1.75

PERPETUATED SHEET MOSS
Per bag (100 square feet).....\$3.50

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing

Wild Smilax, \$2.50 Per Case

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE 154 N. WABASH AVE. CHICAGO
CENTRAL 879 ILLINOIS

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Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.
Mention the American Florist when writing

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

You can always depend on us to fill your order for

BEAUTIES

You know where there is a large supply you can look for the best value.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

BUSINESS SHOWS SLIGHT IMPROVEMENT.

The good word seems to be that "we are thankful that things are not worse." Business the past week was a trifle better than that of the week before, when on cleanup Saturday carnations were sold in quantity, take them as they come and are, at a nickel a bunch. Growers say that carnations will soon shorten up and become, in a measure, scarce. Roses are now considerably below the demand, one having to be a favored buyer to get an order filled. Almost any kind of a flower now brings \$5 to \$6 per hundred, while special teas range up to \$15. Russell, Prima Donna, Mock, Ophelia and Ward are all going off, taking their annual winter vacation which will for the most of them last for a month to six weeks. The salesmen will however have an opportunity to show their ability in selling "something just as good," as sweet peas, mignonette, calendulas, freesias, snapdragons, and quantities of bulbous stock, white and yellow narcissus and daffodils are seen in profusion. Mignonette and Paper Whites look as if they would hardly pay car fare one way. A few short stemmed tulips are seen. There are very good single violets, but the demand is hardly keeping up with the supply. There is still a little lily of the valley which may be stretched out. At \$2 per dozen retail it is only used for special occasions. Gardenias are seen on the street stands, which is enough said. Cattleyas are favorites, selling up fairly well. Easter lilies and callas find an outlet in sprays for funerals. Greens of all kinds are in good demand.

January 15.—The city demand is keeping up very well, while with improved express facilities the out-of-town trade, which is such an important factor to this market, is much better. Roses are scarce; in fact, very scarce, and carnations, which have been very hard to move, are also shortening up and growers say shipments will be lighter for some time to come. Paper White narcissus greatly exceeds the demand. Other stocks are about the same as last week. Roses are 10 to 20 per cent. higher, but other lines are stationary.

FROZEN STOCK.

There are many instances of cut-flowers and plants frozen during the recent cold spell, both during transit and in greenhouses. Leo Niessen states that the best way to treat frozen stock is to place it as soon as discovered to be in this condition in a temperature of 40° to 45°. They put all such packages just as received in their cold storage rooms, temperature about 43°, when in nearly all cases they thaw out and appear to be little the worse for the experience. George Burton had a jar of open American Beauties left in a cold storage room where the glass showed the temperature down to 20°. The water in the jar was solid ice, and the foliage and flowers stiff and hard. They were allowed to remain until the

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American Beauties, Early 'Mums, Violets, Orchids, Valley. High Grade Roses and Carnations.

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Wholesale Flower Markets

CINCINNATI, Jan. 16. Per 100		
American Beauty, per doz.	1.00@	4.00
Roses, Killarney	4.00@	8.00
" Mrs. Chas. Russell	10.00@	25.00
" Ophelia	8.00@	15.00
" Richmond	6.00@	15.00
" Sunburst	6.00@	12.00
Lilium Giganteum		15.00
Carnations	3.00@	4.00
Valley		7.00
Narcissus	3.00@	4.00
Sweet Peas		1.00

BOSTON, Jan. 16. Per 100		
Roses, Beauty	10.00@	25.00
" Killarney Queen	2.00@	8.00
" White and Pink Killarney	2.00@	8.00
" Double White Killarney	2.00@	8.00
" Killarney Brilliant	4.00@	10.00
" Hadley	2.00@	8.00
" Cardinal	2.00@	8.00
" Mock	4.00@	12.00
" Mrs. Chas. Russell	2.00@	8.00
" Sunburst	2.00@	8.00
" Taft	4.00@	12.00
" Milady	2.00@	8.00
" Ward and Hillingdon	2.00@	8.00
" My Maryland	2.00@	8.00
Carnations	2.00@	4.00
Violets	.75@	1.00

BUFFALO, Jan. 16. Per 100		
Beauty Special	40.00@	50.00
" Fancy	25.00@	30.00
" Extra	20.00@	25.00
" 1st	10.00@	15.00
Roses, Killarney	4.00@	10.00
" My Maryland	4.00@	10.00
" Sunburst	4.00@	10.00
" Ward	3.00@	6.00
" Ophelia	5.00@	15.00
" Russell	6.00@	12.00
" Stanley	4.00@	8.00
" Mock	4.00@	8.00
" Shawyer	4.00@	12.00
Lily of the Valley	8.00@	10.00
Lilies	8.00@	12.00
Cattleyas	50.00@	80.00
Carnations	3.00@	5.00
Asparagus Sprengerl.	.35@	.50
Ferns.....per 1000, 250		
Smilax	15.00@	20.00
Chrysanthemums	10.00@	25.00
Violets	.75@	1.00
Sweet Peas	1.00@	2.50
Daffodils	5.00@	6.00

weather moderated, when they thawed out and appeared to be none the worse. In all of thirteen greenhouses of Jos. Kift, West Chester, Pa., the temperature on a recent cold night was down to 30°. Everything was given up as lost, but with the exception of two houses where the glass showed 20°, which were a total loss, most of the stock, although nearly all frozen stiff, came through, and except in spots, looked all right the next day. With this experience, it is seen there is considerable salvage in frozen stock if taken in time. In the case of greenhouse stock, the plants should be covered with papers to keep off the rays of the sun before thawing out.

NOTES.

While the extreme cold spell is broken, the fuel situation continues a

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menace. Leonard Dudson of Llanerch closed his large carnation house for lack of coal, losing 15,000 plants. The papers are full of accounts of meetings of the government fuel officials to consider the saving of coal by refusing to sell non-essentials, but as yet nothing definite is known that will affect growers.

The Leo Niessen Co. reports that express shipments are now almost normal. To destinations, however, must be added about half the usual time of carriage, to allow for delays that seem inevitable at this time. Business is reported fair with a scarcity of roses. High grade carnations and sweet peas are features.

Chas. E. Meehan is handling excellent lily of the valley, forced from garden pips, which were taken up in the late fall. The pips were selected and treated the same as imported stock and carry from nine to 10 bells to a spray.

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Philadelphia Wholesale Florists' Exchange

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Chrysanthemums, Violets.

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Clarence Liggett of the S. S. Pennock Co.'s plant department reports a good demand for their improved Primula Malacoides, over 1200 four inch pots being sold in three days the past week. They are splendidly flowered.

Arthur Niessen sees business fast approaching a cash basis. All auto repairs are now spot cash, the different dealers in this city being a unit that they will keep no books or accounts for this class of work.

The Philadelphia Wholesale Florists' Exchange is strong on roses, having the large Leonard and Stephenson greenhouses to draw on. Manager Miller says there will be no trouble to sell roses from now on.

Manager Earnshaw of the Floral Nurseries reports the rose crop shortening up. Richmond, Double White Killarney, and Maryland are the quantity varieties at present.

H. Bayersdorfer and Co. are featuring flower holders with figures of Red Cross and soldier boy kiddies for St. Valentine's day, which are very unique and appropriate.

Carnations, sweet peas, lily of the valley, and Prima Donna and Ophelia roses are headliners with Edward Reid, who is glad to see an improving express situation.

Charles Pennock, oldest son of S. S. Pennock, has gone to France to help in the reconstruction work under the auspices of the Society of Friends.

Eugene Bernheimer finds things moving better this week, with roses much scarcer. Good sweet peas and Easter lilies are seen in stock.

Chas. E. Meehan would like to see a better market, but is philosophical. Very good stevia and carnations are features.

Charles Pennock, eldest son of S. S. Pennock, is now with the Red Cross, and expects to leave soon for France.

John Burton, who has been laid up with a severe cold, has recovered and is now able to be about again.

GUST. RUSCH & CO.



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1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Jan. 16. Per 100		
Roses, Beauty, special.....	35.00@50.00	
" " fancy	15.00@25.00	
" " extra	10.00@15.00	
" " shorter grades 10.00@12.00		
" Mrs. Chas. Russell.....	8.00@25.00	
" Prima Donna	8.00@15.00	
" Killarney	3.00@10.00	
" White Killarney	3.00@10.00	
" Hadley	8.00@35.00	
" Sunburst	4.00@12.00	
" Ophelia	6.00@15.00	
" Wards	3.00@ 8.00	
Carnations	4.00@ 6.00	
Cattleyas.....each \$0.50@.75		
Valley	10.00@12.00	
Lilium Rubrum	5.00@ 6.00	
Calendulas	2.00@ 3.00	
Easter Lilies	10.00@12.50	
Snapdragons	6.00@10.00	
Chrysanthemums	8.00@40.00	
Pompons.....per bunch. 35c@50		
Violets, single and double.....	.75@ 1.00	
Asparagus.....string or bunch.	.35@ .50	

PITTSBURGH, Jan. 16. Per 100		
Roses, Beauty, special.....	35.00	
" " fancy	25.00	
" " extra	12.00	
" " No. 1	10.00	
" Killarney	4.00@12.00	
" My Maryland	4.00@12.00	
" Sunburst	4.00@12.00	
" Mrs. Aaron Ward	4.00@12.00	
Cattleyas	50.00	
Lilium Giganteum	10.00@12.00	
Adiantum	1.25	
Asparagus Sprengeri, per bunch.	35@40	
New Crop Green Galax, per 1000 \$1.25		
Carnations	4.00	
Calendulas	3.00	
Violets50	

MILWAUKEE, Jan. 16. Per 100		
Roses, Killarney and W. Killarney 8.00@15.00		
" Ward	6.00@12.00	
" Mrs. Chas. Russell.....	15.00@35.00	
" Ophelia	8.00@15.00	
" Hoosier Beauty	10.00@20.00	
" Bon Silene	2.00	
" Cecile Brunner	2.00	
Carnations	2.00@ 4.00	
Valley	6.00	
Lilies.....per doz. 1.75		
Rubrum	4.00	
Cattleyas...per doz., 5.00@ 7.50		

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ROSES

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Carnations, Chrysanthemums, Violets.
1531 Ranstead St., Philadelphia, Pa.

ST. LOUIS, Jan. 16. Per 100		
Hadley	2.00@ 5.00	
Killarney	2.00@ 4.00	
White Killarney	2.00@ 4.00	
Hoosier Beauty	3.00@15.00	
Sunburst	3.00@10.00	
Ward	3.00@ 6.00	
Mrs. Sawyer	2.00@ 8.00	
Ophelia	4.00@ 8.00	
Carnations	4.00@ 5.00	
Ferns.....per 1000, \$2.50		
Russell	3.00@15.00	

Berger Brothers find roses very scarce. Freesias, carnations and choice sweet peas are leaders.

K.

New York.

BUSINESS FAR FROM GOOD.

While the weather moderated during the past week, the effects of the big freeze are slow in passing. But there are other features as well as the weather that may be affecting business unfavorably. In a recent issue of the Saturday Evening Post, Samuel G. Blythe covers two and one-half pages with an elaborate defense of the millionaires of Wall street who are working for the government for one dollar a year. Well, many of us would gladly do the same if we had their millions. We grant them full credit for all that they are doing from patriotic motives, but they should be careful not to injure the business of the many who are not millionaires. Take Frank A. Vanderlip for instance. He wants all "non-essentials" cut out and advises bankers not to loan money to people engaged in business that is, what he thinks, "non-essential." No business can be shut down without an injury to the proprietors and their employees; therefore "non-essentials" are hard to define. It is easy to tell men who are thrown out of business or out of work to do something else; but can you change the natural inclinations and training of years in a day or week? We think not. The advice for conservation and economy is good and should be heeded, but it is quite another matter to throw men and women out of business and employment. With due appreciation for all the good that the millionaires have done and are doing—and possibly at the risk of being called an "American Bolshevik" and a demagogue—I offer these remarks. All stocks, excepting roses, were very slow during the past week, and even roses moved none too freely. In their case, the saving clause was a greatly reduced supply, caused by the blizzard. Paper White narcissus and Roman hyacinths were the worst features in the market, the former going as low as eight and 10 cents per dozen, with thousands unsold. Carnations, for this time of year, were exceptionally cheap, running from \$1 to \$3 per 100. Our previous reference to roses did not include American Beauties, which were plentiful enough and took a wide range of prices, according to quality and freshness. Orchids, gardenias, lilies, lily of the valley and violets were all slow. There was not a great supply of yellow narcissus on the market and excepting roses it went better than most other stocks. In irises, lilac, snapdragons, wall flowers, pansies and other minor features, there was excellent stock to be had. One day of really good business would have cleaned up the market, but such a day did not come. On the morning of January 12 there was heavy rain with thunder and lightning, but the day was fair, with predictions of much colder weather in the near future.

January 14.—It would be idle to state that business is good, but for January 12 and today there has been a slight improvement. The great blizzard that swept the middle west January 12, seemed to have spent the worst of its force before it reached here. There was a sharp drop in temperature on Saturday night, 6° above zero being the record, but it has risen slowly and was about 20 this morning. As yet, there has been no snow, but it is now predicted. Roses continue to move fairly well, but nearly every other stock is slow and cheap for this season of the year. The fuel situation as yet is up in the

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7-9 in., \$55.00 per 1000.

In cases of 300 bulbs.



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In cases of 2000 and 4000 pips.

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air, and there seems to be a disposition on the part of all the men concerned with the movement of coal to blame somebody else. The railroad people claim that at all times they have had more coal on the Jersey shore than the fuel administrator took away. It obviously is not their duty to put coal in cellars.

NOTES.

"With all that France has suffered, she still holds her wonderful rose show each year at La Bagatelle." This was recently said by Miss Frances B. Johnston, the well known photographer, at her studio, 500 Fifth avenue. Miss Johnston does not believe in rooting up a beautiful flower garden to grow poor vegetables and she is as patriotic as the best of them. "Sorry rows of vegetables that almost refused to sprout" were some results she had witnessed. Miss Johnston is right. There is plenty of land on which to grow vegetables without destroying beautiful home gardens that in some instances, it has taken years to create. In connection with the foregoing, we note that on January 11 a state conference on conservation under the auspices of the State Federation of Woman's Clubs was held in Boston, and that "war gardens" and methods of making them of the greatest value were discussed. We have no desire to "butt in," but years of experience enables us to state that a "war garden" should follow the same simple rules as a peace garden. (1) Good soil, well cultivated and fertilized. (2) Good seed, sown or planted by somebody that knows how to do it. (3) Keep the weeds killed or they will kill the garden. The sun and rains will do the rest. We trust, however, that none of the Massachusetts ladies will turn their beautiful flower gardens into "war gardens."

Notes of warning are sounded so often in these days that many people pay no attention to them; but here is one that is important. It has been stated by men who should know, and we have every reason to believe do know, that as soon as this war is over 3,000,000 workers will leave this country to return to their native lands. The following statement is, we believe authentic: "Already there are on deposit for safe keeping with various government officials, consular agents, foreign bank branches and steamship offices enough purchased passages to fill all the second and third class space on board every vessel which will leave America for the other side for months after the war terminates. Hundreds of thousands of others are ready to purchase their tickets the instant peace appears to be a certainty." There are sound reasons for believing that this is no exaggeration. Doubtless many who have saved money, and most of them do, will return as a matter of curiosity and to try and find relatives. But there are many others who will go expecting to find good investments for their savings; for great changes will



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have taken place in the warring countries of Europe, and these will not come back.

John Henry Meyer, father-in-law of W. H. Kuebler, the well known Brooklyn wholesaler, died January 6, in his seventy-fifth year. He was formerly in the grocery business, but for a number of years had assisted Mr. Kuebler in his store, where he was popular with its patrons. He was born in Germany, but has been a citizen of this country for half a century. Mr. and Mrs. Kuebler and a grandson are his only surviving relatives.

Relating to coal for growers, we have heard of several carloads consigned to florists that were seized en route. Other carloads were found that had been standing on a side track for a week or more. Of course, the bad weather with snow adding to other blockades has made the situation worse. If there are no more storms we believe that this week will improve the situation.

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NEW YORK, Jan. 16. Per 100		
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" " extra and fancy.....	20.00@30.00	
" " No. 1 and No. 2.....	6.00@ 8.00	
" Hadley.....	4.00@25.00	
" Francis Scott Key.....	4.00@20.00	
" Prima Donna.....	2.00@10.00	
" Alice Stanley.....	4.00@10.00	
" Mrs. Geo. Sawyer.....	4.00@10.00	
" Double White Killarney.....	2.00@10.00	
" Killarney, Special.....	6.00@ 8.00	
" " No. 1 and No. 2.....	2.00@ 3.00	
" " Queen.....	4.00@10.00	
" " Brilliant.....	2.00@10.00	
" Aaron Ward.....	2.00@10.00	
" Sunburst.....	2.00@10.00	
" J. L. Mock.....	4.00@15.00	
" Opbelia.....	4.00@15.00	
" Mrs. Chas. Russell.....	4.00@25.00	
" Hoosier Beauty.....	2.00@10.00	
Cattleya Orchids, special.....	50.00	
Rubrum.....	3.00@ 5.00	
Lilies, Longiflorum and Formosum.....	3.00@ 6.00	
Lily of the Valley.....	3.00@ 6.00	
Bouvardia.....	2.00@ 4.00	
Adiantum Croweanum and		
Hybridum.....	.75@ 1.00	
Asparagus Plumosus.....doz. bchs.	2.00@ 2.50	
Smilax.....doz. strings.	1.00@ 1.25	
Carnations.....	2.00@ 3.00	
Carnations, Fancy.....	4.00	
Violets.....	.25@ .50	
Snapdragons.....	2.00@ 6.00	
Gardenias.....per doz.	2.00@3.00	
Narcissus, Victorias, per dz.	.60@ .80	

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Desirable wall space to rent for advertising.

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avenue, which is in the Harlem section of the city. The interior dimensions are 25x40 feet; the plate glass front 15x25 feet. The ice box and interior furnishings are up-to-date. They have another good store at 56 East 125th street.

Jerome Vermilyea, who was for six years a salesman for the S. S. Pen-nock Co. in their New York store, is now a soldier at Camp Upton, L. I. He was a member of the National Guard for a number of years before we entered the war and his friends hope to hear of his promotion.

Cardinali & Barattini have a neat store at 194 Bleecker street and advise us that they have no complaint to make about the condition of business. Though doing a large business in natural cut flowers, they are also dealers in imported metal and bronze wreaths.

It is stated that more than 100 designs have been submitted for the New York flower show poster. From this number, one will be selected to advertise the show, which will be held in the Grand Central Palace, March 14-21.

W. S. Lee's retail store in the Hippodrome building, Sixth avenue and Forty-fourth street, is an attractive feature. He has had long experience and is one of the finest designers and decorators in this city.

Among the clever Broadway retailers are the Pappas Brothers, at 2216. Chris. Pappas, of this firm, is prominent in the Greek-American Florists' Association and a popular man in the trade.

Miss Steffens, who has conducted Frank. Nielsen's branch store at 30 West 42d street, has been on the sick list for several weeks.

Frank H. Traendly celebrated his birthday, January 12. He says he is 41, and nobody doubts his word.

A. F. F.

Cleveland, O.

FAIR BUSINESS DESPITE BLIZZARD.

Business continues fair for January up to this writing. While stock is not over plentiful, there is a good supply of carnations and narcissi to help out in such funeral work as there is. A fine lot of sweet peas are arriving and meet with an excellent demand. Orchids are in good supply with a fair demand. Lily of the valley is again short of the call. Calendulas, daffodils, freesias, etc., are part of the daily receipts. Callas and Easter lilies are in good demand, the latter being scarce. Short roses are scarce with the exception of American Beauties. Longer roses in pink and white are equal to the demand. Greens of all kinds are plentiful.

NOTES.

The Cleveland Florists' Exchange, 606 Huron road, is "for sale." Geo. W. Smith, who is now in business in

SEASONABLE STOCK

Our usual quality stock ready for immediate delivery.

ASPARAGUS (Plumosus, heavy stock)—

2½-inch, \$3.50 per 100; \$30.00 per 1000

1½-inch, 2.50 per 100; 20.00 per 1000

Sprengeri 2½-inch, \$3.00 per 100.

BEGONIAS—

Chatelaine, 3-inch, \$10.00 per 100.

Sandersoni, 2½-inch, \$4.00 per 100; 3-inch, \$7.00 per 100.

DAISY (Marguerite)—

Reve d'Or (yellow), \$3.00 per 100.

Mrs. Sanders (double white), \$3.00 per 100.

DRACAENA TERMINALIS—

Beautifully colored, 4-inch, \$25.00 per 100; 5-inch (heavy), \$40.00 per 100.

FERNS, fine stock—

Teddy Jr., 4-inch.....\$20.00 per 100

5-inch.....35.00 per 100

6-inch.....50.00 per 100

Boston, 5-inch.....35.00 per 100

6-inch.....50.00 per 100

GERANIUMS (2½ inch)—

S. A. Nutt (crimson), LaFavorite (white), Bertha de Pressilly (light pink), \$3.00 per 100, \$27.50 per 1000.

ENGLISH IVY—

4-inch pots, 2 or more shoots, 3 to 4 feet tops, \$15.00 per 100.

PANDANUS VEITCHI—

Well colored, 4-inch pots, 35 cts. each; 5-inch pots, 60 cts. each. Quantity.

SNAPDRAGON—

Large yellow, white and Keystone (pink), 2½-inch pots, \$4.00 per 100.

VINCA VARIEGATA—

Strong stock, 4-inch pots, \$10.00 per 100; 3-inch pots, \$7.00 per 100; 2½-inch pots, \$3.00 per 100. In any quantity.

THE STORRS & HARRISON CO.

NURSEYRMAN—FLORISTS—SEEDSMEN

PAINESVILLE, - - OHIO

Mention the American Florist when writing.

GOLD LETTERS

Made in U. S. A.

Sold at wholesale only.

GOLD, PURPLE and SILVER LETTERS
GOLD and PURPLE SCRIPTS

The kind that will stick and will not tarnish.

Sold at most of the leading Florist Supply Houses.

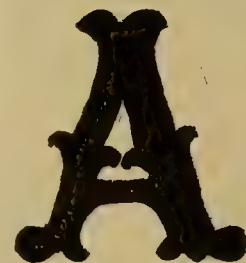
J. LICHTENBERGER,

MANUFACTURER

1560 Avenue A,

NEW YORK CITY

Mention the American Florist when writing.



Denver, Colo., is closing out his interests in the city and will move his family to Denver. The party who buys the Cleveland Florists' Exchange will not "take a chance," but will in reality be "grasping an opportunity," as the place will be sold at inventory and no charge for good will. See

their advertisement on another page of this issue.

Cleveland is in the throes of a blizzard with the thermometer down to 10 below zero and the wind about 50 miles and hour. Some stock arrives frozen.

C. F. B.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857



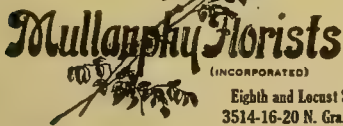
745 Buckingham Place,
L. D. Phone, Graceland 1112.

Send us your retail orders.

We Have the Best Facilities in the City
Mention the American Florist when writing

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger



Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Members of Florists' Telegraph Delivery.



Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

Milwaukee, Wis.



J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.
Members Florists' Telegraph
Delivery Association.

THOS. F. GALVIN
INC.

NEW YORK — 561 —
Fifth Avenue

BOSTON 1 Park Street
799 Boylston Street

Deliveries to Steamers and All Eastern Points.
Mention the American Florist when writing

ORDERS
IN OR
AROUND

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

Chicago.

A. LANGE,
25 E. MADISON ST.

Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street

To out-of-town florists:
We are in the Heart of New York
And give special attention to steamer and the-
atre orders. Prompt delivery and best
stock in the market.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in
the city. All orders given prompt attention.

Members of Florists' Telegraph Delivery.

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.

H. B. WHITTED, Prop.

Careful attention given to all orders for
delivery in the Twin Cities or Northwest

Mention the American Florist when writing

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK
785 Fifth Ave.

Member of Florists' Telegraph Delivery

KOTTMILLER

426
Madison Ave.,
NEW YORK

ALEXANDER MCCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded
to any part of the United States,
Canada and all principal cities in Eu-
rope. Orders transferred or entrusted
by the trade to our selection for de-
livery on steamships or elsewhere
receive special attention.

Reference or Cash must accompany all orders
from unknown correspondents.

Code Address: Alexconnell.
Western Union Code.

Mention the American Florist when writing

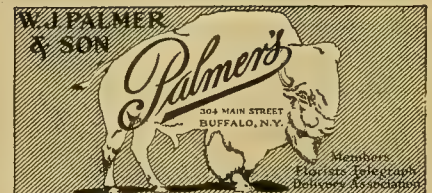
Bangor, Me.

Adam Sekenger
FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing



Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Member of Florists' Telegraph Delivery.

"We should all strictly adhere to the request of the United States Food Administration."

St. Paul, Minn.

Holm & Olson,

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America: the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop, Ltd.

1800 Chestnut Street

Members of Florists' Telegraph Delivery.

Syracuse, N. Y.

MILES S. HENCLE

FLORIST

536 SOUTH SALINA STREET

General designs—All flowers in season

City Index to Retail Florists
Filling Telegraph Orders.

Albany, N. Y.—Eyes, 106 State St.
Albany, N. Y.—Danker's.
Amsterdam, N. Y.—John C. Hatcher.
Ranger, Mo.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Ft. Smith, Ark.—George Rye.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Paley.
Los Angeles, Calif.—Howard & Smith.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Quebec—The Dominion Floral Co.
Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—Phillips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New York—The Boulevard Floral Co.
New York—Dards', 44th and Madison Ave.
New York—Hession.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Thos. F. Galvin, Inc.
New York—D. J. Pappas, Inc.
New York—Max Schling, 755 Fifth Ave.
New York—G. E. M. Stump.
New York—Young & Nugent.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia—The London Flower Shop, Ltd.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
San Antonio, Tex.—Edward Green.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—Mullanphy Florists.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Syracuse, N. Y.—Miles S. Hencle.
Terre Haute, Ind.—J. G. Heintz & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington—Geo. H. Cooke, Conn. Ave. and L.
Washington, D. C.—Louise Flower Shop.
Washington—Gude Bros.
Wilmette, Ill.—Pyfer & Olsem.
Williamsport, Pa.—Erenden Bros. Co.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

New York.

Telephone
Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the heart of most exclusive residential section.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St.

PHONES:
1501 and L1582

Members of Florists' Telegraph Delivery.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best Dunlop's

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Mention the American Florist when writing.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National
Floral Corporation

Mention the American Florist when writing.

Philadelphia Orders

Chas. H. Grakelow

Broad St., at Cumberland

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to



Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store—334 Lewis Ave., Telephone
Store—334 Lewis Ave., No. 1150 Bedford
Telephone orders delivered to all parts of New
York City, Brooklyn and Long Island.

Mention the American Florist when writing

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heintz)
336 Superior St., Toledo, O.
Both Phones, 527

Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.

**J. B. KELLER SONS,
FLORISTS**

25 Clinton Avenue N
Rochester Phone 506. Long Dist. Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Mention the American Florist when writing

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries
everywhere in Minnesota. Wisconsin, North
Dakota, South Dakota and the Upper Penin-
sula of Michigan. All orders given prompt
attention and filled with strictly fresh stock.

Mention the American Florist when writing

Houston, Texas.

**Robt C. Kerr
Floral Co.**

Main and McKinney Phone Preston 160

Mention the American Florist when writing

Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in
Chicago and vicinity. One of our stores is located
in the heart of the city and the other in the select
north side residential district.

Mention the American Florist when writing

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

PYFER & OLSEM

WILMETTE, ILLINOIS

Careful attention to all mail or telegraph
orders for delivery in Wilmette—Chicago's
North Shore Suburb—Evanston, Kenil-
worth Winnetka. Glencoe, Lake Forest.

Mention the American Florist when writing

New York.

Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

Mention the American Florist when writing

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and most
carefully executed.

Mention the American Florist when writing

Kansas City, Mo.

**A. Newell
FLORIST**

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York.

DRAKOS CO.

FLORISTS

2953 Broadway, Opp. Columbia College

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones { 107 } { 420 } { 775 } Lenox

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Denver, Colo.

**The Park
Floral Co.**

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cincinnati.

Julius Baer
FLOWERS

Mail and Telegraph Orders carefully
executed.

138-140 Fourth Street East

Mention the American Florist when writing

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.



Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Mention the American Florist when writing

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842.

Mention the American Florist when writing

Lang Floral & Nursery Co.
1214 Main Street, DALLAS, TEXAS.

Write or wire headquarters for flowers for
Texas, Oklahoma, Louisiana, New Mexico. No
orders too large, none too small.

Member of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1814 Douglas St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE
FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing

NASHVILLE, TENN.

JOY FLORAL COMPANY

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

**Wolfskill Bros. and
Morris Goldenson**

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Little Rock, Ark.

PAUL M. PALEZ
FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Michigan.

Orders will be carefully
cared for by

HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.
Member of Florists' Telegraph Delivery.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCauslen, Prop.

173 North Fourth Street

All Orders Promptly Executed.

Mention the American Florist when writing

Cleveland, O.

The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Mention the American Florist when writing

Friedman

...FLOWERS...

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Mention the American Florist when writing

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery
in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central
Pennsylvania.

Mention the American Florist when writing

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers all New England Points

Mention the American Florist when writing

**KANSAS CITY,
MISSOURI.**

Rock's
FLOWERS

Members Florists' Telegraph Delivery Ass'n.

New York.

D. J. PAPPAS, Inc.

2751 Broadway, at 106th St.

The right place to buy.

FLOWERS OF QUALITY.

C. H. FREY Wholesale
and Retail
Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

C. Trauensefelder
FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN,
WISCONSIN

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing



**WASHINGTON
D. C.**

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

St. Louis, Mo.

WIRE

Grimm & Gorly

Mention the American Florist when writing

DES MOINES IOWA
ALFRED LOZIER ROSERY

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

Howard & Smith

858 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

Mention the American Florist when writing

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Danker
Florist

Albany, N. Y.

The best service
Our business is growing

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

Mention the American Florist when writing

John C. Hatcher

Flower Shops: 50 B. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, States St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffman, N. Y.

Mention the American Florist when writing

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

LITTLEFIELD, Florist

WORCESTER, MASS.

Boston, Mass.

Penn
The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Mention the American Florist when writing

Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great Northwest. Daily deliveries to Superior, Wis

Mention the American Florist when writing

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

TERRE HAUTE, IND.

THINK OF HEINL'S

Mention the American Florist when writing

San Antonio, Texas

Ave. C. at 8th St. EDWARD GREEN, Florist

Telegraph Orders a Specialty.

Mention the American Florist when writing.

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to Telegraph and Mail Orders for delivery in either city and adjoining territory.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

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Connecticut Avenue and L Street

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Buffalo, N. Y.

S. A. ANDERSON

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Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport Niagara Falls and Western New York Members of Florists' Telegraph Delivery.

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DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

EVANSVILLE, IND.—W. H. Small is improving and sits up three hours daily.

MICHIGAN and Wisconsin farmers are paying \$10 per bushel for seed corn.

NEW YORK, January 15.—Freight embargo westward is complete and no relief is expected for 10 days.

J. B. AGNEW, now traveling in the east, is requested to communicate with Vaughan's Seed Store, Chicago.

THE severe weather is reported to have recently and seriously caught some carloads of onion sets moving east from Chicago.

GRASS SEEDS.—Prices for grass seed on the Chicago Board of Trade January 16 were as follows: Timothy, \$6.00 to \$8.50 per 100 pounds; clover, at Toledo, \$20.00 to \$28.00 per 100 pounds.

VISITED CHICAGO: C. C. Massie and G. S. Thompson, of Northrup, King & Co., Minneapolis, Minn. Mr. Massie was on his way to attend an important meeting of the seed trade at Washington, but could not proceed on account of the storm.

SECRETARY HOUSTON of the department of agriculture has asked Congress for an appropriation of \$6,000,000 to enable the department to buy and sell seed to farmers at a reasonable price. It is believed, however, this sum is desired chiefly to secure field corn which otherwise might be fed.

SAN FRANCISCO, CALIF.—At the annual meeting of C. C. Morse & Co., January 8, the following officers were elected: Lester L. Morse, president and manager; Thomas M. Landrum, vice-president and assistant manager; Albert L. Hart, vice-president and treasurer; Frank G. Cuthbertson, secretary. Frank A. Birge of Fresno and Geo. B. Hamilton of Santa Clara were elected to the board of directors.

C. P. HARTLEY, Bureau of Plant Industry, Washington, D. C., addresses the following appeal to the United States corn growers: "Upon you depends the success of next year's corn crop, which is threatened by a scarcity of well matured, locally adapted seed. The seed trade, county, state and national workers, though anxious, can help but little except as you make known your needs and your supplies, and you should act now as you would act if next week were corn planting time."

PHILADELPHIA, PA.—Superintendent Ely of the flower seed department at the H. F. Michell Co.'s establishment, reports the demand quite up to that of last season. While they have a good supply of vegetable seeds, it is a question whether there is sufficient to last throughout the buying period. Some items are very scarce and correspondingly high in price. Spinach, which was normal at \$6, is now \$40 per bushel, and is sold only in pound lots at \$2. A new gallery floor is being put in over the main store to give added space.

California Seed Crops.

L. W. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif., writing under date of January 12, states the weather is extremely dry with nothing planted except onion and a few roots. With the season a month late, prospects for radish, which should be growing at this time, are poor, with acreage a little larger than last year. It is difficult to get this crop out, however, farmers preferring, with labor scarce and high, to grow cereals and beans. There is plenty of time for lettuce, endive, etc., and with spring rains all may come out well, but the chances are against even a fair yield.



Seed Corn Poster.

Circulated Extensively in the Northwest by the Federal Reserve Bank of Minneapolis. Size 20x30 inches. Suggested by C. C. Massie of Northrup, King & Co.

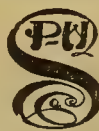
Garden Seed Survey.

A preliminary survey, taking into consideration quantities on hand and anticipated deliveries do not tend to bear out the supposed general shortage of garden seeds, except on a very few items, among these being beet, cabbage, onion, parsnip, garden peas, radish, tomato and both English and Swede turnips. In a number of these items the shortage is due to the impossibility of obtaining supplies from Europe as in the past. In the development of modern seed production, certain localities have specialized in growing certain crops and dealers generally look to these localities for the bulk of

Pieters-Wheeler Seed Company

Growers of
High Grade

SEEDS
Gilroy,
California



Onions,
Lettuce,
Radish,
Sweet Peas
Etc.

Correspondence
Solicited.

their needs. With a continuation of the war, it is reasonable to predict that patriotic food production will increase and it is desirable therefore as a war measure to increase the supply of many kinds of garden seeds by local production.—Seed Reporter, January 1.

Seed Corn Situation.

The seed corn situation in 12 states as summarized by the Seed Reporter, published by authority of the Secretary of Agriculture, says: "Illinois—Situation is most serious in years. Practically all the corn in the northern portion of the state is immature and soft; in southern and central parts the corn matured better, though unevenly. Indiana—Most counties report they have enough seed corn for their own needs if cared for properly. Kansas—There will probably be sufficient seed for the state's needs and possibly some to spare. Kentucky—Farmers are being urged to save every possible ear of corn for seed. Most corn ripened well, but dried out slowly. Michigan—From present indications only five or six counties will have any surplus seed corn next spring. This leaves an immense territory dependent on outside sources for supplies. There is a general scarcity of seed corn in the state. Minnesota—Situation is grave; special efforts are being made to select and store seed corn. Missouri—The situation is serious, especially in the north half of the state; many farmers who normally sell are compelled to buy this year. Nebraska—State has plenty for her own needs if proper care is exercised in selecting by germination tests.

The Late Howard H. Harries.

Howard H. Harries, formerly well known in the seed trade, died recently at Brownswood, Tex., where he had gone for his health, age 60 years. He is survived by a widow and daughter. Many years ago Mr. Harries was traveling representative of the Northrup, Braslan & Goodwin Co., succeeded later by Northrup, King & Co., at Minneapolis, Minn. With A. H. Goodwin, now of W. W. Barnard & Co., he then organized the Goodwin-Harries Co., which operated at Chicago for a time, specializing in seed peas. On the dissolution of this firm Mr. Harries entered the real estate field at Gary, Ind., then a new town, in which he was highly successful. He was vice-president of the Northern Trust and Savings Bank of Gary. Burial was at Waukegan, Ill.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED, GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

Choice Flower Seeds For Florists

Cineraria, prize strains mixed, tall and semi-dwarf.

Alyssum: Little Gem.

Calendula: Orange King; Lemon Queen.

Snapdragon: Silver Pink.

Begonia: Vernon.

J. M. THORBURN & CO.

53 Barclay Street, - New York

New York Seed Trade.

The principal business in the seed trade district during the past week (between the times of fighting frost) was preparing and hoping for spring. Stump & Walter Co. had a bad freeze-up and had to close for two days. Peter Henderson & Co. and Wm. Elliott & Sons closed for half a day each. On our last visit to Vaughan's Seed Store, J. M. Thorburn & Co., Peth & Duggan, A. T. Boddington Co., Inc., and Weeber & Don, everybody was as cheerful and active as the weather permitted. That "broth of a boy," F. W. Bruggenhoff, head of J. M. Thorburn & Co., made his daily trips to the store.

A. F. F.

Catalogues Received.

Henry A. Dreer, Philadelphia, Pa., "Dreer's Garden Book, 1918"; Chas. H. Totty Co., Madison, N. J., chrysanthemums, roses, carnations and hardy perennials; Chris. Reuter, New Orleans, La., seeds; Oscar H. Will & Co., Bismarck, N. D., seeds; J. Steckler Seed Co., Ltd., New Orleans, La., seeds; W. E. Marshall & Co., New York, seeds and horticultural supplies; J. D. Long, Boulder, Colo., seeds; Richard Diener Co., Kentfield, Calif., seeds and bulbs; Leamon G. Tingle, Pittsville, Md., small fruits; American Greenhouse Manufacturing Co., Chicago, boilers and greenhouse fittings.

Seed Corn Maximum Price.

G. L. Christie, of the Indiana food administration, is reported in newspaper interviews as having fixed a maximum selling price on farmers' seed corn from cribs of \$5 per bushel. Indiana dealers who have fancy select seed, carefully tested, ridicule this price, saying that if such conditions are made in Indiana the best seed corn is liable to go out of the state.

Seed Sweet Corn for Canners.

The majority of canners have contracted seed stock and many indicate that they will have enough for the spring planting. As it is doubtful what deliveries will be made on contracts there may be disappointments and further demands may have to be supplied. The total surplus is reported by canners to be 1,700 bushels.

THE A. J. Brown Seed Co., Grand Rapids, Mich. is distributing its annual calendar. This time it is a blonde.

PHILADELPHIA, PA.—Corporal John H. Earl, eldest son of Howard M. Earl, of W. Atlee Burpee & Co., is one of the 482 selected by the board at Camp Hancock for the officers' training school.

**WE CAN OFFER TO ADVANTAGE
ON SPOT—READY FOR IMMEDIATE SHIPMENT**

High Grade Tested Garden Seeds

White Clover

Crested Dogstail

Rye Grasses

Orchard Grass Rape Seed

Prickly Seeded Spinach

Choice Recleaned Onion Sets

Write for our prices and samples.

J. BOLGIANO & SON, BALTIMORE, MD.

Founded 1818

We have won confidence for 100 years.

Send For Our Complete Market Gardeners' and Florists' Price List.

Asparagus Plumosus Nanus

NEW CROP FRESH SEED

Northern Greenhouse-Grown

Per 100 seeds, 50c; 250 seeds; \$1.00; 1000 seeds, \$3.50;
5,000 to 10,000 seeds at \$3.25 per 1000.

CHICAGO Vaughan's Seed Store NEW YORK

SEEDS Specially Prepared for Export

KELWAY'S

**IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS**

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

Rooted Carnation Cuttings

Large supply of fine well-rooted Carnation Cuttings in the following varieties ready for immediate delivery:

	Per 100	Per 1000		Per 100	Per 1000
Good Cheer.....	\$4.00	\$35.00	Rose Pink Enchantress.....	\$2.00	\$15.00
Thenanthos.....	4.00	35.00	White Enchantress.....	2.00	15.00
Alice.....	2.50	20.00	Enchantress.....	2.00	15.00
White Wonder.....	2.50	20.00	Herald.....	2.00	15.00
Beacon.....	2.50	20.00	Ward.....	2.00	15.00

PETER REINBERG

WHOLESALE FLORIST
2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

CHICAGO, ILL.

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

THE J.C. ROBINSON SEED CO. WATERLOO, NEBRASKA Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

THE G. HERBERT COY SEED CO. VALLEY, Douglas County, NEB. CONTRACT GROWERS OF HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

Grass Mixtures —FOR— Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co., CHICAGO, ILL.

Mention the American Florist when writing.

We carry a reserve stock of the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.

The W. W. BARNARD CO. 231-235 W. Madison St., Chicago, Ill.

Mention the American Florist when writing.

Lilium Giganteum

JUST RECEIVED FROM JAPAN

	Per 1000
7- 9 in., cases of 350 bulbs,	\$55.00
8-10 in., cases of 300 bulbs,	70.00
10-in., cases of 200 bulbs,	80.00

ALL BLACK STEM.

FOR IMMEDIATE DELIVERY.

J. M. THORBURN & CO.,
53 Barclay St., - New York

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato,
Vine Seed and Field Corn.
Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

Mention the American Florist when writing

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

I. N. Simon & Son Garden Seeds

438 MARKET STREET
Philadelphia, - Pa.

Mention the American Florist when writing.

Import Specialties

Write for import prices upon

DRACAENA CANES.
JAPANESE LILY BULBS.
KENTIA and other palm seeds.
PAPER WHITES and ROMANS.
DRIED ADIANTUM FRONDS.
JAP BAMBOO STAKES.
KENTIAS, for growing on.
FERNS IN FLATS.
NURSERY STOCK, from all sources.
AUSTRALIAN GRASS SEEDS.

Correspondence invited.

McHUTCHISON & CO.
The Import House
95 Chambers Street, NEW YORK

Mention the American Florist when writing.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, MILFORD, CONN.
Wisconsin and Idaho.

Mention the American Florist when writing.

Get Quotations From LANDRETH SEEDS WHICH SUCCEED

Bloomsdale Farm. Bristol, Pa.

Mention the American Florist when writing.



PANSY—Vaughan's International Mixture.

Vaughan's Pansy Seeds.

Vaughan's International Mixture.

Each year has added to the quality of its flowers and variety of its colors. It is always complete, always the latest and always the best mixture. We add to all Pansy Mixtures which we now buy more than fifty per cent of the choicest named kinds obtainable, each in correct proportion. This is one of the Specialties that has established the reputation of Vaughan's Flower Seeds, and one which we maintain most carefully.

Trade pkt., 50c; ½ oz., \$1.50; ½ oz., \$5.00; oz., \$10.00.

Vaughan's Giant Mixture.

Embraces, besides all the separate shades and colors, five special strains not listed elsewhere, and which can only be had in this and our International Mixture. This mixture includes the richest reds, coppers and bronzes, together with the most delicate rose and pink shadings, all the distinct colors of Trimardeau and the splendid Cassier strain.

Trade pkt., 25c; ½ oz., 75c; oz., \$5.00; ¼ lb., \$18.00.

Chicago Parks Bedding Mixture.

This is a mixture made by ourselves from 20 different and distinct varieties of this type. While the flowers of this strain do not grow as large as those of the Giant Pansies they excel them by a much greater number of flowers to a plant.

Trade pkt., 15c; ¼ oz., 40c; oz., \$1.15; ¼ lb., \$4.00.

Vaughan's P. P. (Popular Price) Mixture.

This mixture, like all "Vaughan" mixtures, is made up by ourselves from separate colors and strains of the Giant and Chicago Parks Bedding types and will furnish a large variety of colors with a good proportion of giant flowers.

Trade pkt., 20c; ½ oz., 35c; oz., \$2.00; 4 ozs., \$7.00.

For complete list of named varieties of pansies and other flower seeds, see our preliminary list which will be mailed upon application.

1918 Stocks of

Flower Seeds, Early Vegetables, All Spring Bulbs Are Offered in VAUGHAN'S "SPRING SPECIAL."

It means for you A WISE LOOK AHEAD to keep business coming along for the most and best obtainable next Spring.

Vaughan's Seeds and Bulbs win out on both EXPRESS and FREIGHT shipments (now difficult) with our central stores at Chicago and New York.

Write for the "SPRING SPECIAL" Now.

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

ASPARAGUS PLUMOSUS

2¼-in. pots, strong plants, \$3.50 per 100.

Asparagus Sprenger, 2½-in. pots, ready for shift, \$3.50 per 100.

JAMES VICK'S SONS

ROCHESTER, - NEW YORK

SEED PACKETS

Flower Seed Sizes to Catalogue
Envelopes—Return Envelopes

The Brown Bag Filling Mach. Co.
FITCHBURG, MASS., U. S. A.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

MICHELL'S New Crop FLOWER SEEDS

ASPARAGUS PLUMOSUS NANUS

Northern greenhouse grown, true to name.

100 seeds, 50c; 1000 seeds, \$3.50; 5000 seeds, \$15.50; 10,000 seeds, \$30.00.

SALVIA AMERICA (NEW). Finest, brightest Salvia to date.
Trade pkt., 50c; ¼ oz., \$3.50; \$6.00 per ½ oz.; per oz., \$10.00.

Send for Wholesale Price List offering everything required
by the progressive florist.

HENRY F. MICHELL CO., 518 Market St., PHILADELPHIA, PA.

Mention the American Florist when writing

Arthur T. Boddington Co., Inc.

SEEDSMEN

128 Chambers St., New York

Mention the American Florist when writing.

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade
CARPINTERIA, CALIF.

Mention the American Florist when writing.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, January 14.—Mushrooms, home-grown, No. 1, 20 to 25 cents per carton; lettuce, cases, 17½ to 20 cents; radishes, 65 to 70 cents per dozen bunches; celery, \$1.00 to \$1.35 per box; tomatoes, per 10 pounds, 80 cents to \$1.00; cucumbers, per box, \$2.50 to \$4.25.

New York, January 14.—Celery, dozen stalks, 20 to 50 cents; cucumbers, \$1.25 to \$1.75 per dozen; mushrooms, 30 cents to \$2.40 per 4-lb. basket; tomatoes, per pound, 10 to 25 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$3.00 to \$5.00.

Home Gardening During 1918.

In getting ready to produce food in the backyard garden, the United States department of agriculture suggests that the location and area to be planted be determined as soon as possible and to select the list of seeds to be planted as soon as the spring catalogues are available. In choosing these sorts have in mind the ones that did best last year and which the family relished best. This is the season in many locations to break up and fertilize, making it easier in spring to make the beds. Many gardens failed last year on account of poor soil or preparation, or both. Farmers' Bulletin 818, entitled "The Small Vegetable Garden," with suggestions for utilizing limited areas, has been issued by the department of agriculture, who will supply it free upon request. The supply of many of the important varieties of vegetable seed is limited. The early placing of seed orders is urged as well as co-operation to make the supply available produce a maximum crop.

Radishes on Sixty Acres.

Everybody who has a garden, grows a few radishes; they mature early, and requiring no special skill to grow, are general favorites. Growing them for market is, however, another matter. One of the largest growers in the country is L. C. Duncan, of Westville, N. J., who has a farm of 60 acres, all of which is devoted almost exclusively to radishes. This is planted early in the spring in blocks of about five acres, which as they are pulled, are planted again. From three to four crops are obtained, depending on the season. They are planted in rows eight inches apart, one inch between plants in row. In the height of the season, he has marketed 35,000 bunches a day. The bunches, after being tied, are placed in trays and given a good hosing to wash off any soil that may be sticking to them. They are then put into a large tank and showered with water, which cleanses the leaves and every

part thoroughly. Women and girls do the bunching for which they get 15 cents per hundred bunches, 50 to 60 girls being kept busy all summer at this work. Bunches are made a standard size with from 6 to 8 radishes to a bunch according to size of stock. These are packed in wooden boxes holding from 100 to 150 bunches. They are handled for the most part in the Philadelphia market; prices starting at \$4 per hundred bunches, and ranging from this figure down to \$1.50 per hundred at times of an overstock. Winter prices range from \$3 to \$4 per hundred.

Six large sash houses, each 35x190 feet, are used to keep up a supply during winter. A crop was taken during the last of November to the middle of December. The houses were then replanted and will be in about last of January and through February. Early in March another planting of radishes will be combined with lettuce and parsley. The radishes in the houses are grown in ground beds eight feet in width, running the length of the houses. Between each of these is a walk one foot deep, a foot board on either side supporting the soil. Radish rows are three inches apart, plants one inch apart in the rows. In the spring planting, lettuce is grown between every third row, with parsley in the two rows between. The radishes come out first; this gives the salad, by this time of good size, room to spread out. When the salad is cut there is then the parsley, which is soon ready for market and furnishes a good supply during the summer until the time for the fall sowing of radishes arrives. This makes five complete crops from these houses annually. The heating is by four-inch hot water pipes, one in each walk resting on cement foundations. Temperature is 40° night and 60° to 70° days. Watering inside is with the hose, outside by the Skinner system of overhead pipes.

The varieties are White and Scarlet Globe. Mr. Duncan raises all the seed required on his own place. Lettuce and parsley are also field crops, but not to a great extent. Salt hay is used to cover and protect lettuce that is not cut out at the time for the first frosts that would injure the crop. Big Boston is the variety. The soil in the houses is changed once a year.

Vegetables All the Year Round.

W. H. Ash, of South Vineland, N. J., specializes in vegetables. He has a farm of 40 acres and 100,000 feet of glass. His main crops, grown in the houses, are lettuce, radishes, tomatoes and cucumbers. Parsley, carrots, peppers and lettuce and some other market favorites, are field crops. Every month of the year has its crop or crops, which are as far as possible timed to get to market before and after the periods when Florida and Virginia shipments dominate and reduce prices.

The stock in the houses January 1, consisted of tomatoes and radishes. Two old sash houses, 36x175 feet, that had done service for 16 years, and are still in good condition, had been sown with radishes, which were just coming through. The night temperature in these houses was just above freezing in order to conserve the coal. Hot water furnished the heat. The crop was expected here about the middle of February. Lettuce follows the radishes, being well advanced in middle of April. About the 20th the sash are removed. Cutting commences first to fifteenth of May. Another crop of radishes is grown in the early fall in these houses.

Two large up-to-date houses, one 40 x 200 feet, the other 68x206 feet, are kept going the year round, producing three full crops, a rotation of cucumbers, tomatoes and radishes. The 40x200 foot house is just over its height of a successful crop of tomatoes; 600 pounds had been cut December 26. Fruit is gathered twice a week. The house contains 2,000 plants. The variety is Bonnie Best, which has been found to do best here. The seed is own selection from plants in greenhouses, showing vigor, freedom from "wilt," and that are productive.

The disease called "wilt" is very injurious. It comes up from the root, the stem gradually hardening and turning brown next to the bark or skin of the plant. The sap ceases to flow, the soft growth wilts and the plant dies. There seems no remedy but to throw the plants out. Seed for this crop was sown last of July, pricked off, and then potted into four-inch pots and plunged in the ground



HOUSE OF RADISHES, 68x206 FEET.

The Variety is Scarlet Globe, Three Weeks from Seed at Establishment of W. H. Ash, South Vineland, N. J.

where they were to grow. After a couple of weeks they were planted in the ground. They were hand watered until about three feet in height. After being tied to jute strings six feet in length, leading to wire supports above, they were watered from Skinner system pipes, three rows of which ran the length of the house about one foot from the ground. These were run in winter for about 20 minutes, but in summer for an hour. First picking commenced the middle of November. The temperature at night is 60°; day, 80° to 85°. The average production is about six pounds to a plant. The best market sizes run three to a pound.

Pollenizing is done by gently shaking the vines each day until four series of clusters have set. Fruit setting after that is not cared for, as it does not pay to mature the small and late bunches. When vines reach the length of the string, they are topped. All laterals are removed as the vines grow, all fruit being borne by the main stem. The weight of fruit, sometimes two and one-half pounds to the cluster, bends at an angle the supporting stem, but it does not interfere with their ripening. In winter, the fruit is ripe and well colored when picked, but in summer is gathered at the first tinge of red. They are sent to market in fibre fruit baskets, each holding five pounds. Fruit is not wrapped; just a sheet of paper between the layers.

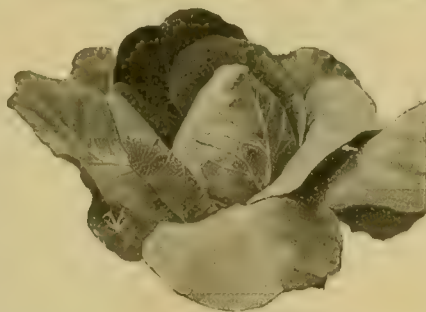
The large house adjoining, 68x206 feet, had been filled with tomatoes from which a good crop had been taken April, May and June. Prices come within 10 cents a pound of the winter house, but is more profitable, as the vines bear more abundantly and last longer. The summer average is seven pounds to a plant.

Between the summer crops, the soil in the beds, all of which are on the ground, there being no tables, is sterilized. This is done with a series of steam pipes, 35 feet in length, in multiple sections, 16 inches apart with holes on both sides. The soil is all turned over and loosened up; the frame of the steam pipes is sunk about six inches in the ground. The soil is then baked until every particle of fungus or insect life is destroyed. Much importance is attached to this sterilization, as the same soil with the addition of manures, is used continuously.

Cucumbers followed tomatoes in this house. These are planted out of four-inch pots, trained up much as the tomatoes, and over the wires at the top. A hive of bees in the house is necessary to pollenize the flowers. This season's planting was not as prolific as usual, as they take a good deal of heat, and coal was scarce. A crop last season in the other house had produced 3,000 dozen. They were taken out the last of November and the house planted with radishes, Scarlet Globe is the variety. These are sown in rows 1½ inches apart across beds 12 feet wide. They are thinned to about 1½ inches apart. The crop will be ready to pull about second week in January. In spring and fall, radishes are produced in three weeks, but in winter it takes six. The market price is 3½ cents to 4½ cents a bunch. Eight to 10 radishes make up a bunch, according to size.

Fall outdoor lettuce is a specialty. It is sown early in August in beds

SEEDS for VEGETABLE PLANTS.



CHICAGO

VAUGHAN'S SEED STORE,

NEW YORK

FOR FORCING UNDER GLASS—

	Oz.	¼ lb.	Lb.
Lettuce, Grand Rapids Select	\$0.15	\$0.40	\$1.25
Cucumber, Davis Perfect,			
Stock Seed	1.00		
Radish, Scarlet Globe Select	.25	.80	3.00

FOR EARLY PLANTS—

Cabbage, Early Jersey			
Wakefield	.45	1.35	5.00
Cabbage, Charleston			
Wakefield	.45	1.35	5.00
Cauliflower, Snowball			
Vaughan's	2.50		
Egg Plant, New York Purple	.45	1.75	6.50
Pepper, Sweet Mountain	.60	2.00	
Pepper, Magnum Dulce	.75	2.50	
Tomato, Earliana	.40	1.20	
Tomato, New Stone	.30	.90	3.25

CONTRACT GROWERS OF VEGETABLE PLANTS

It will pay you to make your contracts now on Bermuda Onion, Frost-proof Cabbage, Celery, Sweet Potato, Tomato, Egg Plants and Pepper Plants. We are exclusive growers for Wholesale Trade. All our plants are strong and open field grown. Prices for future delivery on application. Our plants are expertly packed with roots well wrapped with southern wild moss. We are well equipped to supply you from our growing stations in Arkansas, Mississippi, Texas, and Georgia.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

and transplanted to the field in about three weeks. The variety is White Boston in spring, and for fall the Big Boston. Three acres are grown in spring, and about four in the fall. The late fall crop is for the most part covered with muslin just above the plant. The beds are 14 feet wide by 285 long. The muslin is tacked to 14 foot strips across the beds. This covering is put on before October 10 and protects from frost until the crop can be cut about middle of November. Lettuce is planted 10x12 inches apart, about nine heads to a square yard. When the frost strikes lettuce in the field, it turns it a reddish brown. The muslin covering keeps it a bright fresh green in color when it is much more salable. Last fall's crop was over 6,000 boxes, 24 heads to a box, which brought \$1 a dozen wholesale, a very good price for outdoor stock. Parsley is an important crop, all grown outside. The bunching is quite a job, which is best done by women.

Although Mr. Ash's entire establishment is for the production of vegetables, he has had as much trouble getting coal this fall as the florists, being on short allowance all season. Baskets and boxes for shipping are much more expensive. A car load of wooden lettuce boxes cost \$250 more this season than last.

Success with vegetables under glass presents many of the same problems as does the forcing of cut flowers. Questions of soil, fertilizing, selection of varieties, testing of seed, time of planting, rotation of crops, watering, ventilation, temperature, insects and diseases, picking, and the best methods of packing products and selection of the best markets, are all vital matters, links in the chain, each of which must be forged to stand the strain to insure satisfactory results.

K.

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FLOWER, VEGETABLE AND FARM

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LONDON, - - ENGLAND

The Premier British Wholesale
and Exporting Seed House.

74 YEARS UNRIVALLED REPUTATION.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

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BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists
and Market Gardeners.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.

TOMATO, Pepper, Egg Plant, Squash,
Pumpkin, Cucumber and Watermelon
Seed and Field Corn, on Contract.

CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; J. R. Mayhew, Waxahachie, Tex., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-third annual convention will be held at Chicago, June 26-28, 1918.

NEW ORLEANS, LA.—H. J. Neale, formerly of Worcester, Mass., has taken the position of superintendent of Audubon park in this city.

Southwestern Association of Nurserymen.

The Texas Nurserymen's Association passed out of existence automatically January 9, with the formation of the Southwestern Association of Nurserymen at its initial meeting at Denison, Tex., on that day. The new organization will cover the states of Arizona, New Mexico, Louisiana, Arkansas, Oklahoma and Texas. The following officers were elected: W. C. Griffing, Port Arthur, Tex., president; W. A. Wagner, Durant, Tex., vice-president; L. J. Tackett, Fort Worth, Tex., secretary-treasurer. J. R. Mayhew, Waxahachie, Tex., and George Parker, Fayetteville, Ark., together with the above officers, will constitute the executive committee. The next meeting will be held at Denison, September 24, 1918.

New Bill Prohibits Nursery Imports.

The warning sounded by Curtis Nye Smith, secretary and counsel of the American Association of Nurserymen, calling attention to the bill to prohibit the importation of nursery stock into the United States in a bill (S. 3344) introduced January 4 by Senator Weeks of Massachusetts should meet with concerted opposition by the trade in general every member of which should, without delay, communicate with his representative at Washington protesting its passage.

As mentioned in our issue of January 12, page 1390, Section 4 of this bill provides the definition of nursery stock, to include all field grown florists' stock, trees, shrubs, vines, cuttings, grafts, scions, buds, fruit pits, and other seeds of fruit, and ornamental shrubs and other plants and plant products for propagation, except field, vegetable and flower seeds, bedding plants, and other herbaceous bulbs, plants, and roots.

Illinois State Nurserymen's Association.

The Illinois State Nurserymen's Association will hold a called meeting at the Sherman hotel, Chicago, February 14-15, at which time officers will be elected for the ensuing year, succeeding those temporarily in charge of the association's affairs since its organization at the preliminary meeting held at Champaign, December 19, 1917, at which time J. A. Young of Aurora was elected chairman of the meeting and Guy A. Bryant, Princeton, secretary. Others in attendance were: A. J. Cultra, Onarga; B. J. Vandervort, Bloomington; W. H. Gibbs, Normal; A. M. Augustine, Normal; L. F. Dintelman, Belleville; J. A. Gage, Texico, and Miles W. Bryant, Princeton.

As matters of organization and general interest to the trade will come up for discussion at the Chicago meeting, Secretary Bryant requests a large attendance.

Rhododendrons.

A large number of the species and hybrids of rhododendrons are now cultivated in California and in some parts of Europe, but only a few of them can be grown in the open ground in the eastern United States, and the region here where any of these plants thrive is not large, for it is too cold for rhododendrons north of Massachusetts and too hot for them south of Pennsylvania except on the slopes of the Appalachian mountains. Only the species of eastern North America, *R. maximum*, *R. catawbiense*, *R. carolinianum* and *R. minus*, and *R. Smirnowii* of the Caucasus, *R. brachycarpum* of the high mountains of Japan, and *R. micranthum* from western and north central China are perfectly hardy here. This last is a small plant with small leaves and small compact clusters of white flowers and looks more like a ledum than a rhododendron. Of the 60 odd species of Chinese rhododendrons raised at the arboretum from seed collected by Wilson this is the only one that is perfectly hardy here, although *R. discolor* can be kept alive in sheltered positions at least for a few years. Two little European rhododendrons, *R. ferrugineum* and *R. hirsutum*, live here but the plants are generally short-lived and not really satisfactory. Most of the rhododendrons cultivated in this part of the country are hybrids of *R. catawbiense*, but only a very few of the great number of these hybrids which have been raised in Europe are really hardy here. These are hybrids, too, growing in the arboretum of *R. Metternichii*, of *R. Smirnowii*, of *R. maximum*, of *R. minus* and of the European species which are hardy. There is still much to be accomplished in the gardens of eastern America by the breeders of hardy rhododendrons.—Arnold Arboretum Bulletin.

New York Fruit Growers' Association.

The New York State Fruit Growers' Association held its annual convention at Exhibition park, Rochester, N. Y., January 10-12 and in view of the proposed amalgamation with the Western New York Horticultural Society, all officers were re-elected as follows: W. P. Rogers, president; E. C. Gillette, secretary-treasurer. The vice-presidents are: N. P. Brocek, S. M. Smith, Walter Clarke and E. F. Goldsmith. Members of the executive board include C. G. Porter, G. E. Ward, Frank Laters and F. H. Bailey.

CHESTER.

BIRMINGHAM, ALA.—Theodore Smith has opened a flower shop in the Hotel Hillman building.

OWENSBORO, KY.—The Tapscott Floral Co. will conduct all business from its range after January 1, discontinuing the retail store in the Masonic Temple.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

Mention the American Florist when writing.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
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WEST GROVE PENNA.
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2 1/4 and 4-inch Pot-grown. **ROSES** Hardy Climbing Field-grown

Booking orders, select plants, pre-spring prices; get ahead of the rush and upward revision.

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Season's Greeting to all our Friends and Customers.

Get Ready for Easter by ordering Easter Greeting Begonias, ready for a shift, 3 in., at 15c; 4 in., at 25c; 5 in., at 50c. These will make grand plants.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

Mention the American Florist when writing.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown Junc., N. J.

Mention the American Florist when writing.

Specialists in Specimen Stock FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc. EUREKA, CALIFORNIA.

Mention the American Florist when writing.

Jackson & Perkins Company NEWARK, NEW YORK

Wholesale growers for the trade—trees and plants of all kinds.

SEND FOR LIST.

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Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

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Golden Seal

more reliable than Ginseng. Roots and Seed, for Spring Planting. Write now for prices.

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Fresh Cut—Northern Grown CANNAS

Dry roots—which will be divided fresh for your order; thus doing away with all chance of your getting dried up, shriveled roots. Some of these varieties may be new to you, but they are better in every way than many older sorts.

SPECIAL LIST

All Varieties Have Green Leaves Unless Otherwise Noted.

RED FLOWERS

	Per 100
A. Bouvier, 5-6 ft.....	\$2.50
Crimson Bedder, 3½-4 ft.....	2.50
Duke of Marlboro, 6 ft.....	2.50
Firebird, 3½ ft.....	3.00
Garam, 3½-4 ft.....	3.00
Julius Koch, 3 ft.....	3.00
Meteor, 4 ft.....	4.00
Papa Nardy, 4 ft.....	3.00
Princess Wied, 4 ft.....	3.00
Rheinstein, 3 ft.....	3.00

GILT EDGED RED

Long Branch, 5 ft.....	5.00
Panama, 3 ft.....	5.00
Souv. de A. Crozy, 3½ ft.....	3.00
Stuttgartia, 4½ ft.....	5.00

BRONZE LF.—Red Fir

King Humbert, 4-4½ ft.....	3.50
Wyoming, 7 ft.....	3.00

YELLOW FLOWERS

	Per 100
Florence Vaughan, 4 ft.....	\$2.50
Jane Addams, 4½ ft.....	6.00
Richard Wallace, 5 ft.....	2.50
Wm. Greissinger, 3-4 ft.....	3.00

ROSE-PINK FLOWERS

Hungaria, 3½-4 ft.....	3.00
Rosea Gigantea, 3½ ft.....	4.00
Venus, 4 ft.....	3.00

ORCHID FLOWERED

Burbank—yellow, 6 ft.....	2.50
Louisiana—red, 6 ft.....	3.00
Mrs. Karl Kelsey—red, 6 ft.....	2.50
Mrs. Kate Gray—red, 6 ft.....	2.50
Queen Helen, or	
Yellow King Humbert, 4 ft... 8.00	
Wintzer's Colossal—red, 5 ft... 8.00	

(See also "Bronze Lf. list.")

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100,000 Geraniums

From 2 and 2¼-in. pots—Sand Rooted.
A. Ricard, Beauty Poitevine, S. A. Nutt, Buchner. Montmore, Perkins, Viand, etc., \$2.75 per 100, \$25.00 per 1,000.

2¼-in. Marguerites,, Fuchsias' Heliotropes, Lantanas, \$3.00 per 100, \$27.50 per 1,000.
3 and 4-in. Cyclamens, \$8.00 and \$20.00 per 100. Abundance of other stock.
Correspondence Solicited.

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Solicits orders for shipments of Orchids.
Prices quoted upon application.

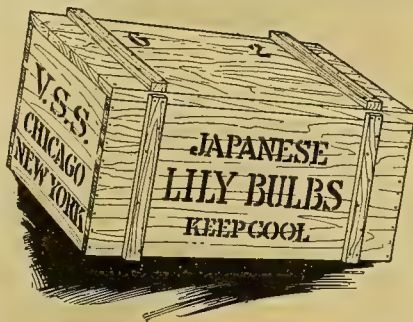
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ROOTED CUTTINGS.

S. A. Nutt and Buchner. per 1000, \$15.00
Ricard and Poitevine... per 1000, 17.50
Asparagus Plumosus, 2½-in. 100, 3.00
Asparagus Sprengeri, 4-in. 100, 7.50
Good stock, ask any of my customers, names furnished if desired.

ALBERT M. HERR, LANCASTER, PA.



LILY BULBS

For Immediate Use
Or For Later Delivery.

Lilium Giganteum

	Per case
7- 9 inch, 300 to case.....	\$18.00
9-10 inch, 200 to case.....	25 00
11-12 inch, 130 to case.....	25.00

Lilium Auratum

	Per 100	Per 1000
8-9 inch, 160 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 100 to case.....	9.50	90.00
11-12 inch, 75 to case.....	17.00	160.00

Lilium Album

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 9.50	\$ 90.00
9-11 inch, 140 to case.....	12.00	110.00
11-12 inch, 90 to case.....	17.00	160.00

Lilium Rubrum (Magnificum)

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 140 to case.....	10.00	95.00
10-11 inch, 125 to case.....	12.00	110.00
11-12 inch, 100 to case.....	\$15.00	
11-13 inch, 90 to case.....	17.00	
12-14 inch, 72 to case.....	20.00	

Paper White Narcissus for late planting. ASK FOR PRICES.

CHICAGO VAUGHAN'S SEED STORE, NEW YORK

The Early Advertisement Gets There.



PRIMULAS--Best Mixed Strains

Obconica Assorted, Strong Plants.

100	1000	100	1000
3-inch.....\$ 7.00	\$65.00	4-inch....\$12.00	In bloom
Malacoides 4-inch.....	10.00	90.00	

Pot Grown **Roses** 2 Year Dormant

All Leaders for Florists' Use.

Two-Year Dormant—FIELD GROWN

	Doz.	100
Alfred Colomb	\$2.50	\$18.00
Anna de Diesbach	2.50	18.00
Baron de Bonstettin	3.00	20.00
Captain Hayward	3.00	20.00
Clio	2.50	18.00
Conrad F. Meyer	3.00	20.00
Coquette des Alps	2.50	18.00
Earl of Dufferin	3.00	20.00
Fisher Holmes	2.50	18.00
Frau Karl Druschki	3.00	20.00
Gen'l. Jacqueminot	2.50	18.00
Gruss an Teplitz	2.50	18.00
Margaret Dickson	2.50	18.00
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Magna Charta	2.50	18.00
Mrs. John Laing	2.50	18.00
M. P. Wilder	2.50	18.00
Paul Neyron	2.50	18.00
Persian Yellow	2.50	18.00
Prince C. de Rohan	2.50	18.00
Ulrich Brunner	3.00	20.00

From 4-in. Pots—GROWN OUT-OF-DOORS

	Each	Doz.	100
Caroline Testout.....	\$0.20	\$2.00	\$15.00
Hoosier Beauty25	2.50	18.00
Killarney Brilliant25	2.50	18.00
Pink Killarney20	2.00	15.00
Pink Cochet20	1.75	12.00
Pollartrose20	2.00	15.00
Richmond20	2.00	15.00
Sunburst25	2.50	18.00
Wm. E. Smith20	2.00	15.00
White Cochet20	1.75	12.00
White Killarney20	2.00	15.00

CLIMBING ROSES—Strong 2-Yr. Dormant

	Doz.	100
Climbing American Beauty.....	\$2.50	\$18.00
Crimson Rambler	2.50	18.00
Dorothy Perkins	2.00	16.00
Excelsa	2.00	16.00
Flower of Fairfield	3.00	20.00
Lady Gay	2.50	18.00
Tausendschon	3.00	22.00
White Dorothy	2.50	18.00

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Mention the American Florist when writing.

Primula Malacoides Townsendii

PLEASING LILAC ROSE

A REVOLUTION IN THE BABY TYPE

First-class certificates of merit awarded by New York Florists' Club, Nassau County Horticultural Society and Oyster Bay Hort. Society.

Out of 2-in. pots, \$1.50 per doz.;
\$10.00 per 100; 3-in. pots,
\$2.00 per doz.; \$15.00 per 100.

Individual flowers as large as a 25c-piece.

A. L. MILLER,

JAMAICA, NEW YORK

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Ready for Immediate Shipment

Chrysanthemum Stock Plants

Rosea, Pink	\$ 5.00 per 100
Smith's Advance, White	5.00 per 100
Unaka, Pink	5.00 per 100
Golden Queen, Yellow	5.00 per 100
Oconto, White	5.00 per 100
Chrysolora, Yellow	5.00 per 100
C. C. Pollworth, Yellow.....	10.00 per 100

ELI CROSS

150 Monroe Ave., Grand Rapids, Mich.

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Orchids

If you want Orchids for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

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VINCA VARIEGATA

Our strong 2-in. Vinca will make you good 4-in. plants for spring sales. Our special sale at \$1.75 per 100 or \$17.00 per 1,000 will be continued a short time.

Geraniums, Nutt, Ricard, and Poltevine, 2-in., \$2.00 per 100; \$18.00 per 1000.

Mrs. F. Sander Daisy, 2-in., \$2.00 per 100.

ELMER RAWLINGS, Wholesale Grower ALLEGANY N. Y.

Decorative Palms

A splendid lot of **Kentia Forsteriana**, single specimens, with good spread, making a much better showing than the so-called made-up plants often seen. This stock is hard and well finished, will give satisfaction and stand store treatment.

36 inches high, \$3.50

48 inches high, 6.00

60 inches high, 12.00

72 inches high, \$15.00

84 inches high, 17.50

ALL IN GOOD GREEN TUBS.

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The best work on Chrysanthemum Culture. Both amateurs and florists have been provided with articles for their special needs. One hundred and six pages.

Only 50c postpaid.

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High Class **PALMS**

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Ready Reference Section.

10 CENTS PER LINE, NET.



ADIANTUM.

Adiantum Cuneatum, 2-in., \$3.00; 3-in., \$5.00 per 100. *Croweanum*, 2-in., \$4.00; 4-in., \$8.00; per 100. HENRY SMITH, Grand Rapids, Mich.

ASPARAGUS.

Asparagus plumosus seedlings, \$1.25 per 100; 2-in., \$3.00 per 100; \$25.00 per 1,000. *Asparagus Sprengeri*, \$1.00 per 100; 2-in., \$2.50 per 100, \$20.00 per 1,000; *Hatcheri*, 2-in., \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

Asparagus plumosus, 2½-in., \$3.50 per 100; \$30 per 1,000; 1½-in., \$2.50 per 100, \$20 per 1,000. *Sprengeri*, 2½-in., \$3.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. *Sprengeri*, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

Asparagus plumosus and *Sprengeri*, 2-in., \$3.00; 3-in., \$5.00; 4-in., \$12.50 per 100. HENRY SMITH, Grand Rapids, Mich.

ASPARAGUS *plumosus*, extra fine, 3-in., \$5 per 100. *Sprengeri*, 3-in., \$4.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS *plumosus* SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Plumosus, \$3.00 per 100. Albert M. Herr, Lancaster, Pa.

Asparagus Sprengeri, 3-in. pot busters, 4c each. ODOR GREENHOUSES, Kola, Kans.

AZALEAS.

Azaleas, mostly *Mad. Van der Cruyssen*, 10-12-in., \$1.25; 12-14-in., \$1.50; 14-16-in., \$2.00 each. Well budded. ERNEST ROBER, Wilmette, Ill.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BEGONIAS.

Begonia Chatelaine, 3-in., \$10 per 100; *Sandersoni*, 2½-in., \$4 per 100; 3-in., \$7.00 per 100. The Storrs & Harrison Co., Painesville, O.

Rex *Begonia*, strong plants, 2½-in. pots, \$4 per 100. James Vick's Sons, Rochester, N. Y.

BULBS.

Bulbs. *Lilium Giganteum*; just received from Japan. 7-9-in., case of 350, per 1,000, \$55; 8-10-in., case of 300, per 1,000, \$70; 10-in., case of 200, per 100, \$80. For immediate delivery. J. M. Thorburn & Co., 53 Barclay St., New York.

Dutch Bulbs. We still have a limited quantity on hand; all in first class condition. For varieties and prices see advertisement on front cover-page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

BULBS.

Bulbs. First size gladioli for forcing; ready for immediate shipment. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs. *Lil. Giganteum*, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Lily bulbs. For immediate use or later delivery. *Lilium Giganteum*, *L. Auratum*, *L. Album* and *L. rubrum*. For size and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, transplanted seedlings, \$4.00 per 100; 2-in., \$3 per 100. ERNEST ROBER, Wilmette, Ill.

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Cannas. Fresh cut, northern grown. For varieties, sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

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ROOTED CARNATION CUTTINGS.		
	100	1000
Superb	\$6.00	\$50.00
Ench. Supreme	3.00	25.00
Alice	3.00	25.00
Matchless	3.00	25.00
Wh. Wonder	3.00	25.00
Aviator	3.00	25.00
Wh. Enchantress	2.50	20.00
Enchantress	2.50	20.00
Mrs. C. W. Ward	2.50	20.00
Mrs. Akehurst	2.50	20.00

CHICAGO CARNATION COMPANY, Joliet, Illinois

Rooted carnation cuttings. Large supply of fine stock ready for immediate delivery. Good Cheer, *Thenanthos*, \$4 per 100, \$35 per 1,000; *Alice*, *White Wonder*, *Beacon*, \$2.50 per 100, \$20 per 1,000. *Rose Pink Enchantress*, *White Enchantress*, *Herald*, *Ward*, \$2 per 100, \$15 per 1,000. Peter Reinberg, 30 East Randolph St., Chicago.

Carnation rooted cuttings, clean strong, dependable stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Carnations. *Pink Enchantress* and *White Wonder*, \$4.00 per 100, *Peerless Pink*, \$35.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum stock plants ready for immediate shipment. *Rosea*, *Smith's Advance*, *Unaka*, *Golden Queen*, *Oconto* and *Chrysolora*, \$5 per 100; *C. C. Pollworth*, \$10 per 100. Eli Cross, Grand Rapids, Mich.

CINERARIA.

Cinerarias, best seedlings, 2-in., \$4.00; 3-in., \$6.00; 4-in., \$12.50 per 100. HENRY SMITH, Grand Rapids, Mich.

Cinerarias, 2, 3 and 4-in., \$4, \$6 and \$10 per 100. Transplanted, \$2 per 100. Ernest Rober, Wilmette, Ill.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

CYCLAMEN.

Cyclamen gig. *Wandsbek* type, 2½-in., \$5.00 per 100; 3-in., \$8.00 and \$10.00 per 100; 4-in., \$20.00 per 100; 5-in., \$35.00 and \$50.00 per 100. Seedlings, six varieties of *Wandsbek* type equally divided, \$5.00 per 100, \$45.00 per 1,000. *Salmon* and *Rococo*, separate, \$6.00 per 100; \$55.00 per 1000. ERNEST ROBER, Wilmette, Ill.

Cyclamen, 3-in., \$10.00; 4-in., \$20.00; 5-in., \$40.00 per 100; 6-in., 75c to \$1.00 each. HENRY SMITH, Grand Rapids, Mich.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Cyclamens, 3 and 4-in., \$3 and \$20.00 per 100. Alonzo J. Bryan, Washington, N. J.

COLEUS.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

DRACAENA *INDIVISA*, 4-in., 12c; 5-in., 20c and 25c; 6-in., 50c. ERNEST ROBER, Wilmette, Illinois.

FERNS.

FERNS		Per 100
Roosevelt, 2½-in.		\$ 4.50
Boston, 2½-in.		4.50
Scholzeli, 2½-in.		4.50
Teddy, Jr., 2½-in.		5.00
Roosevelt, 4-in.		15.00
Boston, 4-in.		15.00

THE REESER PLANT COMPANY, Springfield, Ohio

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. *Aspidium*, *Holly*, *Mayii*, *Wilsoni* and *Alba Lineata*, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

Ferns. Boston, fine stock, 4-in., \$2.50 per doz., \$16.00 per 100; heavy bushy plants, 5-in., \$3.50 per doz.; \$22.50 per 100. Extra heavy, 6-in., \$5.00 per doz., \$30 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERNS.

Ferns. Bird's Nest 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Teddy Jr., 4-in., \$20; 5-in., \$35; 6-in., \$50 per 100. Boston, 6-in., \$35; 6-in., \$50 per 100. The Storrs & Harrison Co., Painesville, O.

BOSTON FERNS, 20 to 25 leaves, large from bench, 40c; 6-in., 50c; 7-in., 70c. Roosevelt, Jr., from bench, 40c; 6-in., 50c. Cash only. H. W. ALLERSMA, Grand Rapids, Mich.

Ferns, Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

GERANIUMS.

Geraniums, from 2 and 2½-in. pots, sand rooted. A. Ricard, Beauty Poitevine. S. A. Nutt, Buchner, Montmore, Perkins, Vaud, etc., \$2.75 per 100, \$25 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums. Rooted cuttings ready now. S. A. Nutt, \$12.50 per 1,000; Scarlet Bedder, \$2 per 100. Albert M. Herr, Lancaster, Pa.

GLADIOLUS.

Gladiolus, first size. America, Augusta, Halley, Branchlyensis, \$15.00; Independence, Mrs. F. King, \$14.00; Meadowvale, \$16.00; Minnesota, \$12.00; Mixed, \$10.00; Pendleton, \$50.00; Rochester White, \$40.00. Second sizes of above kinds 20 per cent less. Crackerjack and Chicago White in second size, \$13.00. Third size, 20 per cent less. All per 1,000 F. O. B. here. For 100 lots add 10 per cent. Cash, please. C. S. TAIT, Brunswick, Georgia.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GLADIOLI BULBS.

All Sizes.

B. HAMMOND TRACY, Wenham, Mass.

GREENS.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.) \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. B. A. Beaven, Evergreen, Ala.

IVIES.

English Ivy, 4-in., \$15 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

MANETTI.

Manetti Stocks. French, extra size, per 1,000, \$25.00. F. O. B. Chicago. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

Orchids. Prices quoted upon application. Francisco Delgado, Q. Bogota, P. O. Box 957, Colombia.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Kentia Forsteriana, single specimens; good spread, make better showing than so-called made-up plants. Stock hard and well finished; will give satisfaction and stand store treatment. All in green tubs. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES—100,000 pansies, Sept. sown, cold frame grown. Vaughan's Chicago Parks bedding. Popular Price mixture and Paris Market, per 1,000, \$2.50. Vaughan's Giant mixture and separate colors, per 1,000, \$3.50. ODOR GREENHOUSES, Iola, Kans.

PRIMULAS.

Primula Obconica and Chinensis, 2-in., \$4.00; 3-in., \$6.00; 4-in., \$12.50; 5-in., \$25.00 per 100. Malacoides, white and lavender, 2-in., \$3.00; 3-in., \$5.00; 4-in., \$12.50 per 100. HENRY SMITH, Grand Rapids, Mich.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4, \$7 and \$10 per 100. Ernest Rober, Wilmette, Ill.

Primulas, best mixed strains. Obconica, 2½-in., \$5 per 100; \$45 per 1,000. 3-in., \$7 per 100, \$65 per 1,000. Malacoides, 4-in., \$10 per 100, \$90 per 1,000. Vaughan's Seed Store, Chicago and New York.

Primula Malacoides Townsendii. Pleasing lilac rose, 2-in., \$1.50 per doz., \$10 per 100; 3-in., \$2 per doz., \$15 per 100. A. L. Miller, Jamaica, N. Y.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

PUSSY WILLOWS.

Pussy Willow, Salix Caprea, branches for forcing; well budded. Light 3 to 4 feet, \$1.25 per doz., \$2.50 per 250; \$8.00 per 1000. Strong 4 to 5 feet, \$1.50 per doz.; \$3.25 per 250; \$11.00 per 1000. By express. CHAS. BLACK, Hightstown, N. J.

ROSES.

Rose novelties for 1918. Ophelia Supreme, the queen of the whole Ophelia family; a great improvement on its parent, Columbia, the "gem" of the roses. Eyes of both varieties for immediate delivery, \$27.50 per 100; \$62.50 per 250; \$110 per 500; \$220 per 1,000. March delivery, grafted or own root. Grafted, \$35 per 100; \$300 per 1,000; own root, \$30 per 100; \$250 per 1,000. Charles H. Totty Co., Madison, N. J.

ROSE PLANTS.

Two-year-old bench stock.

Russell	1,000
Ophelia	\$100.00
Sunburst	75.00
Richmond	65.00
	60.00

PYFER & OLSEM,

Wilmette, Illinois.

Roses. Pot-grown, 2-year dormant. All leaders for florists' use. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

FOR SALE. Bench plants of Mrs. Chas. Russell, \$10 per 100; \$80 per 1000. Cash, please. ALBERT F. AMLING COMPANY, Maywood, Ill.

Roses. Hardy climbing field-grown and 2½ and 4-in. pot grown. Write for prices. The Leedle Floral Co., Springfield, O.

For Sale. American Beauty bench plants. \$10.00 per 100, \$95.00 per 1,000. WM. DITTMAN, New Castle, Ind.

SEEDS.

Seeds, vegetables, both for forcing under glass and for early plants. Lettuce, cucumber, radish, cabbage, cauliflower, egg plant, pepper and tomato. For prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Pansy, gig. finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fire-ball, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

Seeds. Asparagus plumosus nanus, northern greenhouse grown, true to name. Salvia America, new. Finest, brightest salvia to date. For prices see advertisement elsewhere in this issue. Henry F. Mitchell Co., 518 Market St., Philadelphia, Pa.

Seeds. Asparagus Plumosus Nanus, northern greenhouse grown. Per 100, 50c; 250, \$1; 1,000, \$3.50; 5,000 to 10,000 seeds, \$2.35 per 1,000. Vaughan's Seed Store, Chicago and New York.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Asters, Petunias, Sweet Peas and Nasturtiums, etc. Write for our special offer, 1917 crop. John Bodger & Sons Co., Station E, Los Angeles, Calif.

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

SEEDS. Stokesia Cyanea, per oz., 50c; Sanseveria Caucasica, fl. yel., 40c; Cassia, Marilandea, 25c; Physostegia Virginica, 10c pk. Cash with order, please. A. Hirschleber, Riverside, N. J.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, Flower, vegetable and farm. 74 years unrivaled reputation. Hurst & Son, 152 Houndsditch, London, England.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds, Vaughan's pansy. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Choice flower for florists. For varieties see advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., N. Y.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt & Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbenia in variety. Waldo Rohmert, Gilroy, Calif.

Seed. Vegetable and flower of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds, specialties; beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Rontzahn Seed Co., Arroyo Grande, Calif.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Company, San Jose, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

SMILAX.

Smilax, 2-in., \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SNAPDRAGONS.

Snapdragons. Seedlings, silver, pink, white and yellow, \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

VEGETABLE PLANTS.

Vegetable plants grown for wholesale trade only. Bermuda onion, frost-proof cabbage, celery, sweet potato, tomato, egg and pepper plants. Prices for future delivery on application. Ozark Seed & Plant Co., Nashville, Ark.

VINCAS.

100,000 extra strong Vinca variegata ready for a shift from 2-in. pots, \$1.75 per 100, \$17.00 per 1,000; 10,000 year-old cut back, 4-in. pots, \$5 per 100. Elmer Rawlings, Allegany, N. Y.

Vinca variegata, strong stock, 4-in., \$10; 3-in., \$7; 2 1/4-in., \$3 per 100. The Storrs & Harrison Co., Painesville, O.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Gold Letters. For prices and kinds see advertisement elsewhere in this issue. Geo. H. Angermueller Co., 1324 Pine Street, St. Louis, Mo.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Glass cloth. A transparent, waterproof fabric for hotbeds, coldframes, etc. Sample 3x6 feet, 60c., prepaid. Turner Bros., Bladen, Neb.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Goldfish. Buy from the breeder. Write for wholesale price list. Bert J. Putnam, 490 Washington St., Buffalo, N. Y.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Radelin Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

The best adjustable plant stand on the market, \$3.50 each. McCallum Co., Pittsburgh, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

MISCELLANEOUS.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Ill storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchinson & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros., Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

ARTIFICIAL FLOWERS. Walter Vollman, 2651 Orchard St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

POTS AND PANS.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

POTS AND PANS.

Neponset Flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Red pots. Before buying write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Flower pots, red, porous, strong. Nashville Pottery Co., Nashville, Tenn.

Pots. Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphs Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 95c; per 500, \$4.00; \$6.50 per 1,000.

Pipe stems, 4 to 6 feet, per 100, 70c; per 1,000, \$4.00. Vaughan's Seed Store, Chicago.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.
Angermueller, Geo. H., St. Louis, Mo.
Badgley & Bishop, Inc., New York.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Bernheimer, Eugene, Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., New York.
Erne & Company, Chicago.
Fexy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Freres-Windler Co., The, Chicago.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Growers' Cut Flower Co., Inc., New York.
Gunterberg, M. C., Chicago.

Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.50.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.

The Vegetable Garden.—By Vilmorin-Andrieux & Co. Most complete book published. Profusely illustrated. 782 pages. Price, \$6.00.

The American Flower Garden.—By Nellie Blanchan. Well bound. 368 pages and 92 illustrations. Price, \$5.35.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages, 60 illustrations. Price, \$1.50.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, \$6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.

Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.

Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, \$1.50.

The Rose.—By H. B. Ellwanger. Its cultivation, varieties, etc. A complete guide. Price, \$1.25.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, \$1.20.

The Book of Water Gardening.—By Peter Eiset. 200 pages, 139 illustrations. Price, \$2.50.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, \$10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.50.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, \$1.25.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.30.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, \$1.50.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.

How to Grow Roses.—By Robert Pyle. 121 pages. Illustrated. Price, \$1.00.

Mushroom Growing.—By B. M. Duggar. 260 pages, fully illustrated. Price, \$1.50.

AMERICAN FLORIST COMPANY

440 S. Dearborn Street, Chicago, Ill.

WHOLESALE CUT FLOWERS.

Hart, George B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., Wm. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The, Leo, Philadelphia, Pa.
Percy Jones, Inc., Chicago.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.

WHOLESALE CUT FLOWERS.

Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, Geo., Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust, Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty, Chas. H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch, Chicago.
Weiss, Herman, New York.
Wietor Bros., Chicago.
Wiltgen & Freres, Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., John, New York.
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L. T.

Nashville Pottery Co.'s Plant Burns.

A disastrous fire on the morning of January 11 nearly destroyed the plant of the Nashville Pottery Co., formerly the Harley Pottery Co., manufacturers of a general line of pottery at Nashville, Tenn., the loss being estimated at between \$60,000 and \$70,000, practically covered by insurance. The factory was a two story building occupying nearly an entire block and was built about 12 years ago. A warehouse containing finished pots to the value of about \$5,000 was saved as were several smaller buildings. In the main building valuable machinery, three large filter presses and glazing and moulding equipment were destroyed. Nearly 100 people were thrown out of employment temporarily. The company enjoyed a large trade throughout the south among florists and other tradesmen. The officers of the company are: D. W. Binns, president; A. C. Smith, vice-president; W. H. Quarles, treasurer; E. B. Bradley, secretary and associate manager.

TAMPA, FLA.—The Tampa Floral Co. reports the holiday trade during the past season about the same as a year previous with prices lower than usual, although the quality was better by far. The supply of cut flowers was ample with no special demand for any variety in particular. The call for pot plants was very little better than the year before.

DALLAS, TEX.—The Lang Floral & Nursery Co. reports a handsome increase in 1917 Christmas sales with prices about 10 to 15 per cent better than in 1916. Dark weather cut the cut flower supply about in half, with the excep-



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ST. LOUIS

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rate of insurance from Nov. 1st, 1917, to Nov. 1st, 1918, will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars address

JOHN G. ESLER, Secretary, Saddle River, N. J.

Mention the American Florist when writing.

OKLAHOMA CITY, OKLA.—Furrow & Co. report 1917 Christmas trade as showing a 50 per cent increase with prices 25 to 50 per cent better than a year ago. The cut flower supply was somewhat limited and roses were not as good as last year, but there was a noticeably greater demand for long stemmed stock. There was also an increase noted in the call for cyclamens in the plant division. Buying commenced early, 25 per cent of the orders being booked before December 18.

WORCESTER, MASS.—Higher prices than in 1916 and a 15 per cent increase in volume of business is the report of M. W. Reid on the 1917 holiday business. In cut flowers, roses and carnations were plentiful but violets were short of the demand. The quality of the roses and carnations was the best in years, with other offerings also above the average. Cyclamens and poinsettias were the leaders in plant sales with the demand about the same as a year ago.

HARTFORD, CONN.—John Coombs reports a decrease of about 10 per cent in 1917 holiday sales as compared with the trade a year ago, prices being about the same. The supply of cut stock was ample with Paper Whites the only offering in the bulbous line. The quality was better than usual. No special demand was noted for any particular variety and the sales of plants was about on a par with other years. Buying started late.

SALT LAKE CITY, UTAH.—According to D. E. Law, 1917 Christmas sales were about 15 per cent above those of last year, with prices advanced in about the same proportion. Many more cut flowers could have been sold if they could have been secured, and anything in the way of a blooming plant sold with a rush. As Thanksgiving trade was not up to standard, local dealers did not make extensive preparations for the Christmas demand.

FERERSBURG, VA.—Wm. S. Young reports better prices and a 25 per cent increase in Christmas business during the period just passed. There was a scarcity of carnations and violets, but the supply of roses was ample. The quality, however, was not quite up to the standard of last year. Plants sold about as usual.

GREELEY, COLO.—With prices 50 per cent better than in 1916, the Gardner Floral Co. reports that this year's Christmas trade doubled that of 1916 in volume. The supply of both flowers and plants was not equal to the demand, and at least a third more could have easily been disposed of had they been available.

PEORIA, ILL.—According to B. Juergens, with prices about the same as a year ago, the 1917 holiday trade showed a decrease. The quality of stock was very good, but much of it was left over. Baskets and flowering plants sold fairly well. Many holly wreaths supplied the place of cut flowers as gifts.



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BOSTON, MASS.—The Boston Elevated Railway Co. is erecting a building at 183 Canal street to be occupied as a flower shop.

OAKLAND, CALIF.—T. Yakas has moved his flower shop to 1535 Telegraph avenue and reports good business in the new location.

DE SOTO, IND.—The entire stock at the range of E. E. Smoker was destroyed during a freeze December 10, the loss amounting to about \$4,000.

GALENA, ILL.—B. F. Vandervate has closed his downtown store in the Kane building and removed the stock to his greenhouse, owing to the lack of fuel. He will reopen in the spring.

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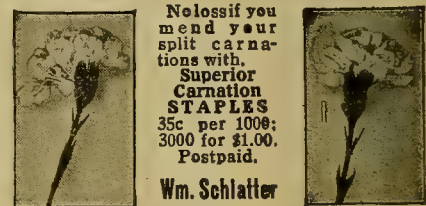


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THE AMERICAN FLORIST



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Vol. L.

CHICAGO AND NEW YORK, JANUARY 26, 1918.

No. 1547

THE AMERICAN FLORIST

ESTABLISHED 1885

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The thirty-fourth annual convention will be
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Biddeford, Me., Vice-President; A. F. J. BAUER,
Thirty-eighth Street and Rockwood Ave., Indi-
anapolis, Ind., Secretary.

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O., June, 1918. JAMES BOYD, Haverford, Pa.,
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Board of Directors of S. A. F. and National Flower Show Committee So-
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Conditions Considered Unfavorable.

After a general survey of the condi-
tions in general existing in the United
States at the present time, a careful
consideration of all sections, and hear-
ing full expression of the views of
members of the local committees, the
national flower show committee and
the board of directors of the Society
of American Florists, including repre-
sentatives from affiliated societies serv-
ing as directors of the latter organi-
zation it was unanimously decided at a
meeting held in St. Louis, Mo., January
21-22, that to hold the national flower
show in that city this spring in con-
nection with the thirty-fourth annual
convention of the S. A. F., April 6-15,
would be unjust to the guarantors and
to those who have always by their in-
terest and exhibits assured the unqual-
ified success of national flower shows
wherever held. Although much valua-
ble work has been done, and the local
committees have one and all lent their
best efforts so that everything was pro-
gressing favorably, it was reluctantly
decided to postpone the show scheduled
for the above dates until such time as
a change in general conditions existing
throughout the country will insure
rapid movement of express shipments
and relief of freight congestion. Thanks
are due to those who have already sub-
scribed for space as well as to the St.
Louis workers. While some financial
loss will result from a cessation of the
preparations under way, it is believed
that the action taken will be wiser, re-
alizing the practical difficulties in the
way of holding a successful exhibition
at this time, to absorb the present loss,
rather than incur further expense.

While the national flower show will,
therefore, not be held this spring, there
will be no change in the dates for the
April convention, and the local mem-
bers of the S. A. F. will direct their
efforts toward a most successful meet-

ing in St. Louis. It is believed that
the matter of coal conservation to which
the attention of the entire trade must
continue to be directed as long as the
war lasts will result in an un-
usually large attendance, as it will
draw from not only the east and south
but from the great northwest and
southwest, together with the territory
immediately adjacent to St. Louis, as
in holding it in April, the heated pe-
riod of the year will be avoided.

The watchword of the convention will
be: "Co-operation, Conservation and
America First." There will be inter-
esting exhibits showing recent devel-
opments of American products, and it
is believed that by April facilities for
railroad travel will have much im-
proved and the commercial trade ex-
hibit will be a fine one. The matter
of publicity will also receive proper at-
tention at the convention, and by that
time it is believed that work already
done in that direction will show its
good results and that all members of
the trade will realize their duty, if not
already members, by joining the na-
tional society and pushing forward the
work that is being done.

Full Support Pledged Fuel Administration

Recognizing the need of informing
the government as to conditions in the
industry, it is requested that all mem-
bers of the Society of American Flor-
ists at once communicate with John
Young, secretary, 53 West 28th street,
New York, stating how many feet of
glass at your establishment is now
shut down on account of coal conser-
vation. It is important that you act
at once. This means that you should
also get in touch with your fellow flor-
ists in order that our industry may be
protected. At a meeting of the execu-
tive committee at St. Louis, Mo., Jan-
uary 21, the following telegram signed
by President Chas. H. Totty, Secre-
tary John Young and Wm. F. Gude,

Washington representative, was by unanimous vote, sent to Fuel Administrator H. A. Garfield:

"The Society of American Florists in session here, unanimously vote to co-operate in coal conservation by reducing consumption one-third pursuant to your recommendation. It was also resolved that the president and secretary of this organization are authorized to execute any papers that may be required by the national fuel administrator in complying with the full conservation by our members and allied organizations.

JOHN YOUNG, Sec'y.

Lilies For Easter.

Now that preparations for Easter are going forward, a few words from a grower who makes pot-grown Easter lilies a specialty, and who has had great success with them, will be found interesting.

H. Faust, of Merion, near Philadelphia, Pa., forces each season for the Easter trade about 12,000 pots. The bulbs giganteums, were from two to three weeks late in arriving this season. When received the cases were stacked outside, subject to all weather conditions. Seven thousand were potted December 10-15. The bulbs in the outside layers in the boxes were frozen, but this did not seem to affect them as these started as well as any. Every pot of this lot appears to have started. There is at this time, January 11, a good showing of roots; and the shoots are from one to two inches in height. Five and one-half-inch pots are used, being cheaper and just as efficient as the sixes and more can be loaded in a car. They are planted one 7 to 9-inch bulb of standard size or two small ones to a pot. Leaving the final filling of soil for a later operation after the bulb has started is of no advantage and entails much more labor. Some start in four-inch pots and repot into sixes; this takes considerable labor and is not of the slightest advantage.

The bulbs are placed close to the bottom on about one inch and a half of soil and the pot then filled.

The second lot of 5,000 bulbs were potted December 28-30, and are all now showing roots. The custom had formerly been to pot up the lilies as soon as they came, generally the last of October, but he now believes this is too soon as the bulbs seem to ripen and be benefited by a longer rest. Last season four cases were not potted until after Christmas. They had been overlooked and not much was expected of them, at least for Easter. Much to his surprise, they came along better, soon caught up to the others, making when finished, much the best plants. Shoots that came up with leaves together, make strong plants while those that opened out close to the ground as soon as they were two to three inches high seldom amounted to anything.

Two long tables of formosum in pots for winter cutting were planted, one table, October 5, and the other, October 18. The last batch are now bearing buds two inches in length, while in the first lot the buds have just commenced to show. They are side by side, both having the same advantages as to heat and light.

His lilies, as soon as potted are placed close together on tables. As the soil was moist, no water was given

this batch when potted, but they are sprayed each day with the hose, and dry pots given a little water. From the first they are kept at a night temperature of not less than 60°.

A number of 9 to 10-inch bulbs are also grown. The 7 to 9-inch average five flowers, the larger size, six and over. The majority of the trade like the five-flowered plants the best. As to temperature, he is never afraid of getting them too warm; the hose is used frequently, as they must never suffer for want of water. Should they get thoroughly dry once in a high temperature, good-bye bulbs. The temperature must be even, sudden changes and draughts being very injurious. He never ventilates his lilies while forcing, unless it becomes necessary to hold them back, after the buds are well advanced. Short, stunted looking plants are caused by changes in temperature. No attempt must be made to hold lilies back while their growth is on. After buds are well developed, the house can then be run cold. The best plant is the one that is brought along lively from the start. Putting plants in a week too soon, in a cool house, will hold them back, but it does not, as many appear to think, improve the flowers.

Ninety per cent of all lily troubles are blamed on the bulbs, while in reality it is the fault of the growers.

When in seeds, bulbs, plants, etc., there is failure of any kind, the grower seldom takes the blame, although in nearly all cases it is his wrong cultural methods that caused the trouble.

Light bamboo canes, dyed green, are used for stakes with raffia for tying. In packing, or for delivery, each head of flowers and buds are gathered together with the hand and wrapped several times with a strip of soft manilla paper about twice as thick as manilla tissue. The two ends are given one tie and hold without slipping. These strips are two inches wide by 36 in length. This operation is quickly done with a little practice, and is very efficient, as Mr. Faust seldom has complaints of flowers bruised in shipment or delivery.

Spring Bedding Stock Preparations.

The month of January opens up another season. Starting at this time, there are several different kinds of seeds that have to be sown in preparation for spring bedding plants. The seed of the plants needed to be sown now are the varieties of begonias used for planting outdoors in the spring, such as gracilis, luminosa and the semperflorens types, like Prima Donna and the different shades of Vernons. Begonia seeds are slow to germinate and slow to make headway after they



LILIUM LONGIFLORUM MULTIFLORUM.

have started. They require a warm, light place, and if possible, a little bottom heat. The gardeners at the leading parks and cemeteries, who plant out large numbers of these plants, have worked out to a considerable extent their own methods of starting the seeds. One method is to fix up a part of a propagating bench that has bottom heat, each root being divided off by lath. All the seeds do not come up at the same time, so that when some get large enough to handle they are taken up and transplanted or potted in very small pots and the beds left for another lot to come up.

The seed beds are made up with a layer of coarse material at the bottom of the bench for drainage, then a layer of soil not so coarse, and on top of this, for the surface, a fresh, finely sifted soil with a liberal amount of clean sand. Begonia seed should not have a deep covering, consequently it is necessary to make the surface of the seed bed firm and as level as possible, to prevent the seeds from being washed into heaps when watering. After the bed is made up, give it a watering through the finest rose sprinkler and allow it to settle for a little while before sowing the seed. Sow thinly and cover with very fine soil in the same proportion.

After the seed is covered, press the bed down firmly with a flat piece of board and give a good watering. The after treatment, before the young seedlings are ready to take from the bed, is mainly in watching that the soil does not become too dry. It will dry out in spots and needs daily attention to keep it in the same degree of moisture so that the seed will germinate evenly. Shallow flats and pans are also generally used as receptacles for sowing these very fine seeds and the same directions can be followed in preparing them as that advised for the larger bed. The best place to set the seed boxes or pans is on a shelf in a warm, light house where they are handy to get at for the necessary attention.

All seeds of plants needed to be in flower for sale during the month of May, should be sown now. Among these we can mention the double and single-flowered petunias, celosias, crissatas (coxcombs), lobelias, salvias, verbenas and the different varieties of Ten Weeks stocks.

The *Centaurea candidissima* (dusty miller) will have to be sown now to be able to obtain salable plants by May. They are slow growers, but if the seed is sown in January, and the plants given careful attention after they have come up, they will make good size by May 1.

The best method, we find, to handle the lobelia from seed, is to sow now, and when the young plants come up and are large enough to handle, take small clumps of them and transplant in flats, then when these are again large enough, pot into 2½-inch pots and about the middle of April plunge in the hotbeds outside. If more stock is needed, the clumps can be again divided at time of potting.

Dwarf ageratum and sweet alysums can also be sown now to give them time to make nice plants in bloom for May sales. It is also now time to sow the pansy seed for late spring and Memorial day sales. The plants from seed sown in the fall and carried over winter in frames, make the best plants for early spring, but the plants from seed sown now are far



LILIES AND CRIMSON RAMBLER IN BASKET.

better for Memorial day and early summer. Pansy seed will germinate best in a temperature of the carnation house and are far better for being allowed to come along as naturally as possible without any forcing.

To obtain a good stand of any kind of seed the two extremes of dryness and moisture must be guarded against. Another thing that has ruined many a batch of seedlings is extreme close conditions. To neglect to remove at night the papers having been used for shading during the day has caused more failures than one. Mice are also among the worst enemies the seed raiser has. Who has not had boxes of seed fitted up in good shape one day and found them rooted up by mice the next? These may seem trifling items to touch upon, but unless they are taken into consideration and watched out for a lot of trouble is very likely to occur.

January also starts a period of extensive propagation. From now on every effort should be put forth to fill up the propagating space with all the available cuttings until the required stock of all classes of plants is complete. The geranium, the leader among bedding plants, should receive first attention, and every cutting needed taken and put into the sand. The young stock of geraniums propagated last fall should now be in condition to yield a cutting without giving

the plants a severe setback. They have plenty of time to become better and dwarfer plants, for the reason of their having been topped back for the cutting, but to do much taking of cuttings from geraniums after another month or six weeks, is like courting difficulty in having the plants round into shape again and flower very freely for early spring sales. The cuttings taken during the next six weeks also need every day between now and May to make strong plants in good flower.

While we have the geraniums under consideration, it is well to bear in mind that the young plants now in 2½-inch pots will soon need shifting into threes and make plans accordingly. The latter part of this month or early in February should see this work attended to. Another feature concerning the geranium, that will pay to consider, and that is, to select a batch of the best plants and work them along into six and eight-inch pots for sales as fancy pot plants. The lack of importations of azaleas and other stock will create a demand for good plants of geraniums and other plants that we have at our command. The *Mme. Saleroi*, the companion of the geranium in much of the bedding, should also be propagated now. It is astonishing the large numbers of this plant that are used for cemetery planting and it is one of the items we never seem to get enough of, but the customer wants

a good plant. Provide a good show of *Salleroi* where the customers can go and pick them out by the dozen and there will not be any danger of having them left on your hands. Our method of growing these plants is to propagate now, and as soon as rooted, put into 2 or 2½-inch pots and about March 15, repot into 3-inch pots for sale.

To mention the whole list of plants that should be propagated now, would be to go into the whole category of the plants grown for the general spring business of the florists of the country. There are the *alternantheras*, *heliotropes*, *ageratums*, *fuchsias*, *begonias*, *achyranthes*, *marguerites*, *piceas*, *salvias*, *vincas*, etc., that should receive attention as fast as the stock plants furnish the cuttings. The greatest success is achieved in growing these plants when every effort is put into working up the stock early and allowing them to come along naturally without having to resort to any methods of forcing. A plant grown naturally under moderate treatment, is strong and sturdy, but a forced plant is a weakling at its best.

C. W. JOHNSON.

Bulbs Outside During Winter.

Florists who force Dutch and other bulbs for winter cut flowers, and who store them outside in frames or in beds of soil, in sheltered situations covered with manure, frequently find it almost impossible, following heavy frosts, to get them out. The Floracraft Gardens Moorestown, N. J., have solved this problem in a very simple way by the use of fallen leaves, which as a cover about one foot in depth, afford a complete protection from frost, even in the most severe weather. Bulbs in boxes and pots were taken out January 11, with the greatest ease. When the bulbs arrived they had been boxed or potted, then set on the surface of the ground, given a good watering, and covered with about six inches of earth. Then followed the blanket of leaves, one foot thick. The stock uncovered January 11, to be taken inside, showed no indication of having been frozen; the soil was as pliable as when placed in the pots. There was an abundance of roots showing through the cracks in the bottoms of the flats and also from holes in bottom of the pots. The shoots were about two inches above the level of the soil in pots and boxes. All the unprotected ground in the immediate neighborhood of these bulb beds was frozen to a depth of 24 inches.

Edward Ross, the foreman, said they had never had any trouble to keep the frost out for the past three years since the leaves had been used. Manure had been the covering before, but had always failed in severe weather, the frost going through and causing a lot of damage to pots and making it difficult to get them out. The conditions as to temperature and moisture appeared ideal under the leaves, the stock showing when uncovered, a satisfactory condition of growth and which was so well rooted that it came on very fast in the warm greenhouse.

K.

HARTFORD, CONN.—Robert Scrivener, superintendent of Cedar Hill cemetery in this city for 40 years, died January 3, following an operation. He was 70 years of age.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

First impressions are apt to be lasting; the bright, neat appearance of the store cannot but be pleasing to the visitor, who, attracted by the well-dressed window, comes inside to ask something about plants or flowers that is suggested or brought to mind by the display.

In order that these favorable impressions shall be always in the making, the well-arranged interior is a matter of such importance that, despite the



Edward Sceery, Paterson, N. J.
Well-Known Florist Who Has Been Re-Elected
President of the Park Board of That City and
Now Serving His Eighth Consecutive Term
in That Capacity. He is Also Head of
the Local Fuel Administration.

busy days, it should be never overlooked. A few good pieces of furniture, cheval mirror, writing desk and chair, several decorative pedestals and jardinières, two or three good-looking hardwood display tables of odd shapes, together with a rug or two, which can be gotten together gradually, will add to the appearance of any store. The display tables should be rearranged frequently, one with the newest vases and flower holders, some decoratively filled to show their possibilities. New baskets, trellis boxes and fern dishes, some filled, if nicely arranged, will be sure to attract attention. Another, filled with flowering plants, some of them in pot covers or decorated with crepe paper, and a ribbon to match or blend with the flowers, will enhance their beauty and help sales considerably. This condition of the store, that it should be up to the mark, is not only for next week, but for all the weeks of the busy winter. It is emphasized here because so many do not seem to realize the importance of the first impression.

Primula Malacoides is now at its best. This is one of the prettiest small blooming plants that has ever been introduced. Its profusion of bloom on a small plant makes it valuable to use in basket combinations. Several together in a low pan make a showy table centerpiece. Plants in four-inch

pots can be placed in small handle baskets which, with a ribbon on the handle, make a good week end special.

It is now daffodil time, and as these can be purchased in quantity at special prices, they are also good stock to handle. Put up in dozens, with a sprig or two of short pussy willow, and priced to move quickly, they add considerably to the number of the day's sales. Every sale made, however small, is of importance.

The window displays, the newspaper advertising, the leaflets or other circulars, sent to customers or selected lists, should always include some special priced feature that will appeal to some, and induce them to visit the store. The particular thing described should always be of good value.

Hyacinths in glasses are very attractive. Plants with buds just out of the bulbs, that have been grown in pots, can be washed out carefully, and the roots will fit nicely in the glasses. Always have a corsage or two made up ready to wear or to show as samples. Many more sales are made, induced by the artistic arrangement of the flowers.

Keep the fact that St. Valentine's day is coming, and that the beautiful custom of sending flowers on this occasion is rapidly growing, constantly before the people. Have your stock of novelties ready and display some of them filled. The harder you work to create the demand, the greater will be your success.

Spring Flowers.

As the days grow longer, and hasten the passing of the cheerless winter season, it is time to feature the flowers of spring. It never pays to do things by halves. If it is right and good business to push the so-called spring flowers, let it be done with all energy. A well planned campaign with all the flowers in the market at this time, each arranged or featured to bring out their best decorative effects, cannot fail to attract attention. Every additional effort above the commonplace gets its reward. Take sweet peas, for example; fill the window with them, arrange color effects in a few of many of the dainty baskets. Tie with appropriate ribbons. Show what attractive table center pieces can be made in rose or shallow flower bowls, with the various colored orchid sweet peas.

A certain percentage of the stock that is carried will be sold to meet the everyday ordinary demand, but when featured and displayed in a way to compel attention, such as is possible with scarcely an additional penny of expense, very gratifying results in new business can be obtained.

Daffodils are now in to be had in quantity and these always have a spring look to them. Flower bowls filled with them and pussy willows and some of the bird or other dish ornaments, are sure to attract attention. If nicely arranged, the artistic effect will add to the price, while both bowls and flowers will sell better together than if standing around separately. The pansy is everybody's favorite; on account of their short stems they require special treatment, but when bound with wet moss their life out of the water is greatly prolonged. Low handled baskets filled with pansies and ferns and some of the smaller roses, have an artistic beauty all their own.

The freesia is another favorite; its graceful sprays and delightful fragrance give it a welcome everywhere.

It arranges beautifully with daffodils or sweet peas and many other flowers. One dozen sprays in a vase with a few ferns, will make as much show as auddled together stock bunch of 25, and sell much more readily. *Calendulas* are also wonderfully improved over stock of a few years ago. Their shades of yellow and orange are striking in many of the color combinations possible with other flowers.

Yellow and white daisies are essentially spring flowers, dainty in themselves, and give just the right touch to many combinations. Forget-me-nots are flowers of sentiment which have an especial value in all combinations of light pink. Snapdragon, in its several colors of white, yellow and shades of pink and orange, is a host in itself. No stock is now complete without these colors. Mignonette must not be forgotten, as its neutral color is effective with almost anything.

There are many ways of displaying all of these flowers to advantage. From a few sprays to a bunch loosely tied separately, and arranged harmoniously, each a spot of color, in various sized baskets with tins of water from which they can also be sold individually, they are sure to attract favorable attention and comment.

Flowers, beautiful as they are of themselves, are made more attractive and given an added charm with artistic arrangement. Color effects in combination, together with the use of many of the new creations in baskets and vases of the supply houses, all of which are worth a trial, should be used to arouse interest in the spring campaign. Every week should have its feature, something different to attract attention.

The special notices or invitations, calling attention to what is in season, must not be forgotten. Printers' ink is the foundation of many a successful business. Well worded cards or leaflets, sent at frequent intervals, will arouse interest, and finally a compelling desire to see the many beautiful plants and flowers so artfully described. Newspaper advertising is expensive, but with many of the most successful men in the trade, it is considered indispensable. Map out a spring campaign. Do not spread over too much ground. Make a feature of one thing at a time and do it well. It will pay.

Making It Easier for the Other Fellow.

Henry Penn, Boston, Mass., chairman of the publicity committee of the national publicity campaign for flowers of the Society of American Florists, calls attention to the following by an anonymous writer, which illustrates one of the best evidences of the energy which is necessary and which describes the treatment members of the Florists' Telegraph Delivery are giving to one another in general for still further success in the F. T. D. movement, so that the recipient when she opens her box of flowers will give vent to the same expression of satisfaction as did the umbrella mender in the narrative:

"One day an old umbrella mender brought his skeleton frames and tinkering tools into the alley of my office. As he sat on a box in the sun, mending the broken and torn umbrella, I noticed that he seemed to take unusual pains, testing the cloth, carefully measuring and strongly sewing the covers.

"You seem extra careful," I remarked.

"Yes," he said, working without looking up; "I try to do good work."

"Your customers would not know the difference until you were gone," I persisted.

"No; I suppose not."

"Do you ever expect to come back?"

"No."

"Then why are you so particular?"

"So that it will be easier for the other fellow—the next one who comes along," he answered, simply.

New York Florists' Club.

Due to delay in mail service occasioned by the recent storms we regret that our account of the unusually interesting meeting of the above organization at which officers were installed was limited to such meager details as were sent by telegraph and which appeared in last week's issue, page 19. The following report of this meeting, together with the address of President Schenck, will doubtless be of interest:

After President Schenck was installed, P. W. Popp, vice-president; C. W. Rickards, treasurer; John Young, secretary, and Peter Duff and Alexander H. Donaldson, trustees, were in turn escorted to the platform and all spoke briefly, thanking the club for the honors conferred and pledged their devotion to the organization.

A committee on the annual banquet was instructed to make a report at the next meeting as to price and hotel selected. As there was a considerable deficit after the dinner last year, it was generally agreed that such dinners should be self-supporting. It was recommended that a publicity committee of the club be appointed with E. C. Vick, of the New York Sun, as chairman.

The following were nominated for membership: Ferdinand Fleischman, 500 Fifth avenue; Ralph Armstrong, Madison avenue and 47th street; Joseph A. Millang, 55 West 26th street; Irving Goldstein, 102 West 28th street; Harry Dierks, 1193 Broadway; Gustav M. Koppel, 2139 Broadway; Arthur Hauschild, 248 West 112th street; Aubrey S. Nash, 55 West 26th street; B. Warendorff, 321 West 94th street; Frank K. Frank, 1561 Third avenue; Eli Futterman, 102 West 28th street; Arthur I. Vesceius and Arthur G. Vesceius, Paterson, N. J.; Henry M. Robinson, Boston, Mass.; Chas. R. Jaeger, Rowayton, Conn.; Bert H. McIlvern, Passaic, N. J.; A. V. D. Snyder, Ridge-wood, N. J.; Ernest Stein and Harry Stein, Warren Point, N. J.; Wm. A. Thurston, Glen Rock, N. J.; Conrad Fetcher, James Smith, Jacob Sprich and Alex. M. Rymer, Paterson, N. J.; Felix Tamagein, Passaic, N. J.; J. Kreutaliger, Elmsford, N. Y.; E. Bonnot, Jersey City, N. J.; William Vert, Greenwich, Conn.

The following were elected to membership: John C. Polykranas, 104 West 28th street; Edward Boylan, with Vaughan's Seed Store; Frank L. Deery, Flushing, N. Y.

Joseph A. Manda, in behalf of his son, Edward A. Manda, a soldier at Camp McClellan, Ala., thanked the club for the Christmas kit sent him. He was recently promoted from private to sergeant and transferred to headquarters. He is a member of the club.

John F. Marsden, Far Rockaway, N. Y., exhibited a pink seedling carnation, named Mrs. John F. Marsden, which was very highly commended and the committee asked that it be shown again.

A complaint was received from the gardeners in the public parks of Brooklyn because the civil service commission has placed them in the class of laborers. Alexander Hogg and other gardeners and florists were present and stated their grievance. The secretary was instructed to take the matter up with the parties concerned.

The following were appointed as the committee on awards for 1918: Jos. Manda, chairman; J. H. Fiesser, Arthur Herrington, Peter Duff, A. Kottmiller, S. G. Milosy and Henry Weston.

Exhibition committee: Chas. W. Knight, Henry C. Riedel, L. T. Rodman, E. W. Rodman and W. A. Rodman.

House Committee: Phil Kessler, Victor Alzen, Alex. H. Donaldson, Henry Hoffman and Hamilton Henry.

Chairman Kessler of the house committee, and President Schenck, were the hosts for the evening and treated the members to a very nice spread.

PRESIDENT SCHENCK'S ADDRESS.

For over 20 years I have enjoyed the pleasure of having been a member of the New York Florists' Club, and when, at the last meeting, you so graciously elected me to be your president for the coming year, I felt that all I had ever done for the club was amply repaid. It shall be my earnest desire to devote all my energy in furthering the interest of the club, to make it bigger, better and more famed than ever before. In this work, I hope to have the co-operation and support of every member, and especially those members who will accept positions on the committees, for on them devolves a great deal of the technical work of the club. In conjunction with them, it should be the work of every member to denounce any attempt they may hear coming from those who decry our business and refer to it as a non-essential. This club should take its stand with other trade bodies and demand the recognition which it is entitled to: First, by virtue of its many millions of dollars invested; second, by the large army of help it employs; and third, by the many by-products and accessories that accrue to make it a vast institution. And, I may add, that had not these astute businessmen, whose money is invested in this business, seen that it was a necessary business, they surely would not have gone into it to the extent they have. We need flowers and all other products that greenhouses produce just the same as the air we breathe.

It is needless for me to recapitulate the many propositions which have been previously brought before the club, but I have some suggestions to make, and if they meet with your approval, I trust favorable action will be taken on them, and if any member present has anything to suggest, or bring before the club, I will deem it a favor if he will do so at this or any other meeting. My object in offering these suggestions is, that every member should give his views and that every item can be thoroughly discussed.

First, that to honor our past president, Charles H. Totty, who is now president of the S. A. F., to bend every energy to increase the membership of the S. A. F. out of our own members, that we will have the proper representation in the S. A. F. that our club, which is the largest of its kind, is entitled to.

Second, that the club pass a resolution giving the president the necessary credentials for representation on the executive board of the S. A. F.

Third, in addition to any members that may be on the national show committee to elect or appoint a member to properly represent this club in an official capacity.

Fourth, to institute a registered headquarters to be either at the secretary's or president's office, or, to have a committee appointed and chairman of that committee's office as headquarters, that all enlisted soldiers connected with

members of florists' families can present themselves when in the city or nearby camps, that they can be properly cared for, if necessary; or entertainment given.

Fifth, that a transportation committee be appointed for the coming convention and flower show, which occur simultaneously this year.

Sixth, the publicity campaign, which is now one of the S. A. F.'s most earnest undertakings, and one which we must do our best to further, as we are helping ourselves in this undertaking even more than we realize, and while we may not see any immediate results, a steady pressure will soon show the wisdom of this vast undertaking, and eventually, we will see the advancement and the increase in flower demand appear. In connection with this movement, I recommend that a committee be appointed representing the New York Florists' Club for the purpose of securing subscriptions for this most necessary movement.

Seventh, that all bonds and valuable papers now held by officers of the club shall be placed in a safe deposit vault, that access to them be had only by the proper officer selected by the club, and such officer to be sufficiently bonded, and bonding expenses to be paid by the club.

Eighth, I also recommend that our annual dinner be held as usual. For, of the many features which may be credited to our continued success, I believe the annual dinner toward which a good many of our members and their ladies are always anxiously waiting, and I believe with a judicious committee in charge, it can be held, and held within the proper limit of expense.

Ninth, I want to say that the refreshments as they have been dispensed by our worthy chairman, Mr. Kessler, are a credit to the club, for at that time every reserve is thrown off, everybody gets sociable with everybody and many good and kindly friendships are stimulated, and the inner man always satisfied. By all means, keep up your friendship with the house committee.

Finally, gentlemen, look to your dues. Our secretary, Mr. Young, has mountains of work before him, and he, above all, is best fitted for all this work, and if you keep up to the handle with all your financial obligations, the secretary will be thankful and the club appreciative. I also would suggest that a budget for the year's expenses be created, and trust this will be considered.

Society of American Florists.

EXECUTIVE SESSION AT ST. LOUIS.

The executive committee of the Society of American Florists met at the Hotel Jefferson, St. Louis, Mo., January 21, those in attendance being President Chas. H. Totty, Vice President Jules Bourdet, Secretary John Young, Treasurer J. J. Hess, Washington Representative Wm. F. Gude, R. C. Kerr, ex-officio; George Asmus, chairman national flower show committee; Joseph A. Manda, C. E. Critchell, Charles Schenck, Fred Lautenschlager, Benjamin Hammond, Frank X. Stuppy, Herman Knoble, Henry Penn and A. F. J. Baur.

The morning session was devoted to committee reports, principal among these that of the publicity committee, Henry Penn, of Boston, Mass., the chairman, calling attention to the fact that the 1918 campaign would open with a full page display advertisement in the Saturday Evening Post of February 9, to be followed by others in other magazines of national circulation. The publicity committee was authorized to spend \$20,000 between now and

the first of June. The afternoon was taken up with other committee reports and adjourned at 6:30 p. m. to meet again at 9:30 the following morning.

At 8:30 p. m. the national flower show committee convened and, as mentioned elsewhere in this issue, it was decided to postpone the 1918 spring show scheduled to be held in St. Louis, April 6-15, on account of unfavorable and uncertain conditions due to the war.

In reconvening at 9:30 Tuesday morning the executive committee took up the recommendation of the national flower show committee to the effect that St. Louis should have the preference in the next flower show in view of the work and special endeavors put into the plans up to this time. It was also decided to hold a large trade display in connection with the convention, April 9-11, at Moolah Temple, St. Louis. The executive committee made a visit to the building and grounds and completed arrangements for the convention and trade display. It was also voted to increase the secretary's salary to \$3,600.00 per annum, he to devote his entire time to S. A. F. matters with the exception that he may hold his position as secretary of the New York Florists' Club. The increase in salary is to be met partially with funds from the S. A. F. publicity committee.

Tuesday evening at 7 o'clock the members of the committee were the guests of St. Louis florists at a dinner at the Annex hotel. Messrs. Totty, Young, Gude and Penn were called on and responded in elegant style. Owing to the state fuel administrator's orders, the programme of speakers was curtailed somewhat to permit closing at 10 p. m.

J. J. W.

St. Louis.

POOR MARKET CONDITIONS CONTINUE.

The market has been in bad shape for so long that it has now become chronic. In a few of the staples such as carnations and narcissi we are well supplied, but roses have been scarce for a long time, the only ones of quality being in the longer grades of Russell and these command holiday prices, certainly a bad condition for the retailer and one that does not tend to improve business. Weather conditions have of course been against the growers but it has also shown the local growers that they are unable to produce enough good stock to supply a reasonable demand under these adverse conditions. Carnations are still equal to all requirements but hold up in price. Paper Whites while plentiful hold up to good figures and move well. Roman hyacinths have shortened up considerably. Orchids are fine but the movement of them is slow. Sweet peas are arriving in good shape and clean up daily. The supply, however, is far short of last year's record. Violets are passed up due to the lack of corsage demand. The quality is excellent and good cleanups are obtainable for funeral work. Fancy ferns are plentiful, as is smilax.

NOTES.

The following were in attendance at the meeting of the executive committee of the S. A. F., held in this city, January 21-22: President C. H. Totty; Secretary John Young; Treasurer J. J. Hess; W. F. Gude, Washington representative; R. C. Kerr, ex-officio; Vice-Pres. J. Bourdet, Joseph A. Manda, C. E. Critchell, Chas. Schenck, Benjamin Hammond, Fred Lautenschlager, Frank X. Stuppy, George Asmus, Herman Knoble, Henry Penn, A. F. J. Baur.

It seems strange that whenever the flower trade comes up for discussion, it

is always about the increased cost of production. It seems the retailer is up against a pretty hard proposition himself, what with the increasing cost of doing business and natural decrease in sales. It seems that the most serious factor in the flower business is the retailer, because if he cannot market the product, the grower will have to go out of business whether he has coal or not.

W. A. Rowe says he has reduced the consumption of coal at his greenhouses by letting the temperature drop to 40 degrees at night, and in this way is doing his bit to help the conservation of coal. This means quite a few tons saved in a month's time, besides cutting down his production. The market, of course, does not suffer much from this because he grows stock which is not so scarce.

When the 7:00 p. m. closing order was issued by the state fuel administrator for all classes of merchants, nearly all of the St. Louis retailers immediately complied. A few hardheaded retailers were a bit tardy about complying, and it certainly is not a credit to their business sense or patriotism.

The retail florists' association will hold a special meeting some time this month to elect new officers for the ensuing year and to effect a closer working relationship. All St. Louis retailers should affiliate themselves with this organization and at least find out about the organization.

J. J. W.

San Francisco.

GOOD TRADE CONDITIONS CONTINUE.

Usually, the first few weeks after the holiday trade is over the market finds itself in a very dull condition. Such is happily not the case in this city. There has been no recession of business since New Years. Business may safely be said to be in a very healthy condition. The very heavy outside call for stock makes this market somewhat bare of roses. There is no poor stock at all to speak of. Short roses are not to be had and there are no prospects of any coming along later. First grade stock is all that is arriving and it is eagerly sought by the retailers every morning. Good American Beauties are bringing \$4 to \$5 per dozen with not nearly enough to supply the demand. Russell, however, is the great favorite, and at present writing it happens to be in very short supply. Ophelia is very scarce. Red Radiance is the leading red at present. There are no Cecile Brunners to be had. A few Irish Fire Flame and Baby Doll are seen occasionally, but are quickly disposed of. Carnations are scarce and meet with ready sale. Good stock brings \$3 per 100 and there is no surplus to be seen anywhere. Just now pink and white are the best sellers, the day of the heavy demand for reds being over. Quite a large lot of poinsettias are still to be seen here and seem to move slowly, their day, like the red carnation, being over. Lily of the valley can be seen everywhere and of very excellent quality. The demand is very strong and it is one of the best sellers at the present time. Orchids, especially cattleyas, are not in oversupply, there being just about enough to go around. Some very good cypripediums are still coming in and are always useful. Freesias are becoming more plentiful and have dropped somewhat in price. The quality was never better and they meet with a strong demand. Violets are arriving in great quantities. The quality is very fine and the outside demand continues to be very heavy. In pot plants, azaleas and cinerarias are the leaders in flowering stock. Very few begonias or cyclamens were left after the holiday trade. Some very fine

ericae are to be had also. The first daffodills of the season have appeared, but not enough to supply the demand.

NOTES.

The improvements that have been undertaken by the Art Floral Co. on Powell street are fast nearing completion. The greatly enlarged floor space is proving of great benefit to the firm. The offices, work rooms and basket rooms, etc., are models of modern equipment. When completed, the facilities of this firm for executing orders will not be excelled by any store in the west. Manager V. Matraia has spared no expense to arrange and install every labor-saving device.

Luke Uzick, formerly of the Art Floral Co., has resigned his position with that firm to take that of lieutenant of the guards at the state penitentiary at Folsom. Luke has the best wishes of the trade for success in his new vocation. He was appointed by Governor Stevens. G. N.

Cincinnati.

COLD WEATHER TRYING FACTOR.

During the recent cold period there have been the usual series of delays and in some cases frozen shipments. These conditions, with several embargoes, made the lot of the florists a hard one in numerous instances. However, the supply is fair and sufficient to take care of all needs. Toward the end of last week business became rather slow during the days affected by the coal order. Roses are seen in good supply and the receipts include many choice blooms. Carnations are more plentiful than they have been and can satisfy all demands for them. Sweet peas are fairly numerous and generally prove good property. Easter lilies are also making a good showing and some excellent long and short rubrums are to be had. Narcissi are too plentiful, if anything, as the market is somewhat crowded with them. Embargoes from the south have put a serious crimp in the shipments of Asparagus plumosus and Sprengerii.

NOTES.

C. E. Critchell is in St. Louis attending a meeting of the executive committee of the S. A. F. A large shipment of leucothoe has been received at his establishment.

The trade here in general observed the Monday closing order. Some closed entirely, while others simply filled rush orders which were necessary.

The Cincinnati Cut Flower Exchange has been receiving some excellent double violets from the east.

Visitors: V. H. Thomas, Augusta, Ky.; Robert Groves, Adams, Mass.; Paul Berkowitz, representing H. Bayersdorfer & Co., Philadelphia, Pa., and M. Reynolds, of M. Rice Co., of the same city. H.

Pittsburgh.

ROSES ONLY SHORT ITEM.

Seasonable stock of all kinds is in good supply with the exception of roses, which are very scarce. This, however, is not unusual at this season. There are plenty of carnations, sweet peas, lilies, Paper Whites, primroses, daffodils, tulips, violets and yellow daisies. Most growers have a full crop of carnations and the quality is unusually fine with prices holding firm at \$3 and \$4 per 100. With a few bright days the market may become overstocked and prices will then suffer. Sweet peas are arriving in large numbers and the best in quality we have seen at this time of the year. Lilies and Paper Whites are in ample supply to meet all requirements. Daffodils and tulips are now welcome offerings.

Business has been quite good, especially in funeral work, there being little doing in the social world with the exception of a few small weddings. The cold weather is responsible for a very limited call for corsage flowers.

NOTES.

W. H. Rosenbauer, of Sewickley, had a house of primroses and Roman hyacinths freeze up during the cold weather.

The several committees appointed for the coming flower show are working hard and will soon report good progress.

The Ludwig Floral Co. had three trucks out of commission, which hampered their delivery service.

The McCallum Co. is handling fine plants of *Primula Malacoides* which find ready sale. M.

Buffalo.

RECEIPTS OF STOCK LIMITED.

Buffalo observed its first heatless day and the florists with true patriotism were closed for business except for receiving stock and no sales were made. Telephone orders came in briskly and it kept those in charge busy making explanations, and with one or two instances there was little dissatisfaction. The florists in saving light and heat in the store will help greatly to get coal for the greenhouses and convince the authorities that flowers are in reality a necessity in cheering the sick as nothing else can do. The weather here as in other parts of the country has been exceptionally severe and caused great delay in getting stock. Roses, when they arrive, are good. Carnations, jonquills, freesias, calendulas and sweet peas are among the other arrivals.

NOTES.

One florist visiting another last week, remarked that he had seen 10,000 cars of coal in a railroad yard near this city. In walking through the store, he dropped a few thousand cars and had the store been 50 feet longer, by the time he reached the rear he would not have had enough of the coal left to heat a private home. Even to florists, coal looks big at the present time and imaginations are liable to stretch.

The employees of W. J. Palmer & Son gave a banquet to Mr. Palmer and Professor Lumsden at the Hotel Niagara last week which was a most enjoyable affair, and a pleasant way of extending good wishes to Professor Lumsden, who returns to Cornell University.

W. H. Grever, of Allen street, has a new delivery car and Jerry Brookins of Orchard Park has a new "Cole 8" to carry his stock to this city.

The next regular meeting of the florists' club will be the occasion for the nomination of officers.

BISON.

ROCKFORD, ILL.—H. W. Buckbee reports that he had 20 cars of coal confiscated.

WORCESTER, MASS.—The local fuel commission has ordered all stores to close at 5:30 P. M.; Saturdays at 9:00 P. M., the opening hour being 9:00 A. M.

HOUSTON, TEX.—Charles E. Hogan has been elected treasurer of the florists' club to fill the vacancy caused by the resignation of Walter Westgate, resigned.

COLUMBIA, TENN.—The Joy Flower Shop, conducted as a branch of the Joy Floral Co.'s establishment of Nashville, has been completely redecorated and is now one of the brightest spots in the business section of this city.

OBITUARY.

Charles Dietz.

Charles Dietz, for many years a prominent grower and leading citizen of North Bergen, N. J., died at his home in that city, after a long and painful illness, January 14, aged 65 years. He was born in North Bergen, his father, the late William Dietz, having been one of the pioneer florists of that section of New Jersey. From boyhood, Charles worked in the greenhouses with his father and acquired wide knowledge of plant growing in its various features which served him well when he became a proprietor. From early manhood he had taken a great interest in public affairs. In 1900 he was elected mayor of North Bergen and was re-elected for 12 years in succession. Previous to his election as mayor, he had served as councilman. In social life he was genial and popular. He had been president of the Central Hill Stearbeckes; was a member of Council 1185 Royal Arcanum, of West Hoboken; the New York and New Jersey Plant Market Association, and the Exempt Firemen's Association of North Bergen. He retired from active business several years ago, turning over his greenhouses to his son-in-law, William Otte. He is survived by a widow, four daughters, two sons, five grandchildren and two great-grandchildren. Funeral services were held at the family home on the evening of January 16. His popularity was attested by a great number of beautiful floral tributes from societies, former business associates and personal friends. A. F. F.

James Taylor.

James Taylor, for 25 years a grower and retailer at Mt. Clemens, Mich., died January 4, aged 62 years. The deceased was born in Oxfordshire, England, and came to this country in 1883. He is survived by a widow and one daughter.

Evansville, Ind.

This city has certainly been greatly inconvenienced by the recent snowstorms, with poor prospects of relief from present indications. Coal has been very scarce; for while there is plenty of it near at hand, hauling is the great problem, as we are not prepared for such severe snows. Business was at a standstill during the past week, with no street cars operating for two days and then very poor service till Friday. The Saturday demand was, however, better than usual and the supply was more plentiful in all seasonable stocks.

It is reported that the weight of snow caused one of the houses of Otto Kuebler at Newburg to collapse and the boiler at the Nellie Goodge range gave out as the result of a crack which made it necessary to use stoves and other available means to save the contents.

Walter Blackman, son of Geo. H. Blackman, of the Wm. Blackman Floral Co., has entered the officers' training school at Camp Taylor, near Louisville, Ky. He reports plenty of hard work, but thoroughly enjoys it.

George H. Blackman, who injured his leg in a fall recently, is recovering rapidly, and is now able to put in a full day after he gets to the store.

While it is not believed that anyone is getting more than enough coal to last more than two days, there does not seem to be any suffering.

Colonel J. D. Carmody has been compelled to forego his usual winter visit to Florida this year, his health not being of the best.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.
From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

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THE daily newspapers are giving much prominence to the closing of private greenhouses, in the interest of fuel conservation, by a few wealthy amateurs. These gentlemen, we believe, could do the country more good by using their greenhouses in the production of food crops. The wages thus earned would enable employees to keep their Liberty bonds.

Flower Growing in China.

Professor L. H. Bailey, who has recently returned from a trip through China, writes as follows regarding flower growing in that country:

"I think I have nothing that would interest your readers regarding flower growing in China. I did not give special attention to the subject, instantly. I was much impressed with the Moutan peonies and a few other things, but for the most part flower growing in China did not seem to be though I had my eyes open for it convey highly developed."

New York Flower Show Committee.

A meeting of the above-named committee was held in the Grand Central Palace, New York, January 14. A poster was selected from the many submitted to advertise the show. The committee thought it possible that on account of war conditions, there might be some curtailment of exhibits, but was encouraged by reports of exhibits that will come from places not formerly represented. Secretary Young reported that up to the present, \$11,000 worth of space has been sold. It was reported that the ladies of the Red Cross, who, as formerly, will conduct a tea garden, were working hard to make it more attractive this year. The manager of the Grand Central Palace reported that various exhibitions held there this year had done as much business as in previous years. While many of the growers are uneasy about the coal and labor situation, they have pledged themselves to use their best efforts in making the coming show, to be held in the Grand Central Palace, March 14-21, a grand success. A. F. F.

Chicago to Boston.

The Chicago Florists' Club has chosen the New York Central (Lake Shore) Railroad for conveying members and friends to the convention of the American Carnation Society at Boston, Mass., January 30-31, leaving La Salle street station, Chicago, Monday, January 28, at 5:30 p. m., due in Boston the evening preceding the convention at 8:35, affording reasonable margin for possible delays. Friends from the north, west and southwest are invited to join the party at Chicago and others enroute. This train is due at way stations as follows:

Toledo, Monday	11:08 p. m.
Cleveland, Tuesday	2:00 a. m.
Rochester, Tuesday	8:47 a. m.
Syracuse, Tuesday	10:30 a. m.
Albany, Tuesday	1:55 p. m.

The fare each way is \$23.10, plus \$1.85 war tax. Pullman fares are: Lower berth \$5.50, war tax 55 cents; upper berth \$4.40, war tax 44 cents. It is urgently necessary, that on account of congested traffic, reservations be made at once by addressing W. C. Hazard, City Passenger Agent, 100 South Clark street, Chicago; telephone Randolph 5300.

Florists' Day at Ames.

Tuesday, January 29, is to be a red letter day for the florists of Iowa. This day is to be known as "Florists' Day" and is scheduled as one of the features of the annual winter short course and convention week, which is to be held at the Iowa State College, Ames, January 28-February 2. The conference will convene promptly at 10:00 in the plant laboratory building, which is adjacent to the greenhouses.

The purpose of this conference is to consider how florists can meet war conditions, and with this in mind speakers have been secured and a programme arranged which will be of real service. It is not the intention to have a formal programme, but rather to afford an opportunity for florists to get together and discuss their problems under the leadership of men of prominence who will present their views upon such timely subjects as:

10:00 A. M.—"The Relation of the War to the Florists' Business and How

an Adjustment to Present Conditions May be Made," J. C. Vaughan, Chicago.

1:30 P. M.—"Problems of Garden Club Leaders," Miss Bardwell, State Club Leader. "How the Florist Can Help the Garden Movement," Arthur Smith, Boone, Ia.

2:00 P. M.—"The Florists' Part in Increasing Food Production," J. S. Wilson, Des Moines.

3:00 P. M.—"Selling Problems," Geo. Asmus, Chicago.

4:00 P. M.—"System in Selling Flowers," Geo. Asmus, Chicago.

4:30 P. M.—"Systematizing for the Grower," Joseph Hill, Richmond, Ind.

After a presentation of the subject by the leader, a general discussion will be in order. In the course of the conference, such vital problems as the coal question, the express situation, how to combat the tendency to regard flowers as non-essentials, how much glass to devote to food crops and other matters of moment will come up. It will be a closed conference, except, from 1:30 to 2:00, when those attending the club leaders' conference, will be invited in for the purpose of discussing some of their problems with the florists, consequently there will be an opportunity for a free and open discussion of all matters of vital interest to the craft.

Professor A. S. Thurston, of the college, wishes to extend a most cordial invitation to every florist to attend this war time conference. This invitation is not limited to the florists of Iowa alone, but it is also extended to the florists in neighboring states. It is sincerely hoped that there may be a goodly representation of florists from the adjoining states so that the welfare of the florists' business in the middle west may receive due consideration. Now, as never before, are the florists realizing that "In union there is strength," and with the situation becoming more foreboding every day, the florists will need all the strength they can gather to keep their heads above water and maintain the industry by protecting it from serious and what-might-be vital injury. The Iowa florists would be glad to have delegates from the various florists' societies in this section convene with their society at this conference for a joint consideration of the situation.

Everyone who can possibly do so should attend. Make an effort to be present at what we hope will be one of the most important florists' meetings ever held in this section of the United States. Bring your wife along. She will be interested in the programme for women put on by the home economics division of the college.

Tennessee State Florists' Association.

The thirteenth annual meeting of the Tennessee State Florists' Association in conjunction with the state nurserymen's, horticultural and beekeepers' organizations, announcement of which was made in our issue of January 19, page 19, will be held at Nashville, January 29-February 1, with headquarters at the Hermitage hotel. The following interesting programme has been prepared in addition to a splendid display of cut flowers and plants which will be open to the public: "The Floral Outlook," by Thos. H. Joy, Nashville; "New Roses," by Sam Crowell, Rose-acres, Tenn.; "The Grower and the Buyer," by Miss Mary B. McGowan, Nashville.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office
 enclose 10 cents extra to cover postage, etc.

Situation Wanted—By Scotchman, 30 years of age, experienced in all branches. Married, have one child. Private place preferred. Address
Key 860, care American Florist.

Situation Wanted—A thoroughly competent gardener desires to make change, East preferred; open for engagement when suited, on small private place; married, age 33 years, English, 14 years' experience in this country. Address
Key 862, care American Florist.

Situation Wanted—Experienced designer, decorator and salesman is open for engagement in Chicago. Married, over draft age, sober, steady and reliable. Can furnish the best of references. For further particulars, address
Key XXX, care American Florist.

Situation Wanted—In the East, as working foreman in private or commercial establishment with chance for advancement; eight years' practical experience; college training in horticulture and design; best of references furnished; state salary and all particulars in first letter. Address
D. B. Nevin, Easton, Pa.

Help Wanted—Man who understands vegetable gardening to take charge of 20 acres of finest muck land in Michigan. Write for particulars.
Lewis, Florist, Pontiac, Mich.

Help Wanted—Experienced saleslady, must be first class clerk and be well acquainted with all departments of the business. Reference and photograph must accompany application.
Simmons & Son, Yonge and Elm Sts., Toronto, Canada.

Wanted—Associates to start community flower farm. Experienced young men or women with little capital write
M. E. M., 1536 Iroquois Ave., Detroit, Mich.

For Sale—Some Skinner irrigation pipe lines complete, also some extra turn unions, roller bearing hooks, 1½-inch brass globe and angle valves and 4-inch galvanized pipe, all good as new at considerably low prices.
W. B. Davis & Co., Aurora, Ill.

SITUATION WANTED

By practical gardener and florist, experienced in botanical work, greenhouse and private estates. Can handle men and get results. Married and can give the best of references. Would prefer place as head gardener or superintendent of large estate where results count. State particulars and wages. Will be open after Jan. 15. Age 35 years. Address
Key 857, care American Florist.

Situation Wanted

By good grower, single; private place preferred. Address
Key 858, care American Florist.

Situation Wanted

Expert rose grower capable of taking charge is open for engagement. Chicago or immediate vicinity preferred. Can furnish all references.
Key 863, care American Florist.

Help Wanted

By well known seed concern, bustling young man, good character, with knowledge of seeds, catalogues and salesmanship. Good opportunity for the right man. State age, experience and salary expected to start. Address
Key 859, care American Florist.

Seedman Wanted

To assume management of seed department in well-known eastern concern. State age, present position, experience and present salary. Letters confidential. Address
Key 861, care American Florist.

FOR SALE

About 50 ft. 3 in. pipe at 25c; about 900 ft. 2 in. pipe at 13½c; 900 ft. 1¼ in. pipe at 7c. Wrought iron pipe in good condition.
Cash.

Address Key 856, care American Florist.

J. JENSEN

Formerly of Jensen & Dekema, Chicago, will learn of something to his advantage by communicating with the undersigned.
Key 864, care American Florist.

OFFICIAL S. A. F.

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Actual size of leaf 2¼x5¼ inches.
FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

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Made of heavy stock and white enameled paper, printed in red, with beautiful illustration, as illustrated.

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Our Special Assortment of Tumbler Baskets

Our selection, including such baskets as Nos. 118 and 125.

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Our Stock of Supplies for

St. Valentine's Day

is complete. We have everything and anything you require. Let us know your wants—NOW. Transportation cannot be depended on. Ordering now means your being sure of your supply and a safeguard for your business.

**NO ORDER TOO LARGE TO FILL—
NONE TOO SMALL TO APPRECIATE.**

NEW NOVELTY

Hand painted butterfly bows. Ready for use.

Per Dozen.....\$4.00

2 dozen assorted in box.

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New full width in White, Pink, Scarlet, Nile, Yellow, Blue.

Per 50 Yards.....\$1.35

Fancy Corsage Ties

Made of Per doz.

No. 5 Novelty ribbon.....\$1.00

No. 7 Ombre effect..... 1.50

No. 9 Ombre effect..... 2.00

Earl Corsage Ribbon

No. 7. Per bolt.....85c

Colors to match all flowers.

Order Now for

St. Patrick's Day

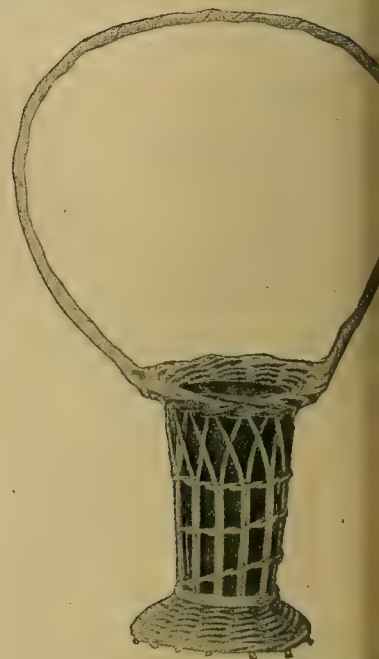
HUGHES'

Shamrock Box

Two Plants to each box

\$3.50 per Dozen.

\$25.00 per Hundred.



OUR LEADER

50c each



POEHLMAN

72-74 E. Randolph St.,

FINE CROP OF ROSES

Hoosier Beauty Killarney
Killarney Brilliant White Killarney
Russell Ophelia Richmond
Sunburst Milady Ward

In addition to complete line of all the best standard and newer varieties of Roses we can supply you regularly with the market's best offerings in

ies, Cattleyas, Cypripediums,
lley, Carnations, Phalaenopsis,
rn, Cecile Brunner, Adiantum,
umosus, Leucothoe, Sprenger, S,
Smilax, Boxwood, Green and Bronze Galax.

PLANTS

CYCLAMEN.

ch pots...\$3.00, \$3.60 and \$4.20 per doz.
 ch pots 6.00 per doz.

PANDANUS VEITCHII.

ch pots\$0.75 each
 ch tubs\$3.00 and 3.50 each

BIRD'S NEST FERNS.

ch pots\$1.50 each

TABLE FERNS.

inch pots\$4.00 per 100

RUBBER PLANTS.

4-inch pots.....\$4.20 per doz.
 5-inch pots 6.00 per doz.

HOLLY FERNS.

3-inch\$10.00 per 100
 4-inch 15.00 per 100
 5-inch\$3.00 and 4.20 per doz.
 6-inch 6.00 per doz.

COLEUS CHRISTMAS GEM.

5-inch pots\$3.00 and \$4.20 per doz.

ASPARAGUS PLUMOSUS.

2¼-inch\$3.50 per 100
 6-inch, made up..... 4.20 per doz.

ENGLISH IVY.

4-inch\$15.00 per 100

COCOS WEDDELIANA.

2¼-inch\$14.00 per 100

PYTCHOSPERMA ALEXANDER.

3-inch pots\$15.00 per 100

SHAMROCKS, 2-inch pots, \$3.00 per 100.

N BROS. CO.

ng Distance Phone, **CHICAGO, ILL.**
 Randolph 35.

THE STORM DID NOT AFFECT OUR GREENHOUSES

Consequently Our Quality and Quantity Are The Same As Usual.

We are now cutting a very choice lot of stock. The shipping difficulties are gradually being improved. However, all shipments have to be delivered by us to the express freight houses an hour before train time. As there are no pick up wagons running; we are doing everything possible to get orders off on time and customers should allow for some delay. Get your order in early. We spare no expense to give you the best service possible and this coupled with our choice grade of stock will surely prove satisfactorily.

All Flowers will be charged at regular market prices and stock not grown by us will be bought on the market for you.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Mention the American Florist when writing

Coal Situation at Chicago.

At a meeting of the growers of Chicago and vicinity, held at the office of George Reinberg in this city, January 19, a committee was appointed consisting of Peter Reinberg, chairman, August F. Poehlmann and C. L. Washburn, to call upon the fuel administrator regarding the coal situation. Louis Wittbold and George Reinberg were responsible for calling the meeting, while to Allie Zech belongs the credit for bringing the growers together. Guy French acting as chairman. The following resolution was drawn up:

"We, the undersigned growers of Chicago, are in a critical position if coal consigned to us is diverted to other channels. We ask the protection of your office and hope you will allow cars in transit to be delivered to their destination. As most of us are in a position where the diversion of one car might mean ruination of our business, we trust this appeal will be given immediate consideration. We are keeping our temperature down to the lowest point possible without freezing and many of us have for some time shut down houses that could be spared without serious loss."

George Wittbold Co.	Poehlmann Bros. Co.
Peter Reinberg.	Nic. Thiunes.
George Reinberg.	Peter Heireim.
Wietor Bros.	Hugo Luedke.
Emil Buettner.	Walter Amling.
M. Weber.	Batavia Greenhouse Co.
H. A. Bauske.	French & Salm.
J. Ristow.	Hauseman & Heitmann.
Felsch Bros. Co.	F. J. Benthey.
Hoerber Bros.	Niles Florist.
Paul Naniz.	Prefer & Olsem.
Albert F. Amling Co.	Edward H. Blaumeuser.
Frank Beu.	Stielow Bros. Co.
M. Wiltgen.	Nick Dahm.
J. B. Molitor.	Albert Leis.
James Psenicka.	Chris Blaumeuser.
Wendland & Keimel.	Henry Wehrmann.
Frank Hlavacek.	Weiss-Meier Co.

For Information About

COAL

Address Growers' Committee,

PETER REINBERG,
C. L. WASHBURN,
AUG. F. POEHLMANN.

Or their Representative

E. A. OLLINGER,
Care American Florist,
440 South Dearborn Street,
Telephone Harrison 7465.

The committee called on the fuel administrator and was advised that no shipments would be confiscated that are consigned to florists. The committee also recommended that E. A. Ollinger be appointed to represent the trade before the fuel administrator, especially those in urgent need of immediate supplies of coal.

PETER REINBERG, Chairman.
AUGUST F. POEHLMANN.
C. L. WASHBURN.

Any grower requiring coal immediately to save his crops from freezing should make application for same at once. All requests should be accompanied with a letter from each applicant's bank to the state fuel administrator stating that there is on deposit

\$200 on each car of coal, together with complete shipping directions. Checks are not acceptable, even though certified, for each buyer will be billed direct and all the fuel administration requires to know is that the account is guaranteed. Growers are requested to help out their neighbors in every way possible and not depend entirely upon the fuel administrator for their supply, but to make every effort to secure his needs from his dealer as before. If any coal is in transit and should arrive before the fuel administration makes delivery, the committee should be notified immediately so as to be able to explain the situation if called upon to do so. All should remember that the fuel administration is doing everything possible under very trying conditions to assist the grower, and that application for coal should not be made unless it is absolutely necessary. All communications should be sent direct to E. A. Ollinger, care of THE AMERICAN FLORIST, 440 South Dearborn street, Chicago, who was appointed by the committee consisting of Peter Reinberg, chairman, C. L. Washburn and August F. Poehlmann, to represent all the growers before the fuel administrator.

Chicago.

ALL INDUSTRIES HALTED JANUARY 21.

This city started the first of its series of ten consecutive heatless Mondays this week in compliance with Fuel Administrator Garfield's national coal conservation order. With the exception of saloons, many of which disregarded the appeal to close, the day appeared to be another Sunday. A late ruling received from Dr. Garfield's Washington office late Sunday evening permitted groceries, meat markets and other stores selling food to the consumer di-

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CHICAGO
CENTRAL 601 and 2846

TRY US ON :
WEILAND—RUSSELL—OPHELIA

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$25.00
Select	20.00
Medium	\$12.00 to 15.00
Short	6.00 to 10.00

RICHMOND

	Per 100
Specials	\$12.00
Select	10.00
Medium	8.00
Shorts	6.00

MILADY

	Per 100
Specials	\$12.00
Select	10.00
Medium	8.00
Shorts	6.00

Killarney

	Per 100
White Killarney	\$12.00
Killarney Brilliant	10.00
Sunburst	8.00
My Maryland	5.00 to 6.00
Opheia	
Champ Wieland	

ROSES, OUR SELECTION

	Per 100
Carnations, fancy	\$ 5.00
Harrisii	12.50 to 15.00
Valley	6.00 to 8.00
Violets	1.50 to 2.00
Stevia	1.50 to 2.00
Sweet Peas	1.50 to 2.00
Smilax	2.00 to 2.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	\$3.00
Boxwood	per bunch, 35c
Galax, bronze and green, per 1,000	\$1.25
Leucothoe Sprays	75c to 1.00

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

NOW BOOKING ORDERS FOR ST. VALENTINE'S DAY

The National Publicity Campaign will create a great demand for all kinds of stock. Place your orders with us now and protect your supply.

Roses, Carnations, Sweet Peas, Lilies, Orchids,
Stevia, Valley, Mignonette, Paper Whites, Violets,
Calendulas, Daisies, Romans, Freesias, Jonquils,
Tulips, Pansies, Pussy Willows, Greens, Etc.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

BEAUTIES--ROSES--CARNATIONS

EXTRA FANCY STOCK. ORDER HERE AND GET THE BEST.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.	SUNBURST and OPHELIA.	Per 100	CARNATIONS	Per 100
Long stems	\$6.00	Select	\$12.00	Valley	\$ 6.00 to 8.00
30-inch stems	5.00	Fancy	10.00	Lilies	12.50 to 15.00
24-inch stems	4.00	Medium	8.00	Ferns, per 1,000	3.00
RICHMOND.	Per 100	Short stems	6.00	Smilax, per doz. strings	2.00 to 2.50
Select	\$12.00	WHITE and PINK KILLARNEY,	Per 100	Adiantum	1.00
Fancy	10.00	KILLARNEY BRILLIANT.	Per 100	Galax (bronze and green), per 1,000	1.25
Medium	8.00	Fancy	\$10.00	Asparagus Sprengeri, bunch	.50
Short stems	6.00	Medium	8.00	Asparagus Plumosus, bunch	.50
RUSSELL.	Per 100	Good	7.00	Boxwood, per lb.	.35
Fancy stock	\$6.00 to \$25.00	Short stems	6.00		
ROSES, OUR SELECTION	5.00	MINIATURE ROSES.	Per 100		
		Baby Doll	\$2.00		
		Elgar	2.00		

Other Green Goods Market Rates.

Mention the American Florist when writing.

rect to remain open all day but department stores were closed, their request to remain open and run shorter hours on other days having been refused. All traction systems were operated upon a strictly holiday basis, including surface and elevated street car lines and steam road's suburban passenger service. The great majority of the loop office buildings had some offices heated but their elevator service was of the holiday variety. Special exemptions were made for offices occupied by physicians, transportation and coal concerns, war munition companies as well as bank and trust companies. A further interpretation of the order affecting manufacturers who have closed for the five-day period was received from Washington. It had to do with the makers of surgical instruments and dressings, serums, vaccines and medicines. Only those plants filling army and navy orders were exempt. It is estimated that the wage loss resulting from the holiday Mondays will approximate \$3,500,000. Practically all the local retail stores closed for the day and the same holds true for the wholesale houses, who all agreed not to make any shipments to out-of-town points so as to conform to the order. The principal object of the grower at present is to secure enough coal to keep his plants from freezing and it is surprising to learn how low many of them are. Some relief has already been received from the Cook county fuel administrator as a result of the meeting of the growers held Saturday, December 19. The present condition is very serious and while the outlook is more encouraging every grower should help out his neighbor wherever possible, for the situation is gradually readjusting itself and another week or 10 days will probably find a great change for the better. It is rather difficult to say much in regard to the market situation as far as stock is concerned, under the unsettled conditions, for all the growers are holding down their temperature as much as possible to save fuel to pull them through, consequently, while there appears to be a good supply on hand at present, it would not be at all surprising to find a shortage in a few days.

NOTES.

H. E. Philpott, of Winnipeg, Can., with Mrs. Philpott and her sister, Miss Pilcher, also of Winnipeg, were in the city last week. The ladies left shortly

after their arrival here for California, where Mrs. Philpott will remain for some time for the benefit of her health.

Vaughan's Seed Store brought in a carload of southern grown bulbs through the Cincinnati blizzard, after a week's trip with a man and an oil stove.

C. L. Washburn says that Bassett & Washburn received several cars of coal this week, which will help carry them through considerably during the present shortage.

A. Miller of the American Bulb Co. is back from an eastern business trip.

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

UP-TO-THE MINUTE 1918
RETAIL FLORISTS PRONOUNCE

VAN 100% SERVICE

Absolutely indispensable in the
present existing conditions

O. A. & L. A. TONNER

ROSES--CARNATIONS

Freesias

Calendulas

Narcissi

FLORISTS' SUPPLIES

Magnolia Leaves-Magnolia Wreaths-Cycas Leaves, Etc.

30 East Randolph St., Chicago, Ill.

Mention the American Florist when writing



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist" for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

The E. C. Amling Co. is offering a good supply of Spanish iris and anemones.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

CURRENT PRICE LIST - Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100	ROSES—Continued.		Per 100	MISCELLANEOUS		Per 100
Special		\$25.00	Killarney, special		12.00	Violets	\$ 0.75 to \$ 1.00	
Select		20.00	" " select		10.00	Valley	6.00 to 8.00	
Medium		\$12.00 to 15.00	" " medium		8.00	Easter Lilies	12.50 to 15.00	
Short		6.00 to 10.00	" " short		4.00 to 6.00	Stevia	1.00 to 2.00	
Hoosier Beauty, extra special.		30.00	Mrs. Ward, special		12.00	Strawflowers	per bunch .35 to .50	
" " special		20.00 to 25.00	" " select		10.00	Calendulas	2.00 to 4.00	
" " select		10.00 to 15.00	" " medium		8.00	Paper Whites	2.00 to 4.00	
" " short		8.00	" " short		4.00 to 6.00	Daisies	1.00 to 2.00	
Richmond, special		12.00	Sunburst, special		12.00	Snappdragons	per bunch 1.00 to 1.50	
" " select		10.00	" " select		10.00	Mignonette	6.00 to 8.00	
" " medium		8.00	" " medium		8.00	Romans	2.00 to 4.00	
" " short		4.00 to 6.00	" " short		4.00 to 6.00	Callas	per doz. 2.00	
Milady, special		12.00	Cecile Brunner		2.00 to 3.00	Sweet Peas	1.00 to 2.00	
" " select		10.00	Elgar		2.00 to 3.00	Freesia	3.00 to 4.00	
" " medium		8.00	Baby Doll		2.00 to 3.00			
" " short		4.00 to 6.00						
Killarney Brilliant, special		12.00	ROSES, OUR SELECTION		5.00	GREENS.		
" " select		10.00	Extra special roses billed accordingly.			Asp. plumosus	per string \$ 0.50 to \$ 0.75	
" " medium		8.00	CARNATIONS.			Asp. plumosus sprays	bunch .35 to .50	
" " short		4.00 to 6.00	Fancy		\$ 3.00	Sprenger	per bunch .35 to .50	
Ophelia, special		\$12.00	Splits		2.00	Adiantum	per 100 1.00	
" " select		10.00	ORCHIDS.			Smilax, choice	per doz. 2.00	
" " medium		8.00	Cattleyas		per doz. \$12.00	Fancy Ferns	per 1,000 3.00	
" " short		4.00 to 6.00				Galax leaves	per 1,000 1.25	
White Killarney, special		\$12.00				Wild Smilax	per case 5.00	
" " select		10.00				Boxwood	per lb. .35	
" " medium		8.00				Mexican Ivy	1.00	
" " short		4.00 to 6.00				Leucothoe Sprays	.75	

If You Want Good Stock and Good Treatment
Send Your Orders To Us For

ROSES
STEVIA
FREESIAS

CARNATIONS
MIGNONETTE
SWEET PEAS

VALLEY
JONQUILS
NARCISSI

LILIES
VIOLETS
TULIPS

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

Chicago's most up-to-date and best located Wholesale Cut Flower House

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

The Chicago Wholesale Cut Flower Association met at the Hotel Sherman Thursday evening, January 17, when the officers for the ensuing year were nominated as follows: For president, August F. Poehlmann and C. J. Michelsen; vice-president, Paul Klingsporn; treasurer, Philip J. Schupp; secretary, A. C. Kohlbrand.

Wieter Bros. are cutting a fine supply of stock, particularly carnations, which are in good crop with them. Ne-

M. C. Gunterberg

—WHOLESALE FLORIST—

158 North Wabash Avenue,

CHICAGO

Mention the American Florist when writing.

braska is taking well with all their customers and has made a record for itself as a producer at their green-houses.

Allan Humason, Acting Battalion Sergeant Major, senior, with the national army at Rockford, spent January 19-20 with friends here.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

VALENTINE NOVELTIES

Red Cross and Soldier Boy Kiddies, with Vases for Flowers;
Velour Hearts and Other Original Ideas.

Be on the lookout for our new things. If our Valentine Novelty Folder has not reached you send for it. Keep things moving with these quick selling goods. Get your order in at once to avoid transportation difficulties.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,
3102-1308 W. Division St., CHICAGO

Allie J. Zech reports trade as good at Zech & Mann's store under the present existing conditions with a strong demand from out-of-town points. He is to be congratulated in rounding up such a large number of growers in so short a time as were present at the meeting held at George Reinberg's store Saturday, January 19.

Poehlmann Bros. Co.'s supply department is making a strong bid for St. Valentine day trade, especially as far as supplies are concerned. Their line is larger than ever this season and includes the popular Valentine boxes as well as many other varieties for this occasion.

Felix Reichling reports that January 22 was a big shipping day at Peter Reinberg's store, which he attributes to the fact that no stock was shipped out the previous Monday, when practically all the wholesale houses were closed for the day.

Percy Jones, Inc., has no complaint to make in regard to business. Manager Van Gelder is optimistic in regard to the future, notwithstanding the unsettled condition at present, particularly in regard to the coal situation.

J. A. Budlong has been helping out several growers with coal the past week, which kept them from losing their entire crops, notwithstanding the fact that they have not got any too much in hand for their own place.

J. L. Raske, the West Jackson boulevard florist, was relieved of a diamond ring, currency and several checks one day the past week by a bandit at the point of a pistol.

A. T. Pyfer & Co. are supplying their trade with a fine grade of all seasonable stock, including sweet peas, which they are handling in quantity.

The Chicago Flower Growers' Association seem to be pretty well fixed on stock of all kinds, particularly roses and carnations.

Mrs. C. F. Washburn underwent a successful operation for appendicitis at St. Luke's hospital, January 17.

O. A. & L. A. Tonner are offering a good supply of fancy long-stemmed mignonette.

EVERYTHING IN
Cut Flowers and Greens

Just now we are featuring fancy Sweet Peas in addition to a large supply of extra Choice Roses and Carnations.

A.T. Pyfer & Company

Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO



The Coggan One Piece Box

ECONOMY AND STYLE COMBINED.


24 x 4 x 3 \$2.00 per 100 20 x 4 x 3 \$1.90 per 100
The ideal box for local trade. Write for special circular.

THE JOHN HENRY COMPANY, Lansing, Mich.

A. L. Vaughan & Co. are showing a fine line of all seasonable stock, particularly freesia, which is a leader with them.

Frank Ayers is back on the job at Chas. W. McKellar's after being confined to his home several days with tonsillitis.

For
Your
Supply of
CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

St. Valentine's Baskets



for Violets, Sweet Peas, etc., with heart shaped handles and other attractive designs.

Honest Quality — Honest Prices.

25 Assorted Baskets..... **\$6.50**

With metal liners, colored in red, violet, white and all the two-tone finishes.

Send for our catalogue.

RAEDLEIN BASKET CO.

713-17 Milwaukee Ave., CHICAGO, ILL.

Sinner Bros. have decided not to renew their lease at 158 North Wabash avenue, which expires May 1, owing to the unsettled trade conditions. John Sinner is devoting his time to Sinner Bros.' greenhouses and expects to have a good crop of flowers next spring even though his range is closed at present.

Burglars blew open the safe in the office of Leesley Bros.' nursery, North Crawford and Rogers avenues, Janu-

Kansas City, Mo.

GOOD SUPPLY MOVES OUT DAILY.

Local trade still holds up well and a large amount of stock is disposed of daily, funeral work being heavy, due to an unusually high death rate. Decorations have also been good factors in the past week's demand as a result of the implement and auto show. There were also a number of parties and weddings. The demand for corsages is also especially brisk. Good stock in roses and carnations continues scarce but prospects for the latter look better, although they are still high in price. Stevia, narcissi, sweet peas, lilies and violets are plentiful and are moving well.

NOTES.

T. J. Noll & Co. handled good supplies of roses, carnations, lilies, sweet peas and other stocks during the past week. A few arriving shipments came in freezing but the majority of outgoing orders went through all right.

W. L. Rock Flower Co. reports cut stock coming in fairly well but not as good as usual, owing to the cloudy weather. Blooming plants are moving well and funeral orders are numerous.

W. J. Barnes had several good decorations for show week, funeral and hospital work has also been heavy at this establishment. He is commencing to cut carnations at present.

Arthur Newell is well satisfied with business conditions. He anticipates another good year. The force here is busy with funeral and hospital orders.

H. Kusik & Co. report stock scarce but very good in quality and easily disposed of, especially fine home-grown Russell and Ophelia roses.

Bob McGrail reports blooming plants moving well with a big increase in funeral orders and hospital flowers.

Visitors: T. D. Long, representing Vaughan's Seed Store, Chicago; M. Zirkman, of M. Rice Co., Philadelphia, Pa.; P. Kronwel, of C. J. Speelman & Son, Holland. E. J. B.

SPECIAL

Chicago Wholesalers May Work Mondays

August Poehlmann's committee, which interviewed the fuel administrator January 23, obtained permission for the wholesale florists to operate on Mondays the same as on Sundays, provided they do not use fuel to heat their establishments above 45 degrees.

ary 15, causing \$100 damage, and escaped with \$10.

Visitors: Robert Groves, Adams, Mass.; Samuel Seligman, representing Wertheimer Bros., New York; R. E. Jones, of the Advance Co., Richmond, Ind.; Julius Dilloff, representing Schloss Bros., New York; Jas. McLaughlin, of J. M. Gasser Co., Cleveland, O.; C. F. Gaetzer, superintendent of parks, Rock Island.

Z E C H M A N N & N N

30 E. Randolph St.
CHICAGO.

Long Distance Phones } Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady. Sunburst.

Shawyer.

Ward. Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES.

Make arrangements with us for a regular supply. You should always have some on hand, especially now during the extreme shortage of other flowers.

Valley. Callas.

Violets.

(Single and double)

Calendulas.

Cattleyas, Sweet Peas.

Paper Whites.

Yellow Narcissus.

White Daisies.

Yellow Daisies.

Pansies. Stevia.

Strawflowers.

Jonquils. Mignonette

Freesias. Tulips

GREENS.

Plumosus. Sprengerl.

Galax, bronze. Galax, green.

Ferns.

Leucothoe Sprays.

Mexican Ivy. Smilax.

Adiantum.

Wild Smilax. Boxwood.

Red Winter Berries.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Milwaukee.

SEVERE WEATHER; TRADE AT STANDSTILL.

Following the second severe blizzard, January 12, which again demoralized traffic of all kinds, we have had severe cold weather, the thermometer hovering around the zero point during mid-day to again drop way down before sunrise next morning. Naturally, the shipping business was at a standstill and the local demand not much better; all business was extremely dull, due to the deep snow—everybody was shoveling. The daily cut of roses is still light. The supply of carnations is adequate for all demands; the number of splits is on the increase, and those of the brighter shades hung fire. Paper Whites are abundant. While violets are not coming in any too heavily, the demand for these has slackened up considerably. Every grower who has sweet peas is cutting now, and they move well.

NOTES.

The new fuel law is being observed by the wholesale houses in closing shop at noon on Mondays. The retailers, we understand, open long enough to get out the orders for the day. The writer has been informed that the wholesale houses are only allowed to sell perishable stock on Monday, so the retailers must put in their orders in advance in case their supply runs low.

Some of the growers in this vicinity are running low on coal but as they have contracts no immediate danger is looked for. Hugo Locker & Sons at Wauwatosa had only enough fuel on hand to last twenty-four hours at the time of the second blizzard, but with extra efforts their coal man came to the rescue.

Some frozen stock reached this market during last week.

E. O.

Columbus, O.

EXTREME WEATHER AND LIGHT DEMAND.

Trade conditions fall short of being satisfactory. There is a sag in the social demand. Shipped-in stock is high and receipts uncertain. The extreme weather brings added care and expense to both growers and dealers to prevent loss. Roses and sweet peas are two staples which show a scarcity. Carnations are in good volume and quality. Jonquils and Roman hyacinths are in favor with consumers. Local growers for the trade are finding a ready market with florists at advancing prices.

NOTES.

Scarcity and high price of stock caused local florists to pass up what would have ordinarily been regarded as a fine advertising opportunity. They were solicited to take part in a builders' exposition under the auspices of the Columbus Builders' Exchange, at the Ohio state fair grounds, January 23-February 3. The exhibition, which will have displays from all over the country, will show model homes with outdoor shrubbery. The local florists' organization, after meeting with the management, decided that the expense and risk at this time would be too great.

At a recent annual meeting of the Columbus Horticultural Society, held at the Neil house, the following offi-

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

Bargain in California Privet

Can ship now or hold in storage until spring.

6-12 inch.....	\$ 6.00 per 1000
12-18 inch.....	10.00 per 1000
18-24 inch.....	12.50 per 1000

SOUTHERN NURSERY CO.
WINCHESTER, TENN.

Mention the American Florist when writing

cers were elected; Wendell Paddock, president; G. Bert Slemmons, vice-president; A. C. Hottes, secretary; W. C. Mills, treasurer. Executive committee: T. G. Constable, Miss Josephine Klippart, Fred Schaer. A committee to arrange programmes for the winter is composed of Professor Paddock, Mrs. Mary E. Lee, Miss Klippart and T. G. Constable.

Winters & Kramer, one of the largest firms among local wholesaler growers, have suffered the loss by freezing of their sweet peas and carnations, to which a six-acre plant near Delaware was devoted. The damage will run between \$3,000 and \$4,000. The misfortune followed that of the burning of a residence at this place a few weeks ago. Another range conducted by this firm is located at North Broadway.

A report of President Hottes, of the florists' association, who was sent to Washington at the expense of that body to make an appeal to Fuel Administrator Garfield on behalf of the florists' interests, states that no definite promises were secured. The extent of the satisfaction given him was the administration board would do the best it could. J.

Providence, R. I.

BUSINESS IS SATISFACTORY.

Trade during the past week has been good and all seasonable stock continues plentiful. Prices seem to hold steady, with no fluctuation. There have been several good sized decorations calling for good supplies of flowers. Easter lilies are of good quality and sell well. Daffodils are coming in heavy but there is not a great demand for them. Carnations are good and move at from \$3 to \$4 per 100 with roses going at from \$6 to \$15 for like quantities. The demand for violets is not up to that of former years.

The order of the fuel administrator has not hit the local florists as yet, but many of them are burning oil and wood in place of coal.

H. A. T.

ST. PAUL, MINN.—Improvements, included in which are a new store front, have been made at the establishment of J. Christensen, 904 North Dale street.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of.....\$4.50.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.
J. E. POLLWORTH, Sec'y and Gen'l Mgr.

Mention the American Florist when writing

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale
Florists' Supplies

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

Joseph E. Wiltgen

Michael F. Freres

Wiltgen & Freres

WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE
CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

Dozen

Roses, Beauty, specials.....	\$7 00
" " 36-in.	6 00
" " 30-in.	5 00
" " 24-in.	4 00
" Mrs. Chas. Russell.....	1 00@ 3 00

100

" Hoosier Beauty	8 00@15 00
" Killarney Brilliant	6 00@15 00
" Killarney	6 00@12 00
" White Killarney	6 00@12 00
" Richmond	6 00@15 00
" Rhea Reid	6 00@15 00
" My Maryland	6 00@15 00
" Mrs. Geo. Sawyer.....	6 00@15 00
" Milady	6 00@15 00
" Sunburst	6 00@12 00
" Mrs. Aaron Ward.....	6 00@12 00
" Hadley	6 00@15 00
" Ophelia	6 00@12 00
" Double White Killarney..	6 00@12 00
" Mrs. Moorefield Storey..	6 00@12 00
" Champ Weiland	6 00@12 00
" Stanley	3 00@10 00
" Tipperary	6 00@15 00
" Francis Scott Key	6 00@15 00
" Bayard Thayer	6 00@15 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Nesbit	2 00@ 4 00
" Fireflame	6 00@ 8 00
" Our selection	5 00

Violets, per 100...\$1 00@ 1 50	
Carnations	3 00@ 4 00
Cattleyas per doz., \$9 00	
Daisies	1 00@ 2 00
Lilium Harrisii	12 50@15 00
Valley	6 00
Perns	1 00@ 3 00
Galax	1 00@ 1 25
Leucothoe	75
Mexican Ivy per 1000, 5 00@6 00	
Plumosa Strings, each, 60@ 75	
Smilax	2 00@2 50
Sprenger, Plumosa Sprays...	3 00
Boxwood, 35c per lb., per case..9 00	

D. W. FRERES

R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7176

Mention the American Florist when writing

WILD SMILAX, \$2.50 Per Case

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing

Wild Smilax, \$2.50 Per Case

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE 879 154 N.WABASH AVE. ILLINOIS

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE

Dept. A.

1849-51-53 S. Michigan Ave., CHICAGO, ILL.

Mention the American Florist when writing

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

Suggest the Use of LILAC for Wedding Work

It makes a splendid combination with most any kind of colored flowers. We have some on hand at all times, and on short notice can furnish most any quantity. \$1.50 per bunch. Special price in quantity.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

ROSES SCARCE AND HIGH IN PRICE.

To open, or not to open, was the question uppermost in the minds of the various branches of the trade, when on Thursday last the sound of the big gun fired in Washington reverberated through the land. There were many conferences, in which the whole subject was rolled over and over and discussed from every point of view. Finally, it appeared to be decided that from the nature of the business, it was necessary to burn coal. Some of the trade even consulted counsel, and were advised that under the ruling they could use the coal necessary to protect their stock, and transact whatever business was possible under these conditions. Business was conducted as usual on Friday and Saturday with a fair demand for all kinds of stock. Roses are very scarce, particularly those of shorter or medium length of stem. All grades are higher in price, long American Beauties reaching \$7.50 per dozen. Carnations are of good quality, but the supply exceeds the demand, with the inevitable result. Easter lilies are a great staple—the public never seem to tire of them. Callas are in good demand, actually bringing \$2 per dozen. Sweet peas sell as well as anything and bring normal prices for the season. The quality is fine. Snapdragons are in good supply and move fairly well. Excellent mignonette is seen, but for some reason, moves slowly. Cattleyas and cypripediums are very draggy, with gardenias even less in demand. All kinds of greens sell up close, hardy dagger ferns moving especially well. The condition of market values as a whole is, however, far from satisfactory; prices are on an average from 20 to 25 percent lower than last year. This is not due to lack of demand, as many of the local stores are doing quite as well, or even better, than last season, but the inadequate express facilities have so interfered with the large outside trade built up by the commission houses, that prices cannot be maintained, and the entire loss falls on the grower, which, in addition to his greatly added expenses of coal and labor, must indeed be hard to bear.

WHAT THE WHOLESALE SAYS.

Leo Niessen, in speaking of business conditions, said that with adequate shipping facilities in which deliveries on time to more or less distant points were reasonably certain, there would be a demand for all classes of stock at greatly increased prices. Edward Reid, who has a large southern trade, speaks in much the same vein, serving the old customers satisfactorily and developing new business being almost impossible under present conditions. High grade carnations, Maryland roses, cattleyas and lily of the valley are features here.

The Jos. Heacock Co. finds express conditions to New York much improved. Parcel post for all 20 to 30-pound packages has been found very satisfactory. Killarneys are an important item of their rose stock at this time of scarcity.

"We have seen business a whole lot worse," is the report of the Berger

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ransstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Jan. 23. Per 100

American Beauty, per doz.,	1.00@ 4.00
Roses, Killarney	4.00@ 8.00
" Mrs. Chas. Russell	10.00@25.00
" Ophelia	8.00@15.00
" Richmond	6.00@15.00
" Sunburst	6.00@12.00
Lilium Giganteum	15.00
Carnations	3.00@ 4.00
Valley	7.00
Narcissus	2.00@ 4.00
Sweet Peas	1.00
Violets	.50@ .75

BOSTON, Jan. 23. Per 100

Roses, Beauty	10.00@25.00
" Killarney Queen	2.00@ 8.00
" White and Pink Killarney	4.00@12.00
" Double White Killarney	2.00@ 8.00
" Killarney Brilliant	4.00@10.00
" Hadley	5.00@25.00
" Cardinal	2.00@ 8.00
" Mock	4.00@12.00
" Mrs. Chas. Russell	3.00@15.00
" Sunburst	10.00@16.00
" Taft	4.00@12.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	6.00@ 8.00
" My Maryland	2.00@ 8.00
Carnations	3.00@ 4.00
Violets	.75@ 1.00

BUFFALO, Jan. 23. Per 100

Beauty Special	40.00@50.00
" Fancy	25.00@30.00
" Extra	20.00@25.00
" 1st	10.00@15.00
Roses, Killarney	4.00@10.00
" My Maryland	4.00@10.00
" Sunburst	4.00@10.00
" Ward	3.00@ 6.00
" Ophelia	5.00@15.00
" Russell	6.00@12.00
" Stanley	4.00@ 8.00
" Mock	4.00@12.00
" Sawyer	4.00@12.00
Lily of the Valley	8.00@10.00
Lilies	8.00@12.00
Cattleyas	50.00@60.00
Carnations	3.00@ 5.00
Asparagus Sprenger	.35@ .50
Ferns.....per 1000,	2.50
Smilax	15.00@20.00
Chrysanthemums	10.00@25.00
Violets	.60@ .75
Sweet Peas	1.00@ 2.50
Daffodils	3.00@ 5.00
Tulips	3.00@ 4.00
Romans	3.00@ 4.00
Paper Whites	3.00@ 4.00

Brothers' market. Easter lilies, good carnations, freesias and Maryland roses are headliners.

The Philadelphia Wholesale Florists' Exchange are right in it with an extensive line of roses. Champ Weiland and Liberty Bond are new ones that are in good demand.

The Florex Gardens are keeping Eugene Bernheimer well stocked with roses in these days of scarcity. High grade carnations are also a feature.

NOTES.

The lecture of W. N. Craig, of Brookline, Mass., before the Pennsylvania Horticultural Society, January 17, on the subject of "Vegetables for the Home

Write For Our

Price List
On Cut Flowers
H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

BERGER BROS.
Central Market
**ROSES, ORCHIDS, VALLEY
VIOLETS.**

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

FLORAL NURSERIES

Growers and Wholesalers

Office and Wholesale Store
9 SO. MOLE ST., PHILADELPHIA, PA.
Greenhouses: EDGELY, BUCKS CO., PA.
PHONE NO.—SPRUCE 889.

Garden" was a fine treatise given in language that all home gardeners could understand. He deprecated the idea of planting flowerbeds with vegetables, saying that flowers were food for the soul and as necessary as material for the support of the body. There was a good attendance and the speaker was heartily applauded.

The Robert Craig Co. at 49th and Market streets have closed a range of eight houses which are heated by the same boiler. Part of the stock has been transferred to other houses here, and the balance to Norwood. This is done to save coal which was getting low at the old plant. The Norwood branch is fairly well supplied and expects to hold out until spring.

A traveling salesman for one of the wholesale supply houses had his sample grip stolen one day last week while on the train to Washington. Later the thief left it in a boarding house in that city. Its contents revealed the ownership and it was returned intact to the firm.

C.C. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.
Send list in for quotations.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service; Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

McCALLUM CO.

Florists' Supplies
PITTSBURGH, - PA.

Mention the American Florist when writing

Primula malacoides are being handled in large quantities by the S. S. Pennock Co. Manager Liggett, of the plant department, declares this to be the easiest of all blooming plants to transport.

A visit to the large flower shops found them observing Monday as a holiday; open in the forenoon long enough to get out orders, and then closing for the balance of the day. This appeared to be the method adopted by almost all the retailers, who, although at first thought light of it, later believed that all were to close and did so as a matter of patriotism. **K.**

Seattle, Wash.

All retail florists of this city will adopt the nine-hour day as suggested by the state council of defense. The stores will open at 9 a. m. and close at 7 p. m.. Saturdays included, and at 1 p. m. on Sundays, with the exception of holidays and at Easter, when their hours for the week preceding will be arranged to suit the store's requirements by the owners.

Local florists have joined the Seattle Retail Florists' Association, the officers being as follows: W. D. Desmond, president; Palmer Rosaia, vice-president; F. H. Rowe, secretary-treasurer. The trustees are Allen Beal, John Holze and E. R. Peterson. Several committees have been named with the hope of putting the florists of this city on the map.

W. D. D.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

Leave your orders for regular shipments.

'MUMS, ROSES AND CARNATIONS, ALL SEASONABLE CUT FLOWERS.
Florist Supplies, Manufacturer of Wire Designs.

C. A. KUEHN, Wholesale Florist.
1312 Pine St., ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Jan. 23. Per 100		
Roses, Beauty, special.....	35.00@50.00	
" " fancy	15.00@25.00	
" " extra	10.00@15.00	
" " shorter grades	10.00@12.00	
" Mrs. Chas. Russell.....	8.00@25.00	
" Prima Donna	8.00@15.00	
" Killarney	3.00@10.00	
" White Killarney	3.00@10.00	
" Hadley	3.00@35.00	
" Sunburst	4.00@12.00	
" Ophelia	6.00@15.00	
" Wards	3.00@ 8.00	
Carnations	4.00@ 6.00	
Cattleyas.....each \$0.50@ .75		
Valley	10.00@12.00	
Lilium Rubrum	5.00@ 6.00	
Calendulas	2.00@ 3.00	
Easter Lilies	10.00@12.50	
Suadragons	6.00@10.00	
Chrysanthemums	8.00@40.00	
Pompoms.....per bunch, 35c@50		
Violets, single and double.....	.75@ 1.00	
Asparagus.....string or bunch.....	.35@ .50	

PITTSBURGH, Jan. 23. Per 100		
Roses, Beauty, special.....	35.00	
" " fancy	25.00	
" " extra	12.00	
" " No. 1	10.00	
" Killarney	4.00@12.00	
" My Maryland	4.00@12.00	
" Sunburst	4.00@12.00	
" Mrs. Aaron Ward	4.00@12.00	
Cattleyas	50.00	
Lilium Giganteum	10.00@12.00	
Adiantum	1.25	
Asparagus Sprengeri, per bunch.....	35@40	
New Crop Green Galax, per 1000	\$1.25	
Carnations	4.00	
Calendulas	3.00	
Violets50	
Paper Whites	2.00@ 3.00	
Daffodils	4.00	
Freesia	4.00	
Sweet Peas	1.50	

MILWAUKEE, Jan. 23. Per 100		
Roses, Killarney and W. Killarney	6.00@12.00	
" Ward	4.00@10.00	
" Mrs. Chas. Russell.....	15.00@35.00	
" Ophelia	6.00@12.00	
" Hoosier Beauty	10.00@20.00	
" Bon Silene	2.00	
" Cecile Brunner	2.00	
Carnations	2.00@ 4.00	
Valley	6.00	
Lilies	15.00	
Rubrams	4.00	

Wholesale Florists' Supplies THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in
Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St. Philadelphia, Pa.

Fancy Raffia Mats

\$3.00 per doz.

W. Q. Potter Co., 421 High Ave.,
CLEVELAND, O.

EUGENE BERNHEIMER

—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia,
Carnations, Violets,
1531 Ranstead St., Philadelphia, Pa.

ST. LOUIS, Jan. 23. Per 100		
Hadley	2.00@ 5.00	
Killarney	2.00@ 4.00	
White Killarney	2.00@ 4.00	
Hoosier Beauty	3.00@15.00	
Russell	4.00@25.00	
Sunburst	3.00@10.00	
Ward	3.00@ 6.00	
Mrs. Shawyer	2.00@ 8.00	
Ophelia	4.00@ 6.00	
Carnations	3.00@ 4.00	
Ferns.....per 1000, \$2.50		
Violets	1.00@ 1.50	
Sweet Peas	1.00@ 1.50	
Paper Whites	3.00	
Stevia	2.00	
Gardenias, per doz	3.00@ 4.00	
Calendulas, per bch.....	75	
Bouvardias, per bch.....	.50	

New York.

ROSE SUPPLY NOTICEABLY LIMITED.

The demand in the wholesale district during the past week was but little if any heavier than during the preceding week, but there was quite a flurry in roses, with advancing prices. A retail florist cannot do business without roses, and the supply, due doubtless to the recent cold spell, has greatly fallen off. This was as noticeable in American Beauties as in the other varieties. Special American Beauties are now selling at the rate of \$50 per 100. In tea roses, No. 1's are running at from \$5 to \$6 per 100; other grades are up in proportion with a strong probability of higher prices. There is an abundance of carnations, moving slowly at \$2 and \$3 per 100, with \$4 for a few fancies. Paper White narcissus continues in a glut. Lilies are plentiful at from four to six cents per flower. Cattleyas are slow at 40 cents per flower for specials. Gardenias are also slow, and it is hard to fix prices, for there are too many, and a great variation in quality. Two to three dollars per dozen for the best are about the correct figures. Sweet peas are plentiful and fine stock is going at \$2 per 100. There is a movement in yellow narcissi at fair prices. All the violet stocks move slowly, they being 40 cents per 100 for the best. It is understood that the closing order of the fuel administrator exempts flower stores, but some of the florists are wondering what effect five days of idleness for hundreds of thousands of men and women will have on the business. In this city, at least, it is pretty sure to make plenty of business for the doctors, as anxiety and insufficient heat and food are sure to cause more sickness, and for a month the city has been ravaged by pneumonia. The weather for the past week has been milder, with one heavy rain-storm. In one respect, we are fortunate. No snow has fallen to obstruct traffic, and the old snow has been partly washed away by the rain. It is hoped that under the more favorable weather conditions, enough coal will be brought into the city to prepare the people for another freeze, which is likely to come at any time.

January 21.—This being "heatless Monday," there is not much business. There have been so many confusing statements relating to the order of the fuel administrator that some florists, as well as other business men, have been at a loss to know just what they should do. The final understanding is that wholesale and retail florists are not exempt and they are obeying the order. The florists who are located in buildings, used exclusively for business purposes, may have some of their stock frozen, as heat is entirely cut off in such buildings and the temperature dropped to near zero last night, with more cold weather expected. A few stores are located where there are living apartments overhead, and as the pipes go through their stores they cannot be cut off from heat. It is understood that the use of oil stoves has been forbidden. All classes, as a rule, are loyally obeying the order.

NOTES.

Chris. Zervakos, a prominent and well-established retail florist of this city, just escaped getting on the old bachelor list by getting married, January 10. The bride was Miss Margaret Stratopoula, and the ceremony was performed at the Greek church in Brooklyn. Nicholas J. Lales, another popular retailer, was best man and Miss Ida Vreeland, of Athenia, N. J., and Miss Cucunara, of Brooklyn, were bridesmaids. After the ceremony, the family and guests were taken to New York, in automobiles, to the Athens hotel, where the reception was held and

For Immediate Delivery

LIL. GIGANTEUM

Of new crop.

7-9 in., \$55.00 per 1000.

In cases of 300 bulbs.



Chas. Schwake & Co., 90-92 West Broadway, New York

LILY of the VALLEY

From New York Cold Storage.

\$40.00 per 1000.

In cases of 2000 and 4000 pips.

dinner served to 150 guests. The happy couple are now enjoying their honeymoon at the popular winter resort of Lakewood, N. J.

The Horticultural Society of New York held an exhibition at the American Museum of Natural History January 19-20. Doubtless, on account of the recent severe weather, there were but few exhibitors. Mrs. J. C. Brady, Gladstone, N. J., (J. G. Walker, Gr.) made good exhibits in carnations and buddleias and took all the first prizes. D. E. Oppenheim, Yonkers, N. Y., (A. McDonald, Gr.) took second prizes in carnations.

President Totty, of the Society of American Florists; President Schenck, of the Florists' Club; Secretary Young, and Joseph A. Manda, director, left for St. Louis on the afternoon of January 19 to attend the meeting of the board of directors of the S. A. F., January 21. After the meeting, Joseph A. Manda will go to Camp McClellan, Ala., to visit his son, Edward A. Manda, who is a sergeant, stationed at camp headquarters.

In his annual report to the florists' club, January 14, Secretary Young showed the profits to the club from the New York flower shows. In 1915, the club's share are \$2,297; in 1916, \$4,041; in 1917, \$3,821. Regardless of the fact that during the past year the club disbursed over \$5,000, it has on hand a comfortable balance of \$17,000.

Myer, of Madison avenue and 58th street, has recently had several fine dinner decorations at the Plaza hotel, where he conducts the flower department. One of these was for a dinner given by a Japanese society, in which the Japanese flag, worked in point-settias, was the feature of the decoration.

S. J. Kracke, of the retail firm of Kracke & Emmanuel, 3613 Broadway, who is with the colors at Camp Upton, was home on a short leave at New Years. He has been transferred to the medical corps and is now on duty at the base hospital.

The sympathy of the trade goes out to John Schneider, of Astoria, president of the Cut Flower Exchange, whose wife died January 20, after an illness of one week of pneumonia. Besides her husband, she is survived by several children.

F. J. Freund, who is a fine musician as well as a retail florist, has recently removed to a nice new store at 976 Second avenue. Maurice Schoenholz, formerly of the Hotel McAlpin flower department, is his store manager.

The upward movement in roses has made business quite lively at the store of H. E. Froment, 148 West 28th street, who handles the entire product from the two ranges of L. B. Coddington of Murray Hill, N. J.

The New York Florists' Club will remove from its present quarters in the Grand Opera House building, if a suitable place of meeting can be found. A committee was appointed at the last meeting to look up a hall.

Since A. M. Henshaw joined the colors as a lieutenant in the naval reserve, the business of the Henshaw Floral Co. has been ably conducted by Paul A.



Mention the American Florist when writing

MY SPECIALTY
SWEET PEAS AND ALL
Flowers of Shipping Quality

Joseph S. Fenrich

51 West 28th Street, NEW YORK
Telephones—420-421-422 Farragut.

Wholesale Florists
A. L. Young & Co.

54 West 28th Street, New York
Consignments Solicited

Rigo, as manager, and F. R. Martin as bookkeeper and cashier.

A. Hanig, the well known Brooklyn buyer, who was for a time with Joseph Trepel, has returned to his old love and is now buying for C. C. Trepel and Herman Bershad, who do business as Trepel & Bershad.

Malandre Brothers, Broadway and 72d street, are showing neat features in pans of yellow and pink tulips in baskets, handsomely decorated. Other good features are baskets of heather and hyacinths.

The proprietors of the Rowayton, Conn., greenhouses have been good samaritans to their neighbors during the cold weather. They had plenty of coal and helped those in want.

With having a lot of oratorical bouquets thrown at him, and a proposed raise in salary at the last club meeting, Secretary Young should be feeling reasonably cheerful.

George Vock, in the rooms of the New York Cut Flower Co., is handling good carnations from the ranges of Frank Abrams and Julius Chevally, of Blue Point, L. I.

At the store of David Clarke's Sons, Broadway and 75th streets, we have recently noticed fine window displays of buddleias, snapdragons and other choice flowers.

A. F. F.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
8864 Farragut.

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GEO. J. POLYKRANAS

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J. J. COAN, Inc.

WHOLESALE FLORIST

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Phones 5413 and 5891 Farragut

Everything in Cut Flowers

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WHOLESALE FLORIST

Telephone Call:
3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
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Telephone 5335 Farragut.

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Wholesale Florist

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Tel. 608 and 609 Farragut.

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Goldstein & Futterman

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The Right People to Deal With.

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BADGLEY & BISHOP, Inc.

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34 West 28th Street, New York

Receivers and Distributors of Choicest Cut Flowers.

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Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Jan. 23. Per 100		
Roses, Beauty, special.....	50.00@60.00	
" " extra and fancy.....	30.00@35.00	
" " No. 1 and No. 2.....	8.00@12.00	
" Hadley.....	4.00@40.00	
" Francis Scott Key.....	4.00@30.00	
" Prima Donna.....	4.00@15.00	
" Alice Stanley.....	4.00@15.00	
" Mrs. Geo. Shawyer.....	4.00@15.00	
" Double White Killarney.....	5.00@12.00	
" Killarney, Special.....	12.00@15.00	
" " No. 1 and No. 2.....	2.00@ 4.00	
" " Queen.....	4.00@15.00	
" " Brilliant.....	4.00@15.00	
" Aaron Ward.....	4.00@15.00	
" Sunburst.....	4.00@20.00	
" J. L. Mock.....	4.00@15.00	
" Opbelia.....	4.00@30.00	
" Mrs. Chas. Russell.....	4.00@15.00	
" Hoosier Beauty.....	15.00@40.00	
Cattleya Orchids, special.....	3.00@ 5.00	
Rubrum.....	4.00@ 6.00	
Lilies, Longiflorum and Formosum.....	4.00@ 6.00	
Lily of the Valley.....	3.00@ 4.00	
Bouvardia.....	.75@ 1.00	
Adiantum Croweanum and Hybridum.....	2.00@ 2.50	
Asparagus Plumosus.....	1.00@ 1.25	
Smilax.....	2.00@ 3.00	
Carnations.....	.25@ .50	
Carnations, Fancy.....	4.00	
Violets.....	1.00@ 3.00	
Snappedragons.....	50.00@75.00	
Gardenias.....		
Narcissus, Victorias.....		

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

CONSIGNMENTS SOLICITED

Growers' Cut Flower Co., Inc.

E. J. VAN REYPER, Manager

Roses, Carnations, Violets

And all NOVELTIES in the Market.

LILIES AND VALLEY EVERY DAY IN THE YEAR

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4423**United Cut Flower Co., Inc.**

WHOLESALE

111 W. 28th St., NEW YORK

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PHONE 2335 FARRAGUT
2336**WM. KESSLER,**

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

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N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

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WHOLESALE FLORIST

24-30 STONE STREET,

ROCHESTER, NEW YORK.

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M. C. FORD

121 WEST 28TH STREET

NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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D. FEXY

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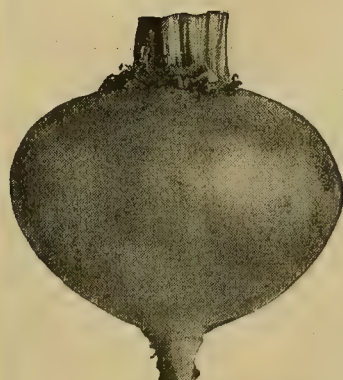
Bolgiano's "B"

Have Won Confidence

Planted for Generations by the Leading
Florists, Truckers and Farmers

We Offer Limited Quantities of New Crop Seeds
We Urgently Advise You to ORDER AT ONCE

1918 WHOLESALE



Bolgiano's New Early Spring Beet.



Bolgiano's "Square-Deal" Cabbage.



Bolgiano's "Pride of the Market"
Carrot.



Bolgiano's "Early Fortune" Cucumber.

GARDEN BEETS.

All our Best Seeds are Grown from Selected Transplanted
Roots—Choicest Market Gardeners' Stocks.

	LB.
Bolgiano's New Early Spring Beet.....	\$2.50
Nutting's Early Gem Beet.....	1.75
Eclipse Extra Early Beet.....	1.50
Crosby's Improved Egyptian Beet.....	2.00
Lentz Extra Early Blood Turnip Beet.....	1.50
Extra Early Bassano Beet.....	1.50
Half Long Dark Blood.....	1.00
Long Smooth Dark Blood.....	1.00

CABBAGE.

Bolgiano's High Bred American Grown Extra Early
Varieties.

	LB.
Bolgiano's Big Winner Wakefield.....	\$5.00
Extra Early Express Cabbage.....	5.00
Extra Early Jersey Wakefield Cabbage.....	5.00
The Charleston or Large Wakefield Cabbage.....	5.00

Second Early Varieties.

Bolgiano's New Square Deal Cabbage.....	\$5.00
All Head Early Cabbage.....	4.00
Henderson's Early Summer Cabbage.....	4.00
Henderson's Early Succession.....	4.00
Solid South Cabbage.....	4.00

Late or Winter Varieties.

Bolgiano's Ringleader.....	\$5.00
Market Gardener's Extra Large Late Flat Dutch Cabbage.....	4.00

CAULIFLOWER.

	OZ.	1/4 LB.	LB.
Bolgiano's New Century.....	\$2.00	\$7.50	\$28.00
Henderson's Early Snowball.....	1.50	5.50	20.00
Earliest Dwarf Erfort.....	1.50	5.50	20.00

CARROTS.

All Our Carrot Seed Is Extra Clean Rubbed Seed. It Is
Grown from the Finest Stock Seed in the World and from
Carefully Selected Transplanted Roots.

	LB.
Bolgiano's Pride of the Market Carrot.....	\$2.25
"Sunbeam" New Carrot—Extremely Early.....	2.50
New King Carrot.....	2.50
Improved Long Orange Carrot.....	1.75
Early Scarlet Chantenay.....	2.25
Danvers Half Long Carrot.....	2.00
St. Valery or Intermediate.....	2.00

CUCUMBER.

Early Fortune—Bolgiano's World Famous Cucumber. The most profitable on earth. Often yields over \$1,000 per acre.....	LB. \$1.00
Bolgiano's "Prosperity" White Spine Cucumber.....	1.00
Henderson's Perfection White Spine Cucumber.....	.75
Davis Perfect Cucumber.....	.75
Arlington Improved White Spine Cucumber.....	.65
Improved Extra Early White Spine Cucumber.....	.65
Evergreen White Spine Cucumber.....	.65
Foodhook Pickling Cucumber.....	.85

EGGPLANT.

Bolgiano's Black Beauty Eggplant.....
Florida High Bush Eggplant.....
Bolgiano's Improved Large Purple Thornless Eggplant.....

KALE.

New Imperial, Very Curly, Long Standing.....
Curled German.....
Siberian Curled.....

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Bolgiano's Best of All Kohl Rabi.....
Early Purple Vienna Kohl Rabi.....

MUSKMELON.

Junior Rocky Ford—A little larger, two weeks earlier,
twice as prolific as Rocky Ford.....
Rocky Ford—Thoroughbred stock.....
Melting Gold Cantaloupe.....
Salmon Fleshed Eden Gem.....
Delicious Gold Lined Rocky Ford.....
Henderson's New Bush.....
Bolgiano's Honey Sweet.....

LEEK.

Bolgiano's Mammoth King.....
American Flag.....

WATERMELON.

Tom Watson Watermelon.....
Indian Chief.....
New Excel.....
Cold Mountain Spring Watermelon.....
Black Striped Kolb Gem.....
Black Boulder.....
Florida Favorite.....
Kleckley's Sweet.....
Triumph Watermelon.....

OKRA.

Perkins Mammoth Long Green Pod.....
Bolgiano's Imperial Dwarf Short Podded.....
Dwarf Green Prolific Density.....

ONION SEED.

Mammoth Prizetaker.....
White Silverskin.....
Yellow Globe Danvers.....
Large Red Wethersfield.....
Large White Portugal.....

ONION SETS.

32 Pounds to Bushel.
Choice Re-cleaned White Silverskin.....
Red Wethersfield.....
Choice Re-cleaned Yellow.....

PARSLEY.

Green Mountain—Bolgiano's New Triple Curled Parsley.....
Market Gardener's Best Triple Curled Parsley.....
Extra Dark Champion Moss Curled Parsley.....

Write for Bolgiano's Special Market Gardeners' Catalog.

IF YOU ARE INTERESTED IN POULTRY, send for
entirely to Poultry and Poultry Supplies published. C
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GROWERS OF PEDIGREED
GARDEN AND FLOWER SEEDS

J. BOLGIANO
BALTIMORE

WHEN WRITING PLEASE MENTION THE AMERICAN

"Big Crop" Seeds

Price for 100 Years

and Most Successful Market Gardeners,
all over the United States

A pound of Seed in hand at planting time is worth a bagful many miles away.
Remember, these are days of startling short crops, uncertain
shipping conditions and labor difficulties.

LE PRICES

PEPPER.		LB.
Worldbeater	\$8.00
Chinese Giant Pepper	8.00
Ruby Giant Pepper	8.00
New Neapolitan Pepper	5.00
Long Narrow Red Cayenne Pepper	5.00
PARSNIP.		LB.
Boligiano's Hollow Hub	\$2.50
Hollow Crown, Sugar	2.50
RADISH.		LB.
Tip Top White Tip, Extra Early	\$1.75
Strawberry—Early Deep Scarlet Turnip	1.75
Ruby King—Boligiano's Extra Early, Olive Shape	1.60
White Tip Scarlet Turnip	1.50
New Sparkler White-Tip Red	1.50
Improved Early Long Scarlet Short Top65
Incunabul Market75
Wood's Early Frame	1.25
Boligiano's Extra Early Long White Pearl Forcing	1.25
New Short White Chinese Winter or Celestial	1.00
Chinese Rose Winter	1.00
TURNIP-RUTABAGA.		LB.
Red or Purple Top White Globe	\$1.50
Red or Purple Top White Flat Strap Leaf	1.00
White Top White Globe	1.25
White Egg	1.25
White Flat Dutch	1.00
Pomeranian White Globe	1.00
SALSIFY.		LB.
Boligiano's New Giant	\$2.00
SPINACH.		LB.
Prickly Seeded	\$0.35
New Improved Curl Long-standing	1.50
Curled Leaf Savoy or Bloomsdale (Imported)	1.50
Longstanding Thick Leaf	1.50
BEANS.		PK.
Green Pod Bush	\$4.50
Boligiano's "Mighty Nice"	4.50
Giant Stringless	4.50
Burpee's Stringless	4.50
Hopkin's Red Valentine	4.25
Wax Podded Bush	5.00
New Davis Kidney Wax	4.75
Currie's Rust-Proof	5.00
Green Pod Pole	5.00
Old Homestead or Kentucky Wonder	4.50
Bush Lima Beans.	5.00
Boligiano's Extra Early Enormous	5.00
Fordhook Bush Lima	5.00
Burpee's Improved Bush	5.00
Deer's Bush	5.00
Pole Lima Bean.	4.75
New Giant Emerald Isle	4.25
King of the Garden	4.25
Deer's Improved Pole or Challenger	4.25
Carpenteria Pole	4.25

Lowest Prices on Our Complete List of "Big Crop" Seeds.

18 Poultry Catalog. It's the largest and best catalog devoted
able up-to-date information for the poultrymen. Gives the
Full of beautiful illustrations. Send us a postal. Its free.

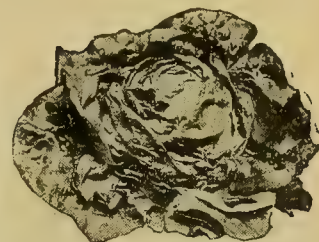
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MD., U. S. A.

ONE HUNDRED YEARS
SELLING "BIG CROP" SEEDS

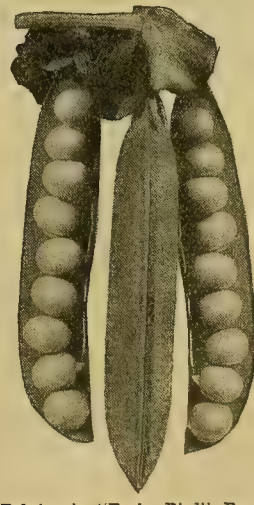
TO SHOW THAT YOU ARE ENTITLED TO THESE PRICES.



Golden Self Blanching Celery.
French Grown—Boligiano's Famous
Stock.



Big Boston Lettuce.
Boligiano's Famous Stock.



Boligiano's "Early Bird" Peas.



"John Baer" Tomato.
The Earliest and Best Tomato on
Earth.

CELERY.		LB.
All Choicest French Grown Stocks.		
French Golden Self-Blanching—Originator's stock seed	LB.	\$9.00
grown in France	4.50
American Grown Golden Self-Blanching	3.50
Sweet Nut Celery	3.50
New Victory Celery	3.00
White Plume Celery	2.75
Dwarf Golden Heart Celery	
LETTUCE.		LB.
Finest Market Gardeners' Strains.		
"Long Lost"—Boligiano's Extremely Early New Lettuce85
Big Boston Lettuce—Boligiano's Famous Selected Stock	1.50
"Millionaire" Lettuce85
May King Lettuce	1.50
Lucky Stroke Lettuce	1.50
Tender and True Summer Lettuce85
Royal Cabbage Lettuce85
Grand Rapids Lettuce	1.00
Trion White Cos Lettuce	1.00
Paris Self-Folding White Cos	1.00

SEED PEAS.		PK.
Extra Early Dwarf Varieties.		
Boligiano's New Early Bird Peas	\$5.00
McLean's Little Gem Peas	3.25
Nott's Excelsior Peas	3.25
American Wonder Peas	3.25
Premium Gem Peas	3.25
Sutton's Excelsior Peas	3.25
Extra Early Varieties.		
Boligiano's Extra Early Alaska Peas	3.75
Boligiano's New Long Podded Alaska Peas	3.00
Gradus or Prosperity Peas	3.00
Thomas Laxton Peas	3.25
Boligiano's Wonder Worker Peas	3.25

TOMATOES.		LB.
Second Early Varieties—General Crop.		
Boligiano's Cracker-Jack Peas	3.25
"John Baer" Tomato—The earliest tomato on earth.		
Originator's stock	\$12.00
Boligiano's "I. X. L." Tomato	5.00
"Greater Baltimore" Tomato—The most wonderful	5.00
productive main crop Tomato	8.00
"Prosperity"—Wonder among new early Tomatoes	5.00
"My Maryland" Tomato	4.50
Livingston's Globe Tomato	4.50
Earlana Tomato	4.00
New Stone Tomato	4.50
Chalk's Jewel Tomato	3.50
Duke of York Tomato—Old type blue stem	4.00
June Pink Tomato	
SQUASH.		LB.
Boligiano's Extra Early Dawn	\$1.00
Early White Bush Scalloped or Patty Pan75
Mammoth White Bush75
Fordhook Bush85
Early Prolific Orange Marrow75
Boston Marrow65
New Red or Golden Hubbard75
King of Mammoth Pumpkin85

CHICAGO FLORISTS' CLUB CO-OPERATIVE ADVERTISING PLAN.

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Color Red—Lettering in White.

GET A SUPPLY OF POSTERS AND STAMPS AT ONCE.

USE THEM NOW.



Color Blue—Lettering in White.

USE THE ST. VALENTINE'S DAY STAMPS IN SENDING OUT FEBRUARY BILLS

— For —
ST. VALENTINE'S DAY

— Also —
Stamps and Window Posters

— For —
MOTHERS' DAY

Printed in Colors; Gummed and Cut; Ready for Use

St. Valentine's and Mothers' Day Stamps and Posters will bring business—use them at once—millions of these stamps should be in circulation everywhere—paste the stamps on every box of flowers you send out—use them on every letter you mail—paste them on your cut flower boxes—on statements—use them with your advertising matter. Display the Posters inside and outside of the entrance to your store and greenhouses—paste them in every show window—put them on your automobile and delivery wagon—use them for your street car advertising—everywhere these beautiful stamps and posters will remind the public to use flowers.

PRICE LIST—Including Postage or Express Charges.

STAMPS, Size 2 3/8 inches high. SEE SAMPLES AT LEFT.

100 Stamps.....	\$0.75 net	2,000 Stamps.....	\$ 9.00 net	50,000 Stamps..	\$ 180 net
250 "	1.50 "	5,000 "	21.00 "	100,000 " ..	350 "
500 "	3.00 "	10,000 "	40.00 "	500,000 " ..	1,500 "
1,000 "	5.00 "	25,000 "	95.00 "	1,000,000 " ..	2,500 "

WINDOW POSTERS SAME DESIGN AS STAMPS
Size 7 3/4 inches high

PRICE LIST:

10c each; \$1.00 per doz.; 25 for \$1.75; 50 for \$3.00; 100 for \$5.50; over 150 at 5c each.

SPECIAL NOTICE—Orders for St. Valentine's and Mothers' Day Stamps and Posters may be combined to secure the maximum quantity rate.

Terms and Conditions of Sales: It is necessary to send remittances with orders as we have no facilities to carry charge accounts. Make all checks payable to Mr. Otto H. Amling, Treasurer, Chicago Florists' Club. Send all orders and remittances to F. Lautenschlager, 440-472 West Erie Street, Chicago, Illinois.

(PLEASE DETACH AND USE THIS ORDER BLANK)

CHICAGO FLORISTS' CLUB, CHICAGO,
ADVERTISING COMMITTEE, F. Lautenschlager, Chairman, 440 W. Erie St., Chicago, Ill.

Gentlemen: (I am) (we are) heartily in accord with your St. Valentine's and Mothers' Day Publicity Campaign and herewith send you order for the following:.....St. Valentine's Stamps..... St. Valentine's Posters

.....Mothers' Day Stamps.....Mothers' Day Posters

Enclosed find check for \$..... in payment of above.

Name

Street.....

City and State.....

Make all checks payable to MR. OTTO H. AMLING, Treasurer Chicago Florists' Club.

DO NOT WRITE IN THIS SPACE

Order No

Date received

Date forwarded

P. P..... Ex.....

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857



745 Buckingham Place,
L. D. Phone, Graceland 1112.

Send us your retail orders.

We Have the Best Facilities in the City
Mention the American Florist when writing

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger



Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis
and rest of Missouri.

Members of Florists' Telegraph Delivery.



Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing

Milwaukee, Wis.



J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.
Members Florists' Telegraph
Delivery Association.

THOS. F. GALVIN INC.

NEW YORK — 561 —
Fifth Avenue
BOSTON 1 Park Street
799 Boylston Street

Deliveries to Steamers and All Eastern Points.
Mention the American Florist when writing

ORDERS
IN OR
AROUNDPHILADELPHIA
J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK
785 Fifth Ave.
Member of Florists' Telegraph Delivery

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTELS

KOTTMILLER

426
Madison Ave.,
NEW YORK

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Young & Nugent

Telephone 4265-4266 Farragut
42 West 28th Street

To out-of-town florists:
We are in the Heart of New York
And give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in
the city. All orders given prompt attention.

Members of Florists' Telegraph Delivery.

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.

H. B. WHITTED, Prop.

Careful attention given to all orders for
delivery in the Twin Cities or Northwest

Mention the American Florist when writing

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded
to any part of the United States,
Canada and all principal cities in Europe. Orders transferred or entrusted
by the trade to our selection for delivery on steamships or elsewhere
receive special attention.

Reference or Cash must accompany all orders
from unknown correspondents.

Code Address: Alexconnell.
Western Union Code.

Mention the American Florist when writing

Bangor, Me.

Adam Sekenger

FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing



Mention the American Florist when writing

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Member of Florists' Telegraph Delivery.

"We should all strictly adhere to the request of the United States Food Administration."

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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Largest Floral Establishment in America.
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Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.
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In the Heart of most exclusive residential section.

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Canada's best known and most reliable florist

Only the Best Dunlop's

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We deliver anywhere in Canada and guarantee safe arrival.

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Flowers Delivered Anywhere. Phone, 1952 Bedford

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Send your orders for Chicago and Suburbs to



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JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store—334 Lewis Ave., No. 1150 Bedford
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Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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Both Phones, 527

Special attention to mail and Telegraph Orders.
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BRAMLEY & SON

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The Largest Growers of Flowers in the City.
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Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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BRIGGS FLORAL CO.

228 W. Madison St.
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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Careful attention to all mail or telegraph orders for delivery in Wilmette—Chicago's North Shore Suburb—Evanston, Kenilworth, Winnetka, Glencoe, Lake Forest.

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Established 1849

David Clarke's Sons

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Mail or telegraphic orders promptly and most carefully executed.

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Quality Flowers

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Mail and Telegraph orders carefully filled.
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Artistic Funeral Designs. Flowers for all occasions.
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Connecticut Ave. at N. St. N. W.

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Phones—Franklin 3579, 3841, 3842.

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1214 Main Street, DALLAS, TEXAS.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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O. C. SAAKE
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 We Solicit Telegraph Orders.
 Regular Trade Discount.
 215 W. FOURTH STREET

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JOY FLORAL COMPANY
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Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
 Cut Flower Merchants
 We solicit telegraph orders. Regular trade discount.
 229 WEST THIRD STREET
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Kansas City, Mo.
Samuel Murray,
 1017 Grand Avenue
 Member of Florists' Telegraph Delivery.

Little Rock, Ark.
PAUL M. PALEZ
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 All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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F. H. WEBER
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 Flowers delivered in city and state on short notice.
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California Florists
 will take care of all telegraphic orders.

Michigan. Orders will be carefully cared for by
HENRY SMITH
 Wholesale and Retail Florist of Grand Rapids.
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Grand Rapids, Mich.
GRAND RAPIDS FLORAL CO.
 ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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 Orders Carefully Executed
Pikes Peak Floral Co.
 Wholesale and Retail
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Steubenville, Ohio.
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 E. E. McCAUSLEN, Prop.
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 All Orders Promptly Executed.

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The Smith & Feters Co.,
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 735 Euclid Ave. CLEVELAND

Friedman
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 Order Your Flowers for delivery in this section from the
 LEADING FLORISTS OF THE NORTHWEST

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 Night and day service in all Central Pennsylvania.

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 Covers all New England Points


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Rock's
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D. J. PAPPAS, Inc.
 2751 Broadway, at 106th St.
 The right place to buy.
FLOWERS OF QUALITY.

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 Will fill orders for the West on short notice
 Trade discounts. First-class stock.

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For Wisconsin Delivery
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"Home Grown Flowers"
 Get in touch with
J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN
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WASHINGTON D. C.
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St. Louis, Mo.
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Grimm & Gorly
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DES MOINES IOWA
ALFRED LOZIER ROSERY
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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send Telegraph, Telephone or Mail orders for florist service in this vicinity to

Howard & Smith

853 So. Olive St., Los Angeles, Calif.

Every Order sure to receive prompt and careful attention.

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Worcester, Mass.

Randall's Flower Shop

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New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

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FLORIST

Albany, N. Y.



The best service
Our business is growing

Mention the American Florist when writing

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CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, States St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffman, N. Y.

FREY & FREY,

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Wholesale and Retail

Members of Florists' Telegraph Delivery.

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Boston, Mass.

Penn The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Yonkers, N. Y.

New York Floral Co.

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and North Broadway

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Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

Mention the American Florist when writing

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

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DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great Northwest. Daily deliveries to Superior, Wis

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

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THINK OF HEINL'S

San Antonio, Texas

Ave. C. at 8th St. EDWARD GREEN, Florist

Telegraph Orders a Specialty.

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Chicago

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Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to Telegraph and Mail Orders for delivery in either city and adjoining territory.
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LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

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"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

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Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock and prompt deliveries in Buffalo, Lockport, Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

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DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

VISITED Chicago: John T. Buckbee, Rockford.

THE Seed Reporter says the canning interests are short 26,000 bushels of sweet corn seed.

VENTURA, CALIF., growers have not yet made contract prices for growing pole and lima beans of 1918 crop.

THE acreage of Sacramento valley seed growing districts is being rapidly taken up with plantings for 1918 crops.

WITH present express delays and near embargo many non-perishable items are being forwarded by parcel post by seedsmen and others.

THE New Amsterdam, according to latest reports, is still at Rotterdam. Her freight includes 3,000 cases of bulbs and 4,000 cases of plants.

EVANSVILLE, IND.—William H. Small is reported making rapid recovery, and weather permitting, expects to be able to leave the hospital at an early date.

ROCHESTER, N. Y.—James Vick's Sons, on account of the addition being made to the Alliance bank, will be forced to move from their location on Stone street.

ROCKFORD, ILL.—R. H. Shumway reports business somewhat behind last year's, due to late mailing of catalogues. Orders are now coming in at the rate of 500 per day and they are larger than normal.

NEW YORK permits to ship east bound freight will not be granted by the freight traffic committee until the 28,000 cars now en route to New York are received and discharged. It may take until February 1 to do this.

CINCINNATI, O., January 20.—J. Chas. McCullough returned today with three brace of wild geese in his game bag, from the North Sacramento rice fields. He will leave with Mrs. McCullough for his Palm Beach home, Thursday.

GRASS SEEDS.—Prices for grass seed on the Chicago Board of Trade January 23 were as follows: Timothy, \$6.00 to \$8.50 per 100 pounds; clover, at Toledo, \$20.00 to \$31.00 per 100 pounds, clover advancing \$3.00 since last week.

WHILE Chicago seed stores with counter trade are following the Monday closing rules, all employees, as far as possible, are kept at package and bulk seed work to be ready for filling southern orders now arriving. The Seed Trade War Service Committee advise no delay in preparedness for spring planting.

ONION SETS in the Chicago district have been moving in carloads despite the severe weather and snow blockade. A man and stove should go with each carload to points where the temperature is safe. One car took five days to reach Kansas City. Some dealers are sending large samples for approval before moving cars. Whites are scarce and inferior.

Seed Corn Resolution.

At the meeting of the Wholesale Grass Seed Dealers' Association, held in Chicago at the Hotel Sherman, January 4-5, the following resolution was adopted:

Whereas, an alarming shortage exists in seed corn throughout the principal corn belt; this state of shortage having been brought about by failure of last year's crop to mature, and

Whereas, large quantities of seed which had been saved have been ruined by recent severe freezing, and

Whereas, this state of shortage may severely affect our next year's corn crop unless extraordinary precautions are used; be it

Resolved, That the secretary of agriculture be requested to demand that every seller of seed corn shall attach to the container of such corn a tag showing the state in which such corn was grown; also the percentage of germination and the date on which germination test was made; excepting, however, that if corn is to be used for fodder purposes, then the tag shall give germination and date and state for fodder purposes.

[The foregoing resolution is now before the secretary of agriculture for "consideration."—Ed.]

Transportation, Prices and Licenses.

Curtis Nye Smith, Boston, Mass., counsel for the American Seed Trade Association, sends the following under date of January 19, referring to the latest developments regarding transportation, price fixing and export licenses:

"The transportation of seed supplies is exempted in official classification territory by order of A. H. Smith, assistant director-general of railroads, January 10. Both field and garden seeds are included as in orders in previous years. Director McAdoo divided the remainder of the country into southern and western departments, January 19, appointing his assistant in each. Assurance has been given that similar exemption orders issued in these territories stop as the result of a conference at Washington, January 14.

"The federal grain corporation has withdrawn the regulations fixing the prices of seed wheat and rye sold by seedsmen, but retains that relating to grain elevators if wheat is for seeding purposes. The matter of price fixing for clover has been held in abeyance. It is doubtful if there will be any government regulation affecting prices of vegetable seeds.

"Export licenses for seeds to northern neutral countries will doubtless be denied by the war board on the recom-

mendation of the department of agriculture and seedsmen's committee, except in rare cases where licenses for normal quantities to such countries may be approved."

Sugar Beet Seed Shortage.

In a recent issue of the bulletin published by the American Sugar Refining Co., an estimate based upon government reports puts the amount of sugar beet seed produced in this country last year as barely sufficient to plant half the acreage of the normal crop in this country.

From another source comes the information that manufacturers of beet sugar have been compelled, because of competition of government-made wheat prices to agree on a price of \$9.75 per ton for beets to farmers. Some growers are planning to put in wheat at \$2 per bushel in preference to beets at the above price. It is also reported in one section acreage has been so reduced that refining plants will operate to only 75 per cent capacity next season.

Cuban planters are beginning to fear that their 1917 production, which was greatly increased over normal planting at the request of the international sugar committee, may not be taken off their hands and they may turn to the cultivation of garden truck. The Cuban government estimates the present crop at 3,500,000 bags.

Supreme Court Favors Shippers.

Washington, D. C., January 21.—A ruling of lower federal courts that shippers awarded reparation by the interstate commerce commission for freight overcharges may recover the excess without proving actual damages or that they had not shifted the extra burden to consumers was today sustained and put into operation by the Supreme court.

Corn and Clover Seed Price Fixing.

A meeting of the Wholesale Grass Seed Dealers' Association will be held at the Hotel Sherman, Chicago, January 25. It has been called in compliance with the request of the government for the association to give its advice as to the desirability of fixing the price of corn and clover seed.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Pieters-Wheeler Seed Company

Growers of
High Grade

SEEDS
Gilroy,
California



Onions.
Lettuce,
Radish,
Sweet Peas
Etc.
Correspondence
Solicited.

Braslan

Seed Growers

SAN JOSE, CALIFORNIA

Company

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED, GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

ASPARAGUS PLUMOSUS

2 1/4-in. pots, strong plants, \$3.50 per 100.

Asparagus Sprengeri, 2 1/4-in. pots, ready for shift, \$3.50 per 100.

JAMES VICK'S SONS

ROCHESTER, - NEW YORK

SEED PACKETS

Flower Seed Sizes to Catalogue

Envelopes—Return Envelopes

The Brown Bag Filling Mach. Co.

FITCHBURG, MASS., U. S. A.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

Mention the American Florist when writing

Colorado Notes.

The grand champion ear of corn at the recent corn show held in Longmont brought \$7.44, the highest price ever paid for a single ear in the Centennial state. Shelby Holton, aged 14 years, of Lyons, was declared the prize winner. Six half-bushel crates belonging to the boy, similar in variety, brought a total of \$18.75.

The seed laboratory of the Colorado Agricultural College will have an exhibit at the live stock show to be held in Denver the week of January 21. An invitation is extended those who wish to do so to bring seeds to those in charge of the Denver exhibit and have them tested for purity and germination.

Experiments in growing sugar beet seed have been so successful that last year's seed production is believed sufficient to meet all demands.

The Jerome B. Rice Seed Company of Cambridge, N. Y., is trying to contract for 600 acres of squash seed in the Rocky Ford district.

The Emplie Packing Company, of Longmont, is offering increased prices to growers for pea and bean acreage for the coming season.

W. E. M.

New York Seed Trade.

The seed trade district is fairly well thawed out and is as cheerful as can be expected, considering the great shortage of seed corn, peas, beans and other seeds.

At Weeber & Don's we have noticed fine ears of yellow corn and it was stated that they will be fairly well supplied. W. R. Smith, for many years with Peter Henderson & Co., is now an active man with Weeber & Don.

F. Rynveld & Sons are now finely located on the ground floor of the new Underwood building on Vesey street, just opposite the MacNiff Horticultural Co. They are strictly wholesalers in seeds and bulbs.

William M. Hunt & Co., at 37 Warren street, are up stairs, but are easily reached. They have an entire floor, well fitted up with seed cases, their office being in the front.

A. F. F.

**MICHELL'S New Crop
FLOWER SEEDS****ASPARAGUS PLUMOSUS NANUS**

Northern greenhouse grown, true to name.

100 seeds, 50c; 1000 seeds, \$3.50; 5000 seeds, \$15.50; 10,000 seeds, \$30.00.

SALVIA AMERICA (NEW). Finest, brightest Salvia to date.
Trade pkt., 50c; 1/4 oz., \$3.50; \$6.00 per 1/2 oz.; per oz., \$10.00.Send for Wholesale Price List offering everything required
by the progressive florist.**HENRY F. MICHELL CO., 518 Market St., PHILADELPHIA, PA.****SEEDS** Specially Prepared for Export**KELWAY'S****IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS**

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and
Watermelon; Pumpkin and Squash.**FREMONT, - - - NEBRASKA.****Choice Flower Seeds
For Florists****Cineraria**, prize strains mixed, tall and semi-dwarf.**Alyssum:** Little Gem.**Calendula:** Orange King; Lemon Queen.**Snappdragon:** Silver Pink.**Begonia:** Vernon.**J. M. THORBURN & CO.**

53 Barclay Street, - New York

WING'S SEEDS
Quality

Vegetable, Field and Flower Seeds

New and rare Specialties for Greenhouse
Market Gardeners and Wholesale Growers.We have a large collection of imported
bulbs which we believe cannot be secured from any other American Seedsmen. Write for special wholesale price list.**WING SEED CO.,**Dep  MECHANICSBURG, OHIO**Arthur T. Boddington Co., Inc.**

SEEDSMEN

128 Chambers St., New York

Henry Fish Seed Co.

Bean Growers for the

Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing

Rooted Carnation Cuttings

Large supply of fine well-rooted Carnation Cuttings in the following varieties ready for immediate delivery:

	Per 100	Per 1000		Per 100	Per 1000
Good Cheer.....	\$4.00	\$35.00	Rose Pink Enchantress.....	\$2.00	\$15.00
Thenanthos.....	4.00	35.00	White Enchantress.....	2.00	15.00
Alice.....	2.50	20.00	Enchantress.....	2.00	15.00
White Wonder.....	2.50	20.00	Herald.....	2 00	15.00
Beacon.....	2.50	20.00	Ward.....	2.00	15.00

PETER REINBERG

WHOLESALE FLORIST
2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

CHICAGO, ILL.

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

THE J.C. ROBINSON SEED CO. WATERLOO, NEBRASKA Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

THE C. HERBERT COY SEED CO. VALLEY, Douglas County, NEB. CONTRACT GROWERS OF HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

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Grass Mixtures —FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

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We carry a reserve stock of the important varieties of
Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Mention the American Florist when writing.

KELWAY'S Wholesale
REAL PRICE SEED Catalogue for
1918 has been sent to all customers.
If you have not received a copy, please send a
card and one will be sent you by return of post.
KELWAY & SON, Wholesale Seed Growers,
LANGPORT, SOMERSET, ENGLAND.

BURPEE'S SEEDS
Philadelphia
Wholesale Price List for Florists
and Market Gardeners.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato,
Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

Mention the American Florist when writing

Before Placing Orders for
SWEET PEAS, Spencers, Grandi-
floras, etc., ASTERS and FLOWER
SEEDS in general; TOMATO,
LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia, - Pa.

Mention the American Florist when writing.

Import Specialties

Write for import prices upon

DRACAENA CANES.
JAPANESE LILY BULBS.
KENTIA and other palm seeds.
PAPER WHITES and ROMANS.
DRIED ADIANTUM FRONDS.
JAP BAMBOO STAKES.
KENTIAS, for growing on.
FERNS IN FLATS.
NURSERY STOCK, from all sources.
AUSTRALIAN GRASS SEEDS.

Correspondence invited.

McHUTCHISON & CO.
The Import House
95 Chambers Street, NEW YORK

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ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, WISCONSIN and IDAHO. MILFORD, CONN.

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Get Quotations From
LANDRETH
SEEDS WHICH SUCCEED

Bloomsdale Farm. Bristol, Pa.

Mention the American Florist when writing.

SPRING BULBS



Dwarf Pearl Tuberose.

American Grown GLADIOLUS

All strictly First Size. Prices good to Feb. 15. F. O. B. Chicago.

	Per 1000
America.....	\$20.00
Augusta.....	17.00
Panama.....	30.00
Mrs. Frank Pendleton.....	40.00
Europa.....	60.00
Mrs. Francis King.....	18.00
Chicago White.....	22.50
Myrtle (True).....	75.00
Halley.....	18.00
Schwaben.....	60.00

We can also supply second size bulbs of the leading kinds.

Tuberose

Dwarf Pearl	Per 1000
First size, 4 to 6 Inches	\$10.00

Lily of the Valley

New Crop Pips, very scarce.

Holland grown.....	Per 1000 \$25.00
--------------------	------------------

LILY BULBS

Lilium Giganteum

	Per Case
7-9 inch, 300 to case.....	\$18.00
9-10 inch, 200 to case.....	25 00
11-12 inch, 130 to case.....	25.00

Lilium Auratum

	Per 100	Per 1000
8-9 inch, 160 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 100 to case.....	9.50	90.00
11-12 inch, 75 to case.....	17.00	160.00

Lilium Album

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 9.50	\$ 90.00
9-11 inch, 140 to case.....	12.00	110.00
11-12 inch, 90 to case.....	17.00	160.00

Lilium Rubrum (Magnificum)

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 140 to case.....	10.00	95.00
10-11 inch, 125 to case.....	12.00	110.00
11-12 inch, 100 to case.....	Per 100 \$15.00	
11-13 inch, 90 to case.....	17.00	
12-14 inch, 72 to case.....	20.00	

Paper White Narcissus for late planting. ASK FOR PRICES.

Write For Our Spring "Book For Florists."

CHICAGO VAUGHAN'S SEED STORE NEW YORK

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash,
Pumpkin, Cucumber and Watermelon
Seed and Field Corn, on Contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

Mention the American Florist when writing

SEASONABLE STOCK

Our usual quality stock ready for immediate delivery.

ASPARAGUS (Plumosus, heavy stock) —

2½-inch, \$3.50 per 100; \$30.00 per 1000
1½-inch, 2.50 per 100; 20.00 per 1000

Sprengeri 2½-inch, \$3.00 per 100.

BEGONIAS —

Chatelaine, 3-inch, \$10.00 per 100.
Sandersoni, 2½-inch, \$4.00 per 100; 3-inch, \$7.00 per 100.

DAISY (Marguerite) —

Reve d'Or (yellow), \$3.00 per 100.
Mrs. Sanders (double white), \$3.00 per 100.

DRAEANA TERMINALIS —

Beautifully colored, 4-inch, \$25.00 per 100; 5-inch (heavy), \$40.00 per 100.

FERNS, fine stock —

Teddy Jr., 4-inch.....	\$20.00 per 100
5-inch.....	35.00 per 100
6-inch.....	50.00 per 100
Boston, 5-inch.....	35.00 per 100
6-inch.....	50.00 per 100

GERANIUMS (2½ inch) —

S. A. Nutt (crimson), LaFavorite (white), Bertha de Fressilly (light pink), \$3.00 per 100, \$27.50 per 1000.

ENGLISH IVY —

4-inch pots, 2 or more shoots, 3 to 4 feet tops, \$15.00 per 100.

PANDANUS VEITCHI —

Well colored, 4-inch pots, 35 cts. each; 5-inch pots, 60 cts. each. Quantity.

SNAPDRAGON —

Large yellow, white and Keystone (pink), 2½-inch pots, \$4.00 per 100.

VINCA VARIEGATA —

Strong stock, 4-inch pots, \$10.00 per 100; 3-inch pots, \$7.00 per 100; 2½-inch pots, \$3.00 per 100. In any quantity.

THE STORRS & HARRISON CO.

NURSERYMEN—FLORISTS—SEEDSMEN

PAINESVILLE, - - OHIO

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

ITHACA, N. Y.—Miss Yunker, director of school gardens at Louisville, Ky., is taking a two months' course in that work at Cornell University.

CAMBRIDGE, MD.—The Peninsula Horticultural Society held its annual meeting January 8-10. Two thousand dollars in premiums were offered in the classes for vegetables and fruits.

HARTFORD, CONN.—The market Gardeners' Association will hold its annual banquet in February. The committee in charge of arrangements is composed of W. G. Griswold, Wethersfield; W. H. Carrere, Glastonbury, and S. C. Gould, Silver Lane.

Prices of Indoor Fruits and Vegetables.

Chicago, January 21. — Mushrooms, home-grown, No. 1, 20 to 25 cents per carton; lettuce, box, 32½ to 35 cents; radishes, 50 to 60 cents per dozen bunches; celery, \$1.00 to \$1.15 per box; tomatoes, per 10 pounds, 80 cents to \$1.00; cucumbers, per box, \$2.50 to \$4.25.

New York, January 21.—Celery, dozen stalks, 20 to 50 cents; cucumbers, \$1.25 to \$1.75 per dozen; mushrooms, 80 cents to \$2.40 per 4-lb. basket; tomatoes, per pound, 10 to 25 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$3.00 to \$5.00.

Vegetable Plant Sales.

There is little doubt that the demand for plants this spring will be as keen as ever. While some home gardeners may have become discouraged, others have learned by last year's experience and will do better this year. There is a class of gardeners who would discourage the sale of plants to amateurs, claiming such a practice being a direct damage to the market gardener. This view is not well founded, as in practice we find that a demand will generally be met somehow; that is, if we do not supply these plants some one else will. Then there is the enormous advertising value the vegetable business has obtained through this home-garden movement. Thousands of people have gardened and eventually consumed vegetables who were once indifferent. We believe that eventually this garden movement will be a benefit rather than a damage to us.

One factor will be the seed supply this year. All kinds of seeds will be scarce and high in price, hence an early effort must be made to get supplies. We have often repeated in these columns that no greater mistake can be made by the grower of plants than to offer novelties and too many varieties; it is much better to offer a few staple varieties, have them in quantity and of good size. We herewith offer a list such as we use ourselves and have found this to cover the needs:

Cabbage—Early Jersey Wakefield, Copenhagen Market, Glory of Enkhuiszen.

Cauliflower—Early Erfurt, Snowball, Dry Weather.

Lettuce—Grand Rapids, Black Seeded Simpson (for leaf-lettuce), May King and Big Boston for head Lettuce. Note: There is a growing demand for lettuce plants early in the spring.

Tomato—Bonny Best, John Baer, Stone, for scarlet; Beauty, Detroit, Ponderosa, for pink. Note: We do not produce Earliana for home use, as it is too short lived. We find almost 50 per cent of our trade demands Ponderosa.

Pepper—Ruby King, Chinese Giant, for sweet.

Egg Plant—Black Beauty. Note: Demand for egg plant is very slow.

Celery—White Plume, Golden Self Blanching, Giant Paschal. Note: Home gardeners are little interested in celery, hence not much demand.

Sweet Potatoes—In some sections of this country there is a large demand for sweet potato plants, which can be turned to good profit, as they are easily grown.

As a rule, home gardeners are much more impatient than market growers. They are more willing to take a risk, hence should be supplied early, and it is best to keep up a succession, as space and labor can be used to better advantage. For instance, our active demand for tomato plants covers fully six weeks.

MARKETMAN.

Vegetable Plants For Home Gardens.

Joseph Kift, West Chester, Pa., has long grown vegetable plants to supply the demand of home gardens. Last year, owing to the newspaper publicity, he woke up to the possibilities and raised all of the popular vegetable plants in quantity. The stock met with a ready sale, augmented considerably by liberal advertising in the county papers, which brought people for miles around. Tomato, egg plant and pepper were grown in pots and flats in the houses and also in frames outside. Additional varieties were beet, lettuce, early and late cabbage and celery.

The report of the entire loss of plants in 15 greenhouses from frost on January 4 was much exaggerated.

ated. Palms and other plants in two houses are almost a total loss, but the stock in most of the others was saved although the thermometer got as low as 30 degrees. The heating was by steam from a central station, which in extreme cold weather failed to keep up sufficient pressure. The company is looked to to make good the loss.

Vegetable Plants for Spring Sales.

For a number of years past the Floracraft Gardens at Moorestown, N. J., have made a specialty of vegetable plants as a catch crop to fill in after Easter. Their success in this line has compelled an ever-increasing stock until the business has assumed large proportions. Their output for spring of 1917 was 60,000 tomatoes, 20,000 egg plant in 3-inch pots, and 15,000 peppers in 2½-inch pots. They commence to sow seed about March 20, following with additional batches every week until the middle of April.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

For SEEDS

FLOWER, VEGETABLE AND FARM

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale
and Exporting Seed House.

74 YEARS UNRIVALLED REPUTATION.

CONTRACT GROWERS OF VEGETABLE PLANTS

It will pay you to make your contracts now on Bermuda Onion, Frost-proof Cabbage, Celery, Sweet Potato, Tomato, Egg Plants and Pepper Plants. We are exclusive growers for Wholesale Trade. All our plants are strong and open field grown. Prices for future delivery on application. Our plants are expertly packed with roots well wrapped with southern wild moss. We are well equipped to supply you from our growing stations in Arkansas, Mississippi, Texas, and Georgia.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

SEEDS for VEGETABLE PLANTS.



CHICAGO

VAUGHAN'S SEED STORE,

NEW YORK

FOR FORCING UNDER GLASS—

	Oz.	½ lb.	Lb.
Lettuce, Grand Rapids Select	\$0.15	\$0.40	\$1.25
Cucumber, Davis Perfect,			
Stock Seed	1.00		
Radish, Scarlet Globe Select	.25	.80	3.00

FOR EARLY PLANTS—

Cabbage, Early Jersey			
Wakefield	.45	1.35	5.00
Cabbage, Charleston			
Wakefield	.45	1.35	5.00
Cauliflower, Snowball			
Vaughan's	2.50		
Egg Plant, New York Purple	.45	1.75	6.50
Pepper, Sweet Mountain	.60	2.00	
Pepper, Magnum Dulce	.75	2.50	
Tomato, Earliana	.40	1.20	
Tomato, New Stone	.30	.90	3.25

DREER'S GRAND NEW CANNAS FOR 1918

Ten truly marvelous acquisitions, introducing new tones of color and showing the highest development in form and habit.

Carmine Beauty. Deep bright carmine flowers, freely produced high above the heavy dark-green foliage which has a narrow red margin. The flowers, while not as large as those of Olympic, are of a much brighter and more pleasing tone. $4\frac{1}{2}$ ft. 75 cts. each; \$7.50 per doz.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety with its erect stems always topped with clusters of cheerful color held high above the foliage. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Cloth of Gold. A very attractive dwarf, compact, growing, free-flowering golden yellow. 3 ft. 40 cts. each; \$4.00 per doz.

Dazzler. Time and again the past season the dark green foliage of this variety has been hidden beneath the mass of clusters of deep fire-red flowers. The intensity of coloring and freedom of blooming coupled with compact habit, make this variety the peer of the best for bedding purposes. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Golden Eagle. A wonderfully intense golden-yellow. Very free upright grower. The large flowers are produced in great clusters well above the foliage. $4\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Harmony. Great clusters of good-sized, well-formed Geranium-red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. Altogether a dignified harmonious combination. $3\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 50 cts. each; \$5.00 per doz.

Salmon Queen. An entirely new color in Cannas. Rosy salmon-scarlet, blending to a rosy-carmine toward the center. The large substantial flowers are freely produced in great clusters high above heavy green foliage. Very effective in bedding. 5 ft. 40 cts. each; \$4.00 per doz.

Sensation. To get a sensational color-tone in a pink Canna is particularly noteworthy. Our first impulse was to call it "La France" because the color called to mind the La France Rose but the tone is even cleaner and purer; it being a lovely pale-rose. The foliage is a beautiful glaucous-green; the plant dwarf and compact. One of the most noteworthy additions to Cannas in recent years. 3 ft., 75 cts. each.

One each of the above Ten Novelties for \$4.00.

New Cannas From Other Sources

We offer here eight new varieties, which after several years' trial have proven themselves worthy of our commendation.

Cleopatra. A striking beauty. Wonderful deep carmine-crimson flowers surmounting the dark glaucous-bronze foliage. This variety stands out strongly in effectiveness. 4 ft., 50 cts. each; \$5 per doz.

Dragon. An incessant bloomer, continuing to produce new stalks of flowers until cut down by frost. Dark ox-blood red. 3 ft., 15 cts. each; \$1.50 per doz.

Flag of Truce. A large flowered creamy-white, with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka but quite distinct and valuable. 4 ft., 35 cts. each; \$3.50 per doz.

Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine. $4\frac{1}{2}$ ft. 15 cts. each; \$1.50 per doz.

Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as tall, stand more erect and the plant grows taller. 5 ft. 30 cts. each; \$3.00 per doz.

One each of the Eight Varieties for \$2.00.

HENRY A. DREER,

714 and 716 Chestnut Street,
PHILADELPHIA, PA.

The Above Prices Are Intended for the Trade Only.



TYPE OF NEWER CANNAS.

Superb. This variety is unique in color and truly superb; having large, clean bright orange-scarlet blossoms of good substance, produced on strong stalks with glaucous-bronzy foliage giving a most pleasing effect. 5 ft. 40 cts. each; \$4.00 per doz.

Pocahontas. (Bronze-leaved Olympic.) Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze; one of the best recent introductions. 4 ft., 30 cts. each; \$3 per doz.

San Diego. Chinese-orange or Persian-yellow. The crimped petals are remarkable for substance which enables them to withstand the hot summer sun without wilting. Another charm lies in the dark bronze color of the buds which harmonize with the rich bronze foliage. 4 ft., 15 cts. each; \$1.50 per doz.

Varouna. We have tried this variety for several years and at all times the bright orange-scarlet flowers, combined with the good bronze foliage, has won our admiration. A free luxuriant grower, producing its flowers well above the plant. $4\frac{1}{2}$ ft. 25 cts. each; \$2.50 per doz.

The seed is sown in flats and from there transplanted to the pots. A large quantity of young vegetable plants are raised in flats for farmers, who, getting them at planting-out time, find this stock quite suitable and good enough for their needs. From eight hundred

to a thousand are grown to a flat. They have to maneuver considerably, on late Easters, for room to spread out the vegetable plants, which must not be allowed to grow spindly. The stock begins to go out the first of May and the demand continues often as late as

first of July. They have no trouble to sell all they raise.

WALLACE, IDA.—The business of Thomas Christensen has been purchased by George L. Lowe, formerly of Spokane, Wash.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

BROOKLYN, N. Y.—Mayor Hylan has
named John N. Harman as park com-
missioner.

SAN FRANCISCO, CALIF.—The first
heavy rains of the season have greatly
stimulated the nursery trade in this
vicinity.

NEW YORK.—William F. Grell has
been appointed commissioner of parks
of the boroughs of Manhattan and
Richmond.

Nursery Stock Planting and Transportation

Curtis Nye Smith, Boston, Mass.,
counsel for the American Association
of Nurserymen, in a communication
dated January 19, in regard to what
the government has done to encour-
age the production of more fruit and
ornamental trees, and as to what plans
have been taken to facilitate the ship-
ment of nursery stock during the com-
ing season, writes as follows:

"I beg to advise that both the secre-
tary of agriculture and Mr. Hoover, the
food administrator, have issued sym-
pathetic statements to encourage the
continued planting—and indeed, in-
crease—of fruit-bearing trees, shrubs,
and plants. This, by the way, is the
policy adopted in the countries of our
allies.

"Counsel for the American Associa-
tion of Nurserymen has presented the
necessity of prompt shipments of nurs-
ery stock and there is justification for
stating that when the spring shipping
season approaches, the director-general
of railroads or his assistants in the
departments of the east, south, and west
will issue orders exempting nursery
stock from all present and future em-
bargoes. At the present time, it was
felt that the terrible congestion of the
railroads made it quite unnecessary
and objectionable to include nursery
stock in the orders of exemptions which
have been secured in the case of seeds
and fertilizers, which are requiring im-
mediate shipments, if there is to be
any planting of seeds this spring."

Ornamental Growers' Association.

At a meeting of the above associa-
tion held at the Hotel Biltmore, New
York, January 4-5, 1918, the following
resolutions were adopted:

Whereas, The successful prosecution
of the war in which our country is en-
gaged will overtax our normal food
production if we are to supply our peo-
ple at home and our allies abroad, and,

Whereas, Throughout every state and
section of the nation there are scores of
millions of fruit trees of mature and
bearing size and age that would bring
within the reach and purchasing power
of the most humble of our citizens,
hundreds of millions of bushels of fruit
in excess of the normal production dur-
ing the season of 1918, without the en-
tailment of great expense or the en-
cumbrance of our already crowded
transportation facilities,

Therefore, Be it resolved, that we
nurserymen in conference assembled
tender our service gratuitously to the
owners of fruit trees everywhere in the
matter of instruction for the immediate
rejuvenation of barren and under-pro-
ductive trees to make them fully pro-
ductive. We urge the agricultural col-
leges and nurserymen everywhere to
render this patriotic service whenever
and wherever possible to increase the
production of fruit as food from pres-
ent orchards for the winning of Amer-
ica's war.

We respectfully suggest that the na-
tional and state food administrators in-
clude in all their propaganda for in-
creased food production the agitation
and admonition to spray, prune, culti-
vate, fertilize and otherwise so handle
as to bring into full and immediate
production all orchards and fruit trees
of whatever kind or wherever located.

We respectfully suggest that this
resolution be given wide and general
dissemination by all food administra-
tors, publications and other interests
working for the winning of the war.

The following message of greeting
was ordered sent to Wm. Flemer, Jr.,
and Sergeant Vernon T. Robinson,
members of the association, serving
with the colors in France:

The Ornamental Growers' Associa-
tion in annual session assembled at the
Biltmore hotel, New York, January 4-5,
send greetings and hearty good wishes.

THOMAS B. MEEHAN, Pres.
C. J. MALOY, Secy.

Rochester, N. Y.

ROSE RECEIPTS SHORT.

Due largely to shipping difficulties,
there has been a shortage of roses in
the local market during the past week,
and receipts cleaned up as soon as they
came in. Good carnations are plentiful
but continue high in price. La Reine
tulips, freesias, Paper Whites and Ro-
man hyacinths are among the offerings.
Business has been quiet, but there has
been a generous amount of funeral
work. Flowering plants are still to be
had and sell well.

NOTES.

Geo. T. Boucher will devote both of
his windows to a Thrift stamp display.
He has been authorized to have the
stamps on sale. His windows last week
were attractive with birch bark bas-
kets filled with spring flowers.

The friends of Felix Alberts here
are sorry to learn of his bankruptcy at
Buffalo, to which city he went a few
years ago to make his home. He had
a store on Delaware avenue.

The Rochester Floral Co. had a very
neat window last week, consisting of
daffodils, and pussy willows in a large
basket. The same combination was
carried out in small vases.

Frank E. Bohnke, 84 Miller street,
has filed a petition in bankruptcy. His
liabilities are \$2,516.11; assets, stock
in trade, \$700, and one auto, \$250.

All flower shops closed all day Mon-
day to conform to the fuel conserva-
tion order.

CHESTER.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists

Largest Growers in America

Box 404, DUNDEE, ILL.

Mention the American Florist when writing.

VIBURNUM PLICATUM

Also Berberis Thunbergii, Hydrangea
Paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD &
JONES CO.
Robert Pyle, Pres.



WEST GROVE
PENNA.
Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing.

2 1/4 and
4-inch
Pot-grown. **ROSES** Hardy
Climbing
Field-grown

Booking orders, select plants, pre-spring prices;
get ahead of the rush and upward revision.

THE LEEDLE FLORAL COMPANY
SPRINGFIELD-OHIO

Mention the American Florist when writing.

Season's Greeting to all our Friends and Customers.

Get Ready for Easter by ordering Easter
Greeting Begonias, ready for a shift, 3 in., at
15c; 4 in., at 25c; 5 in., at 50c. These will
make grand plants.

GEO. A. KUHL, Wholesale Grower,
PEKIN, ILL.

Mention the American Florist when writing.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown Junc., N. J.

Mention the American Florist when writing.

Specialists in Specimen Stock FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Box-
woods, Hollies and a complete line of
Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Mention the American Florist when writing.

THE WORLD'S BEST

DAHLIAS

Best new and standard varieties, strong well rip-
ened field-grown roots, at right prices. Send for
special wholesale list. We can make prompt ship-
ments, or will reserve for spring delivery if desired

SPRING LAKE DAHLIA FARM

P. O. Box 332, SPRING LAKE, N. J.

Mention the American Florist when writing

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO

Golden Seal

more reliable than Ginseng. Roots and Seed,
for Spring Planting. Write now for prices.

EDW. ROBBINS, Pineola, N. C.

Mention the American Florist when writing



Fresh Cut—Northern Grown CANNAS

Dry roots—which will be divided fresh for your order; thus doing away with all chance of your getting dried up, shriveled roots. Some of these varieties may be new to you, but they are better in every way than many older sorts.

SPECIAL LIST

All Varieties Have Green Leaves Unless Otherwise Noted.

RED FLOWERS

	Per 100
A. Bouvier, 5-6 ft.....	\$2.50
Crimson Bedder, 3½-4 ft.....	2.50
Duke of Marlboro, 5 ft.....	2.50
Firebird, 3½ ft.....	8.00
Garam, 3½-4 ft.....	3.00
Julius Koch, 3 ft.....	3.00
Meteor, 4 ft.....	4.00
Papa Nardy, 4 ft.....	3.00
Princess Wied, 4 ft.....	3.00
Rheinstein, 3 ft.....	8.00

GILT EDGED RED

Long Branch, 5 ft.....	5.00
Panama, 3 ft.....	5.00
Souv. de A. Crozy, 3½ ft.....	3.00
Stuttgartia, 4½ ft.....	5.00

BRONZE LF.—Red Fir

King Humbert, 4-4½ ft.....	3.50
Wyoming, 7 ft.....	3.00

YELLOW FLOWERS

	Per 100
Florence Vaughan, 4 ft.....	\$2.50
Jane Addams, 4½ ft.....	8.00
Richard Wallace, 5 ft.....	2.50
Wm. Greissing, 3-4 ft.....	3.00

ROSE-PINK FLOWERS

Hungaria, 3½-4 ft.....	3.00
Rosea Gigantea, 3½ ft.....	4.00
Venus, 4 ft.....	3.00

ORCHID FLOWERED

Burbank—yellow, 6 ft.....	2.50
Louisiana—red, 6 ft.....	3.00
Mrs. Karl Kelsey—red, 6 ft.....	2.50
Mrs. Kate Gray—red, 6 ft.....	2.50
Queen Helen, or	
Yellow King Humbert, 4 ft.....	8.00
Wintzer's Colossal—red, 5 ft.....	8.00

(See also "Bronze Lf. list.")

THE STORRS & HARRISON CO., PAINESVILLE, OHIO

Mention the American Florist when writing.

100,000 Geraniums

From 2 and 2½-in. pots—Sand Rooted.
A. Ricard, Beauty Poitevine, S. A. Nutt, Buchner, Montmore, Perkins, Vland, etc., \$2.75 per 100, \$25.00 per 1,000.

2½-in. Marguerites, Fuchsias' Heliotropes, Lantanas, \$3.00 per 100, \$27.50 per 1,000.
3 and 4-in. Cyclamens, \$8.00 and \$20.00 per 100. Abundance of other stock.
Correspondence Solicited.

ALONZO J. BRYAN

WHOLESALE FLORIST

WASHINGTON, NEW JERSEY.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

ORCHIDS

FRANCISCO DELGADO Q.

ORCHID COLLECTOR

Solicits orders for shipments of Orchids.
Prices quoted upon application.

Bogota, P. O. Box 957, (Chapinero) COLOMBIA

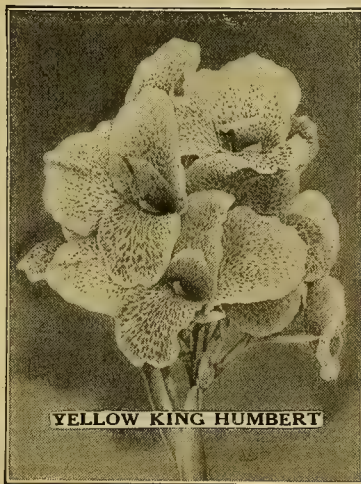
GERANIUMS

ROOTED CUTTINGS.

S. A. Nutt and Buchner...per 1000, \$15.00
Ricard and Poitevine...per 1000, 17.50
Asparagus Plumosus, 2½-in. 100, 3.00
Asparagus Sprengeri, 4-in. 100, 7.50
Good stock, ask any of my customers,
names furnished if desired.

ALBERT M. HERR, LANCASTER, PA.

CANNAS



YELLOW KING HUMBERT

	Per 100	Per 1000
Allemania	\$ 1.00	\$22.50
Beaute Poitevine	3.50	30.00
Burbank	3.00	22.50
David Harum	3.50	30.00
Florence Vaughan	3.00	22.50
Frederick Benary	3.00	22.50
Gustave Gompers	4.00	35.00
Hungaria	6.00	50.00
Improved Mont Blanc	5.00	45.00
King Humbert	4.00	35.00
Louisiana	3.00	22.50
Madam Crozy	3.00	22.50
Milwaukee	3.50	30.00
Mrs. A. Conard	6.00	50.00
Multiflora	3.00	22.50
New Chicago	5.00	45.00
Queen Charlotte	3.50	30 0
Souv. de A. Crozy	3.00	22.50
The Express	3.50	30.00
Venus	3.00	22.50
Chas. Henderson	3.00	22.50
Yellow King Humbert	9.00	80.00

WRITE FOR OUR SPRING "BOOK FOR FLORIST."

Chicago

Vaughan's Seed Store New York

Smith's Revised Chrysanthemum Manual

(Third Edition)

The best work on Chrysanthemum Culture.
Both amateurs and florists have been provided
with articles for their special needs. One hundred
and six pages.

Only 50c postpaid.

ELMER D. SMITH & CO., Adrian, Mich.

Robert Craig Co..

High - **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Nashville, Tenn.

PRONOUNCED COLD WEATHER HURTS TRADE.

The prolonged cold weather has been hard on the growers in this vicinity and in consequence the movement of plants and cut flowers has been difficult and business has not been as brisk as usual at this period. The call for flowers for hospitals and funerals has been the more important factor in the demand for there is little going on in the social world. All of the prominent stores here seem to be fortunate in having a forehanded supply of fuel and have suffered no inconvenience from that source. Had it been otherwise, it would have probably meant disaster as the coal situation in this vicinity in general is acute, and even were there a supply in the coal yards it would be difficult to get it out on account of the heavy fall of snow, the greatest and most continued in the memory of the oldest inhabitant.

NOTES.

Some of the more adventurous growers rushed plants to the general market for the Saturday sale, among them Louis Haury, Jr., who has a nice collection of blooming geraniums available. The wonder was how they were transported from his range without injury—another wonder was how the purchaser got them home without freezing, for the temperature was not above twenty degrees over the zero mark.

Chas. Tritchler, who has a fine place fast growing into prominence and prosperity, says he does little in the winter as he caters largely to the pot and bedding plant trade. He has the finest showing of pot primroses in this market. He expects to participate in the convention of the state florists and nurserymen's convention to be held in this city January 29.

Thomas H. Joy, of the Joy Floral Co., presided at a recent meeting of the Retail Associated Merchants, when it was decided that the retail florists would close on Mondays, opening only long enough to get out funeral work and make shipments of stock going to distant points. All employees will be paid as usual.

Geny Brothers, while not having a superabundance of stock, have sufficient for all requirements. The carnations here are especially fine and they are bringing in hyacinths and narcissi in good supply. They have had large orders, the greater part of which were for funeral work.

The McIntyre Floral Co. has plenty of roses. Russell is grown here in large quantities and there is a good supply of sweet peas and fine cyclamen plants. This firm is alone in the field here with azaleas, prices ranging from \$2 to \$15.

The Joy Floral Co. have a supply of fine flowers sufficient for all demands, including roses, carnations and pot plants. They are well supplied with fuel and have had no trouble in getting through the extremely cold weather.

M. C. D.

Nassau County Horticultural Society.

The regular meeting of the above society was held in Pembroke hall, Glen Cove, N. Y., January 9, with President Robert Jones in the chair. The judges appointed made the following awards: Roses, 12 mixed, Robert Jones; 12 carnations, mixed, Robert Jones; three poinsettias, Robert Jones; three heads lettuce, Joe Mastroiani. An essay was read by Harry Goodband, entitled "Organization and Co-operation," written by M. L. Davey of Ohio, and James Holloway gave an interesting account of his recent visit to western points. Both were thoroughly enjoyed by all present. John F. Johnstone, on

Decorative Palms

A splendid lot of **Kentia Forsteriana**, single specimens, with good spread, making a much better showing than the so-called made-up plants often seen. This stock is hard and well finished, will give satisfaction and stand store treatment.

36 inches high, \$3.50

48 inches high, 6.00

60 inches high, 12.00

72 inches high, \$15 00

84 inches high, 17.50

ALL IN GOOD GREEN TUBS.

THE STORRS & HARRISON CO.,
PAINESVILLE, OHIO.

Mention the American Florist when writing.

KENTIAS

Write for Prices

JOSEPH HEACOCK CO.,

Wyncote, Pa.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum, Novelties my Specialty

behalf of the society presented James McCarthy, the retiring president, with a set of gold cuff links as a token of appreciation of his able administration during the past year. It was decided to omit the annual dinner, owing to prevailing conditions. The next meeting will be held February 13, the competitive displays being one pot each of cyclamen and *Primula Malacoides* and 24 freesias.

HARRY GOODBAND, Cor. Sec'y.

Paterson, N. J.

Edward Scery, the well-known florist, was unanimously elected president of the park commission for his eighth consecutive term, at a meeting of the city commissioners held January 9. James McCallom is superintendent of parks. In his annual message, President Scery made a number of important recommendations. Among these was one that skillful tree surgeons should be employed in order to save many of the fine old trees. He also suggested great improvements in the park drives and walks, and the purchase and use of more fertilizers to keep the parks from deteriorating. He made a satisfactory financial report on the expenses of conducting the park business during the past year. President Scery gave his annual dinner to the members of the Hamilton club on the evening of January 23.

A. F. F.

TARRYTOWN, N. Y.—Owing to war conditions, the Tarrytown Horticultural Society will not hold its usual annual dinner this year.

Primula Malacoides Townsendii

PLEASING LILAC ROSE

A REVOLUTION IN THE BABY TYPE

First-class certificates of merit awarded by New York Florists' Club, Nassau County Horticultural Society and Oyster Bay Hort. Society.

Out of 2-in. pots, \$1.50 per doz.;
\$10.00 per 100; 3-in. pots,
\$2.00 per doz.; \$15.00 per 100.

Individual flowers as large as a 25c-piece.

A. L. MILLER,

JAMAICA,

NEW YORK

Mention the American Florist when writing.

Ready for Immediate Shipment

Chrysanthemum Stock Plants

Rosea, Pink	\$ 5.00 per 100
Smith's Advance, White	5.00 per 100
Unaka, Pink	5.00 per 100
Golden Queen, Yellow	5.00 per 100
Oconto, White	5.00 per 100
Chrysolora, Yellow	5.00 per 100
C. C. Pollworth, Yellow	10.00 per 100

ELI CROSS

150 Monroe Ave., Grand Rapids, Mich.

Mention the American Florist when writing.

VINCA VARIEGATA

Our strong 2-in. Vinca will make you good 4-in. plants for spring sales. Our special sale at \$1.75 per 100 or \$17.00 per 1,000 will be continued a short time.

Geraniums, Nutt, Ricard, and Poltevine, 2-in.,
\$2.00 per 100; \$18.00 per 1000.

Mrs. F. Sander Rawlings, 2-in., \$2.00 per 100.

ELMER RAWLINGS, Wholesale
Grower
ALLEGANY N. Y.

Mention the American Florist when writing.

LOUISVILLE, KY.—August R. Baumer, well-known florist, has been appointed a director of the Masonic widows' and orphans' home.

Ready Reference Section.

10 CENTS PER LINE, NET.



ADIANTUM.

Adiantum Croweanum, 2-in., \$6.00; 3-in., \$8.00 per 100. Cuneatum, 2-in., \$3.00; 3-in., \$5.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ASPARAGUS.

Asparagus plumosus seedlings, \$1.25 per 100; 2-in., \$3.00 per 100; \$25.00 per 1,000. Asparagus Sprengeri, \$1.00 per 100; 2-in., \$2.50 per 100, \$20.00 per 1,000; Hatcheri, 2-in., \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

Asparagus plumosus, 2½-in., \$3.50 per 100; \$30 per 1,000; 1½-in., \$2.50 per 100, \$20 per 1,000. Sprengeri, 2½-in., \$3.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprengeri, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

ASPARAGUS plumosus, extra fine, 3-in., \$5 per 100. Sprengeri, 3-in., \$4.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Plumosus, \$3.00 per 100. Albert M. Herr, Lancaster, Pa.

Asparagus Sprengeri. 3-in. pot busters, 4c each. ODOR GREENHOUSES, Iola, Kans.

AZALEAS.

Azaleas, mostly Mad. Van der Cruysen, 10-12-in., \$1.25; 12-14-in., \$1.50; 14-16-in., \$2.00 each. Well budded. ERNEST ROBER, Wilmette, Ill.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BEGONIAS.

Begonia Chatelaine, 3-in., \$10 per 100; Sandersoni, 2½-in., \$4 per 100; 3-in., \$7.00 per 100. The Storrs & Harrison Co., Painesville, O.

Rex Begonia, strong plants, 2½-in. pots, \$4 per 100. James Vick's Sons, Rochester, N. Y.

BULBS.

Dutch Bulbs. We still have a limited quantity on hand; all in first class condition. For varieties and prices see advertisement on front cover-page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Bulbs. First size gladioli for forcing; ready for immediate shipment. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

BULBS.

Lily bulbs. For immediate use or later delivery. Lillium Giganteum, L. Auratum, L. Album and L. rubrum. For size and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, transplanted seedlings, \$4.00 per 100; 2-in., \$8 per 100. ERNEST ROBER, Wilmette, Ill.

CANNAS.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Fresh cut, northern grown. For varieties, sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock, ready for immediate delivery.

	100	1,000
Rosette	\$2.00	\$18.00
Carnegie	2.00	15.00
Victory	2.00	15.00
Bonfire	2.50	20.00
Matchless	3.00	25.00
Alice	2.00	18.00
Pink Enchantress	2.00	18.00
White Enchantress	2.00	18.00
Thenanthos	3.00	25.00
Ward	2.50	20.00

WIETOR BROS.

L. D. Phone 2081.

162 N. Wabash Ave. Chicago.

ROOTED CARNATION CUTTINGS.

	100	1,000
Superb	\$6.00	\$50.00
Ench. Supreme	3.00	25.00
Alice	3.00	25.00
Matchless	3.00	25.00
Wh. Wonder	3.00	25.00
Aviator	3.00	25.00
Wh. Enchantress	2.50	20.00
Enchantress	2.50	20.00
Mrs. C. W. Ward	2.50	20.00
Mrs. Akehurst	2.50	20.00

CHICAGO CARNATION COMPANY,

Joliet, Illinois

Rooted carnation cuttings. Large supply of fine stock ready for immediate delivery. Good Cheer, Thenanthos, \$4 per 100, \$35 per 1,000; Alice, White Wonder, Beacon, \$2.50 per 100, \$20 per 1,000. Rose Pink Enchantress, White Enchantress, Herald, Ward, \$2 per 100, \$15 per 1,000. Peter Reinberg, 30 East Randolph St., Chicago.

CARNATIONS. Enchantress Supreme. Rose Pink Enchantress, Enchantress, Mrs. Ward, Beacon, Alice, White Enchantress, White Wonder, Matchless. Strong rooted cuttings, \$3 per 100; \$25 per 1,000. Send for catalogue. Cash with order. F. H. DEWITT & CO., Wooster, O.

Carnation rooted cuttings, clean strong, dependable stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CARNATIONS.

Carnations. Pink Enchantress and White Wonder, \$4.00 per 100. Peerless Pink, \$35.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHICORY.

Whitof Chicory roots for forcing, 75c per 12, \$3.50 per 100, \$25.00 per 1,000. HARRY F. SQUIRES, Good Ground, N. Y.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS. Advance, Algonac, Chrysolora, Appleton, Razer, Chieftain, Enguehard, Harvard, Mrs. Buckbee, Mrs. Seidewitz, White Chieftain. Strong 2-in., \$3 per 100; \$25 per 1,000. Cash with order. F. H. DEWITT & CO., Wooster, O.

Chrysanthemum stock plants ready for immediate shipment. Rosea, Smith's Advance, Unaka, Golden Queen, Oconto and Chrysolora, \$5 per 100; C. C. Pollworth, \$10 per 100. Eli Cross, Grand Rapids, Mich.

CINERARIA.

Cinerarias, 2, 3 and 4-in., \$4, \$6 and \$10 per 100. Transplanted, \$2 per 100. Ernest Rober, Wilmette, Ill.

CLEMATIS.

Clematis. W. & T. Smith Co., Geneva, N. Y.

CYCLAMEN.

Cyclamen glg., Wandsbek type, 2½-in., \$5.00 per 100; 3-in., \$8.00 and \$10.00 per 100; 4-in., \$20.00 per 100; 5-in., \$35.00 and \$50.00 per 100. Seedlings, six varieties of Wandsbek type equally divided, \$5.00 per 100, \$45.00 per 1,000. Salmon and Rocco, separate, \$6.00 per 100; \$55.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN. 3-in., \$10.00; 4-in., \$20.00 per 100; 5-in., 35c to 50c each; 6-in., 75c to \$1.00 each. Larger plants, \$1.50 to \$2.00 each. Good colors. With buds and bloom. HENRY SMITH, Grand Rapids, Mich.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Cyclamens, 3 and 4-in., \$8 and \$20.00 per 100. Alonzo J. Bryan, Washington, N. J.

COLEUS.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias. Best new and standard varieties; strong, well ripened field-grown roots, at right prices. Send for special wholesale list. Spring Lake Dahlia Farm, Box 332, Spring Lake, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

DRACAENAS.

DRACAENA INDIVISA. 4-in., 12c; 5-in., 20c and 25c; 6-in., 50c. ERNEST ROBER, Wilmette, Illinois.

FERNS.**— FERN —**

	Per 100
Roosevelt, 2 1/4-in.	\$ 4.50
Boston, 2 1/4-in.	4.30
Scholz, 2 1/4-in.	4.50
Teddy, Jr., 2 1/4-in.	5.00
Roosevelt, 4-in.	15.00
Boston, 4-in.	15.00

THE REESER PLANT COMPANY, Springfield, Ohio

Ferns for Fern Dishes. Good strong plants, in 2 1/4-in. pots. Aspidium, Holly, Mayli, Wilson and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

FERNS. Adiantum Cuneatum, 2-in., \$3; 3-in., \$5 per 100. Croweanum, 2-in., \$6; 3-in., \$8 per 100. Cytomium Rockfordianum, 4-in., \$15 per 100. Assorted table ferns, 2-in., \$3 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Boston, fine stock, 4-in., \$2.50 per doz., \$16.00 per 100; heavy bushy plants, 5-in., \$3.50 per doz.; \$22.50 per 100. Extra heavy, 6-in., \$5.00 per doz., \$30 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2 1/4-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Teddy Jr., 4-in., \$20; 5-in., \$35; 6-in., \$50 per 100. Boston, 5-in., \$35; 6-in., \$50 per 100. The Storrs & Harrison Co., Painesville, O.

BOSTON FERNS. 20 to 25 leaves, large from bench, 40c; 6-in., 50c; 7-in., 70c. Roosevelt, Jr., from bench, 40c; 6-in., 50c. Cash only. H. W. ALLERSMA, Grand Rapids, Mich.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

GERANIUMS.**ROOTED GERANIUM CUTTINGS.**

The "Big Four" Bedders. Strong, selected top cuttings only. S. A. Nutt, Gen. Grant, Mme. Buchner, \$1.50 per 100, \$14.00 per 1,000; Beaute Poitevine, \$2.00 per 100, \$18.00 per 1,000. The W. T. Buckley Co., Springfield, Ill.

Geraniums, from 2 and 2 1/4-in. pots, sand rooted. A. Ricard, Beaute Poitevine. S. A. Nutt, Buchner, Montmore, Perkins, Vaud, etc., \$2.75 per 100, \$25 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. Nutt, Ruby, Dagata, Vincent, Atlantis, Ricard, Vaud, Mme. Buchner, Red Wing, Oberle, Poitevine. Strong 2-in., \$3 per 100; \$25 per 1,000. Cash with order. F. H. DeWITT & CO., Wooster, O.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums. Rooted cuttings ready now. S. A. Nutt, \$12.50 per 1,000; Scarlet Bedder, \$2 per 100. Albert M. Herr, Lancaster, Pa.

GLADIOLUS.

Gladiolus, first size. America, Augusta, Halley, Brechlyensis, \$15.00; Independence, Mrs. F. King, \$14.00; Meadowvale, \$16.00; Minnesota, \$12.00; Mixed, \$10.00; Pendleton, \$50.00; Rochester White, \$40.00. Second sizes of above kinds 20 per cent less. Crackerjack and Chicago White in second size, \$13.00. Third size, 20 per cent less. All per 1,000 F. O. B. here. For 100 lots add 10 per cent. Cash, please.

C. S. TAIT,

Brunswick, Georgia.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GLADIOLI BULBS.

All Sizes.

B. HAMMOND TRACY, Wenham, Mass.

GREENS.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.) \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HYDRANGEAS.

HYDRANGEA, Otaksa, 3-in., \$5 per 100. HENRY SMITH, Grand Rapids, Mich.

IVIES.

English Ivy, 4-in., \$15 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

LETTUCE.

LETTUCE PLANTS. Grand Rapids and Big Boston, \$1.50 per 1,000. HARRY F. SQUIRES, Good Ground, N. Y.

MANETTI.

Manetti Stocks. French, extra size, per 1,000, \$25.00. F. O. B. Chicago. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas, Laello—Cattleyas our Specialty. One trial order solicited.

Orchids. Prices quoted upon application. Francisco Delgado, Q. Bogota, P. O. Box 957, Colombia.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Kentia Forsteriana, single specimen; good spread, make better showing than so-called made-up plants. Stock hard and well finished; will give satisfaction and stand store treatment. All in green tubs. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES—100,000 pansies. Sept. sown, cold frame grown. Vaughan's Chicago Parks bedding. Popular Price mixture and Paris Market, per 1,000, \$2.50. Vaughan's Giant mixture and separate colors, per 1,000, \$3.50. ODOR GREENHOUSES, Iola, Kans.

PRIMULAS.

PRIMULA Obconica, 2 1/4-in. strong, \$4; 4-in., \$12.50; 6-in., \$25 per 100; Chinensis, 4-in., \$12.50; 6-in., \$25 per 100; Malacoides, 2 1/4-in., \$3; 4-in., \$10; 6-in., \$20 per 100. 4 and 6-in. well in bloom. All varieties. HENRY SMITH, Grand Rapids, Mich.

Primulas, best mixed strains. Obconica, 2 1/4-in., \$5 per 100; \$45 per 1,000. 3-in., \$7 per 100, \$65 per 1,000. Malacoides, 4-in., \$10 per 100, \$90 per 1,000. Vaughan's Seed Store, Chicago and New York.

Primula Malacoides Townsendii. Pleasing lilac rose, 2-in., \$1.50 per doz., \$10 per 100; 3-in., \$2 per doz., \$15 per 100. A. L. Miller, Jamaica, N. Y.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4, \$7 and \$10 per 100. Ernest Rober, Wilmette, Ill.

Primula Malacoides. Strong 5-in. lavender in bloom; none better. \$20 per 100. Cash. JOHN EITEL & SON, Greencastle, Ind.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

PUSSY WILLOWS.

Pussy Willow, Salix Caprea, branches for forcing; well budded. Light 3 to 4 feet, \$1.25 per doz., \$2.50 per 250; \$8.00 per 1000. Strong 4 to 5 feet, \$1.50 per doz.; \$3.25 per 250; \$11.00 per 1000. By express. CHAS. BLACK, Hightstown, N. J.

ROSES.**ROSE PLANTS.**

Two-year-old bench stock.

	1,000
Russell	\$100.00
Ophelia	75.00
Sunburst	65.00
Richmond	60.00

PFYER & OLSEM,

Wilmette, Illinois.

FOR SALE. Bench plants of Mrs. Chas. Russell, \$10 per 100; \$80 per 1000. Cash, please. ALBERT F. AMLING COMPANY, Maywood, Ill.

Roses. Hardy climbing field-grown and 2 1/4 and 4-in. pot grown. Write for prices. The Leedle Floral Co., Springfield, O.

For Sale. American Beauty bench plants, \$10.00 per 100, \$95.00 per 1,000. WM. DITTMAN, New Castle, Ind.

SCHIZANTHUS.

SCHIZANTHUS. Best colors, fine plants, 2 1/4-in., \$4.00; 4-in., \$12.50; 6-in., \$25.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

Seeds, vegetables, both for forcing under glass and for early plants. Lettuce, cucumber, radish, cabbage, cauliflower, egg plant, pepper and tomato. For prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Fanny, gig. finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fire-mall, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

Seeds. Asparagus plumosus nanus, northern greenhouse grown, true to name. Salvia America, new. Finest, brightest salvia to date. For prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Bolgiano's "Big Crop" have won confidence for 100 years. For list of varieties and prices, see advertisement elsewhere in this issue. Greenhouse construction. Estimates on request. The Foley Greenhouse Mfg. Co., 31st and Spaulding Ave., Chicago.

PANSY SEED. Northern American grown, crop 1917. Lake Forest Mixture, undoubtedly the best mixture to be had. Also separate colors. Trade pkg., 50c. 1/4 oz., \$1.50. STANDARD SEED CO., Racine, Wis.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, Asters, Petunias, Sweet Peas and Nasturtiums, etc. Write for our special offer, 1917 crop. John Bodger & Sons Co., Station E, Los Angeles, Calif.

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Huff, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

SEEDS. Stokesia Cyanea, per oz., 50c; Sansevieria Caucasicas, fl. yel., 40c; Cassia, Marilandea, 25c; Physostegia Virginica, 10c pk. Cash with order, please. A. Hirschleber, Riverside, N. J.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Flower, vegetable and farm. 74 years unrivaled reputation. Hurst & Son, 152 Houndsditch, London, England.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Choice flower for florists. For varieties see advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., N. Y.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt & Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Robnert, Gilroy, Calif.

Seed. Vegetable and flower of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds, specialties; beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. High grade onion, lettuce, radish, sweet peas, etc. Pieters-Wheeler Seed Co., Gilroy, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brazilian Seed Growers' Company, San Jose, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

SNAPDRAGONS.

SNAPDRAGONS. Seedlings. Keystone, Pink and White, 2½-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

VEGETABLE PLANTS.

Large asparagus and rhubarb roots for forcing in cellar or greenhouse during winter. Easily and quickly grown. Directions for growing sent with each shipment if desired. 4-yr. Asparagus roots, \$2.50 per 100, \$10.00 per 1,000; 8-yr. Asparagus roots, \$1.75 per 12, \$10.00 per 100; sections of 8-yr. Asparagus roots, \$3.00 per 100; \$20.00 per 1,000. Rhubarb roots, forcing size, \$1.00 per 12, \$6.00 per 100, \$50.00 per 1,000. HARRY F. SQUIRES, Good Ground, N. Y.

Vegetable plants grown for wholesale trade only. Bermuda onion, frost-proof cabbage, celery, sweet potato, tomato, egg and pepper plants. Prices for future delivery on application. Ozark Seed & Plant Co., Nashville, Ark.

Bonny Best transplanted tomato plants, \$2 per 100. A. C. SPERRY, Neodesha, Kan.

VINCAS.

100,000 extra strong Vinca variegata ready for a shift from 2-in. pots, \$1.75 per 100, \$17.00 per 1,000; 10,000 year-old cut back, 4-in. pots, \$5 per 100. Elmer Rawlings, Allegany, N. Y.

Vinca variegata, strong stock. 4-in., \$10; 3-in., \$7; 2½-in., \$3 per 100. The Storrs & Harrison Co., Painesville, O.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

The Coggan one-piece box. The ideal box for local trade. 24x4x3-in., \$2 per 100; 20x4x3-in., \$1.90 per 100. Write for special circular. The John Henry Co., Lansing, Mich.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoo Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Gold Letters. For prices and kinds see advertisement elsewhere in this issue. Geo. H. Angermueller Co., 1324 Pine Street, St. Louis, Mo.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Glass cloth. A transparent, waterproof fabric for hotbeds, coldframes, etc. Sample 3x6 feet, 60c., prepaid. Turner Bros., Bladen, Neb.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

The best adjustable plant stand on the market, \$3.50 each. McCallum Co., Pittsburgh, Pa.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

MISCELLANEOUS.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastic for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchinson & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros., Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

ARTIFICIAL FLOWERS. Walter Vollman, 2651 Orchard St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabasha Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

POTS AND PANS.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

POTS AND PANS.

Neponset Flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Red pots. Before buying write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Flower pots, red, porous, strong. Nashville Pottery Co., Nashville, Tenn.

Pots. Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 95c; per 500, \$4.00; \$6.50 per 1,000.

Pipe stems, 4 to 6 feet, per 100, 70c; per 1,000, \$4.00. Vaughan's Seed Store, Chicago.

WOOD LABELS.

Labels for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.
Angermueller, Geo. H., St. Louis, Mo.
Badgley & Bishop, Inc., New York.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Bernheimer, Eugene, Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., New York.
Erne & Company, Chicago.
Fexy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Freres-Windler Co., The, Chicago.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Growers' Cut Flower Co., Inc., New York.
Gunterberg, M. C., Chicago.

Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.50.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.

The Vegetable Garden.—By Vilmorin-Andrieux & Co. Most complete book published. Profusely illustrated. 782 pages. Price, \$6.00.

The American Flower Garden.—By Neltje Blanchan. Well bound. 368 pages and 92 illustrations. Price, \$5.35.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages, 60 illustrations. Price, \$1.50.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, \$6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.

Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.

Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, \$1.50.

The Rose.—By H. B. Ellwanger. Its cultivation, varieties, etc. A complete guide. Price, \$1.25.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, \$1.20.

The Book of Water Gardening.—By Peter Bisset. 200 pages, 139 illustrations. Price, \$2.50.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, \$10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.50.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, \$1.25.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.30.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, \$1.50.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.

How to Grow Roses.—By Robert Pyle. 121 pages. Illustrated. Price, \$1.00.

Mushroom Growing.—By B. M. Duggar. 260 pages, fully illustrated. Price, \$1.50.

AMERICAN FLORIST COMPANY

440 S. Dearborn Street,

Chicago, Ill.

WHOLESALE CUT FLOWERS.

Hart, George B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., Wm. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The, Leo, Philadelphia, Pa.
Percy Jones, Inc., Chicago.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.

WHOLESALE CUT FLOWERS.

Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, Geo., Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust, Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty, Chas. H., Madison, N. J.
Trenndly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch, Chicago.
Weiss, Herman, New York.
Wieter Bros., Chicago.
Wiltgen & Freres, Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., John, New York.
Zech & Mann, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

Lancaster County Florists' Association.

January 17, one of the finest days overhead that we have had for 40 days, was intended for a visiting trip to Strasburg but on account of the extremely bad walking that had preceded it this trip was postponed until the February meeting. Albert M. Herr, the postpioneer, came in for some hard knocks, but being accustomed to them for the past 10 months, they made little impression on him. The meeting in the Chamber of Commerce rooms was almost 100 per cent in attendance, with our friends T. J. Nolan and Dennis Connor as visitors.

The following officers were elected for 1918: Elmer Weaver, Ronks, president; Lemon S. Landis, Lancaster, vice-president; Albert M. Herr, Lancaster, secretary; Harry K. Rohrer, Lancaster, treasurer. President Schroyer, in a few appropriate remarks, called President-Elect Weaver to the chair, and he, after thanking the members for his election, asked that the attendance at the present meeting be typical of every meeting for the year. He said that misery loves company, and that we could at least come together once a month and commiserate with each other. The following committees were then appointed: Programme—Harry K. Rohrer, Chas. B. Herr and Rudolph Nagle. Visiting—Chas. M. Weaver, Ira Landis and Rutter B. Hess. Exhibition—Willis B. Girvin, B. F. Barr and A. F. Strickler. Automobile—Abraham Rohrer, C. S. Loeffler and John Schreiner.

We hoped to have either S. S. Pennock or Arthur Neissen, of Philadelphia, with us for an address, but both pleaded priority engagements and the talk devolved upon Willis B. Girvin and Elmer Weaver, who related their experiences in handling cut flowers over the holidays, they having been delegated to accompany them to their destination to see that they were properly delivered. Mr. Girvin stated that he joined the express car at Witmer, and in conjunction with the messenger handled the cut flower shipments, which were so heavy that they were well down the road before they had them straightened out. He said that the messenger would not have been able to handle the business himself. In unloading, he saw that they were kept on separate trucks and that these trucks were delivered to the loading platform in good shape and record time, where the several commission men picked them up and by 10:30 everything was cleared, an impossible feat without this personal supervision. He said that holiday returns were fairly satisfactory, with the exception of Paper Whites, which were sold for less than the price of the bulbs, and that the situation seems to be getting worse every day.

Elmer Weaver said that his experience about tallied with that of Mr. Girvin's, excepting that the shipments for his day were even heavier than the previous day, and that they were one and one-half hours in making the run from West Philadelphia to Broad street station. As soon as he arrived he called up the commission houses, and when the flowers reached the loading platform, they were there with their trucks to take them. He made the point that if the commission houses would co-operate and have a man to meet certain trains and see that the stock is unloaded properly, much loss and delay would be avoided, as their experience was that the express company was only too glad for such experienced assistance. He also stated that shipments made on local trains would be sure of getting into Broad street, while those made on through trains would sometimes be run on a sidetrack and

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probably not unloaded for 10 days. He said that he saw at least 50 such cars on various sidings in the city. With embargos on express to both Philadelphia and Pittsburgh, they had tried parcel post since the holidays, insuring their packages, but that they found this almost as uncertain and with a number of packages frozen and that the insurance people had cut out insurance on greenhouse products, simply insuring their delivery. He said that they had been making use of a package stamp delivery that was in effect between Pittsburgh and Philadelphia, the limit for weight being 50 pounds and the minimum charge 20 cents. These stamps carried the package in the baggage car, the package as I understood it, to be called for. Fred Ritchy and the writer gave some of their experiences in the shipping of plants.

A fuel conservation proposition received from Wm. F. Gude was signed by the owners of greenhouses present, with one or two exceptions. In discussing the fuel proposition, it was brought out that hard wood is about equal to a ton of coal, per cord of wood, the ordinary run of wood requiring two cords to equal a ton of coal, and that where a night man was employed the firing of wood was not much harder than bituminous coal firing. There is plenty of wood within 18 to 20 miles of the city, but on almost inaccessible hills, so that the expense of getting it out would make it more expensive than ordinary coal.

The next meeting will be February 21 with the trip to Strasburg on the trolley from Lancaster as the afternoon visiting trip. T. J. Nolan and Dennis

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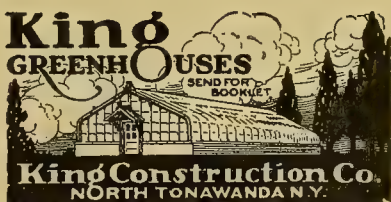
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A. Conner were besieged with questions for over an hour after the meeting adjourned as to conditions over the sections they cover.

Amos Rohrer, of Strasburg, exhibited carnations Belle Washburn and Albert Roper in extra fine form. E. P. Hostetter, of Manheim, exhibited Rose Queen sweet peas as good as any shown at our national shows.

ALBERT M. HERR.

WEST JACKSON, MISS.—The Home of Flowers, L. Cabaniss, manager, announces that business has been very satisfactory throughout the season, being limited at times to the amount of stock that was available. Heavy storms recently caused a complete tie-up of express service, resulting in much lost business.

Fort Wayne, Ind.

WEATHER MODERATES; TRADE IMPROVES.

Market conditions have improved somewhat during the past week, as the severe weather has moderated, the thermometer going as high as 10 degrees above zero in the middle of the day, with a slight thaw. A number of greenhouses of local ranges have been closed on account of the shortage of coal, in the hopes that the present supply of these growers would last until relief could be obtained. Deliveries have been very difficult. Local Fuel Administrator Beadell has issued an order whereby florists are allowed to send out, as well as make up funeral work on Mondays, these nine weeks, and also that they may run a high enough temperature in their stores to protect the plants. Stock is good, although not any too plentiful, owing to the present unfavorable conditions, as not only are a number of growers shutting down some of their houses, but they are running the others on low temperatures, in order to conserve the coal. The demand has been very satisfactory, considering unfavorable conditions. There has been a good call for decorations, and flowers for patriotic knitting parties have met with an excellent demand, as these constitute the chief social activities. Funeral work has had a very heavy call, some of the retailers taking on extra help in order to get out all their orders on time. Flowering plants have been selling well, especially for telephone orders.

NOTES.

The wholesale florists are still up against it, as the express companies have great difficulties in getting their stock through without freezing. Shipments of flowers are accepted, but with no guarantee that they will not be frozen.

A moderate supply of roses, orchids, lilies and carnations are being cut at the W. J. & M. S. Vesey greenhouses. This firm has closed four houses of its range, but the supply will not be curtailed to any great extent.

The Flick Floral Co. had a very busy week, with a few weddings and a large amount of funeral work. They have received a large shipment of novelties for St. Valentine's business and the spring trade.

Bulbous plants are making a fine showing at Edgar Wenninghoff's Calhoun street store. Funeral work has been brisk and there have also been calls for wedding work the past week.

Preparations for St. Valentine's day are going forward at the store of A. J. Lanternier. Some very fine bulbous stock and other blooming plants are being shown at their downtown store.

F. J. Knecht & Co. are cutting some fine Russell roses. The coal supply is very critical here, but the supply of flowers does not seem to be curtailed to any very great extent.

The Doswell Floral Co. had very good business the past week, their sales being about equal on flowering plants and cut flowers.

Markey Bros. are showing excellent cyclamens, primroses and bulbous blooming stock. Business has been very active.

H. K.

Massachusetts Horticultural Society.

The feature of the January meeting of the Massachusetts Horticultural Society in Horticultural hall, Boston, Mass., January 12, was the inaugural address of President R. M. Saltonstall, who called attention to the marked progress of the society during the year and commented on the 10 indoor shows, the outdoor exhibition and the children's gardens, the fall fruit show and the lectures which have been enjoyed by a large number of people. The mem-



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JOHN G. ESLER, Secretary, Saddle River, N. J.

bership in the society has increased to 979. The speaker urged that flowers be not forced out by distress of war, and in closing his address said:

"Some people look upon the growing of flowers as a pure luxury which ought to be given up during war times. Now I do not agree with this because we must consider the fact that a very considerable number of men have given up their life work to the study and work of floriculture, a science in itself. Some of these men are of mature years and utterly unfitted for other fields of work, and in many cases dependent on such work for their support. Again, it is important to keep this industry going for those who wish to return to it after the war. A vast amount of plant life in greenhouses would be lost if the business is given up. These plants in many cases have taken years to grow and perhaps could never be replaced. Flowers surely are not so much of a luxury as costly clothing or jewelry worn chiefly to attract the eye, or the many attractive but not necessary fittings of our homes. If all luxuries are to go, flowers must go with them, but when we consider the great amount of happiness and real pleasure that can be given to the sick and the wounded and those confined to their bed, in some cases far away from home, I say that flowers should be the last of all luxuries to be forced out by dire stress or war."

BARKER, N. Y.—W. E. Spafford has been compelled to close his establishment, due to shortage of fuel.

DICKINSON, TEX.—E. E. Stone, well-known fern specialist, has joined the Canadian forces. The business will be continued by Mrs. Stone. A nursery department, conducted as a side line, will be discontinued.

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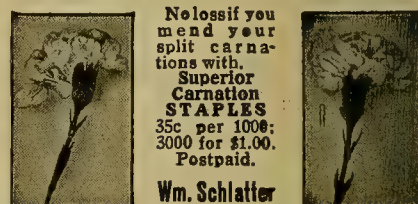


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2263 LUMBER ST., CHICAGO, ILL.

THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. L. CHICAGO AND NEW YORK, FEBRUARY 2, 1918. No. 1548

THE AMERICAN FLORIST

ESTABLISHED 1885

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — C. H. TOTTY, Madison, N. J.,
President; JULES BOURDET, St. Louis, Mo., Vice-
President; John Young, New York, Secretary;
J. J. HESS, Omaha, Neb., Treasurer.

The thirty-fourth annual convention will be
held at St. Louis, Mo., April 9-11, 1918.

AMERICAN CARNATION SOCIETY.

Next annual convention and exhibition at
Boston, Mass., January 30-31, 1918. W. J. VESSEY,
Jr., Ft. Wayne, Ind., President; CHAS. S. STROUT,
Biddeford, Me., Vice-President; A. F. J. BAUR,
Thirty-eighth Street and Rockwood Ave., Indi-
anapolis, Ind., Secretary.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Cleveland, O., 1918. WM.
F. GUDE, Washington, D. C., President; PHILIP
BREITMEYER, Detroit, Mich., Vice-Pres.; ALBERT
POCHELON, Detroit, Mich., Secretary; WM. L.
ROCK, Kansas City, Mo., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, New
York, September, 1918. OFFICERS — RICHARD
VINCENT, JR., White Marsh, Md., President;
J. HARRISON DICK, 1426 Seventy-third Street,
Brooklyn, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition,
Pittsburgh, Pa., November, 1918. Wm. W. Vert,
Greenwich, Conn., President; C. W. Johnson,
2242 W. 109th Street, Chicago, Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Cleveland
O., June, 1918. JAMES BOYD, Haverford, Pa.,
President; A. P. SAUNDERS, Clinton, N. Y.,
Secretary.

AMERICAN GLADIOLUS SOCIETY.

OFFICERS — A. E. KUNDERD, Gosben, Ind., Presi-
dent; HENRY YOELELL, 538 Cedar Street, Syracuse,
N. Y., Secretary.

AMERICAN CARNATION SOCIETY.

Annual Meeting and Exhibition, Boston, Mass., January 30-31, 1918.

Exhibition Rivals Previous High Standard

Despite the rigors of winter, the un-
certainty of the fuel situation and the
many other obstacles experienced by
the trade this season, the twenty-sev-
enth annual exhibition of the Ameri-
can Carnation Society, held in Horti-
cultural hall, Boston, Mass., January
30-31, was, in point of number and
quality of entries, quite equal to that
of last year's show at Indianapolis,
Ind. There were 75 vases of 50 blooms
each and 30 vases containing 100 of
a variety. The extreme weather con-
ditions and the harrowing experiences
with express companies during the past
six months no doubt discouraged the
western growers, there being but one
exhibit from that section, that of Baur
& Steinkamp, Indianapolis, Ind. Ex-
cepting this and the entries of the
Cottage Gardens Co., Queens, N. Y.,
and Charles S. Strout, Biddeford, Me.,
it might have been called a Boston
show, as all other exhibitors were
from that vicinity.

The exhibition was staged in the
main hall on tables or platforms 6x16
feet, raised 10 inches from the floor,
which, with the tall fibre vases in
which the flowers were displayed,
brought them to exactly the proper
height. The platforms were covered
with green paper and each was num-
bered, so that exhibitors could place
their various entries without delay.
This plan was so simple that the en-
tire display arranged itself almost au-
tomatically, everything being in readi-
ness for the judges at 12 o'clock.

The leading varieties in the different
colors were: White—Matchless, Crys-
tal White, White Delight and White
Benora. Light Pink—Nancy and Pink
Delight. Medium Pink—Mrs. C. W.
Ward and Good Cheer. Striped—Be-
nora, and Elizabeth, a dark sport of
Benora. Dark Pink—Rosalie and Ro-
sette. Red—Belle Washburn. Crim-
son—Bernice and Doris. S. J. God-

dard's exhibits of the Dorner vari-
eties were exceptionally fine, Laddie
making a wonderful showing, if any-
thing even better than last year, the
vases of 100 and 50 being superb. A
pink seedling, No. 148-09, entered for
the Dorner medal, the last of the elder
Mr. Dorner's seedlings, is an ideal shade
of pink and a perfect flower. A gleam-
ing red, No. 167-12, is remarkable in
color. Over 1,500 blooms were staged
in the Goddard exhibits.

The Cottage Gardens Co.'s vase of
100 Crystal White was ideal in every
respect. This variety was also shown
in a vase of 50 and is certainly the
best of its color. A. A. Pembroke,
Beverly, Mass., showed a vase of 100
flowers of Elizabeth, a dark-striped
sport of Benora. This was stunning,
being larger and much better in every
way than its parent. Baur & Stein-
kamp's seedling, No. 414, is a beauti-
ful shade of pink, well formed and clear-
ly an applicant for first division lau-
rels. Pink Perfection was seen in
good condition in the section for vases
of 100 each and the same was true
of Alice. White Benora and White
Delight, both worthy of their parent-
age, also attracted attention.

Wm. Sim, Cliftondale, Mass., staged
12 varieties of 50 flowers each from his
commercial stock, the quality of which
was fine. Chas. S. Strout's vases were
also splendid White Delight attract-
ing much attention.

President Vesey's Address.

Fellow-Members of the American Car-
nation Society:

Although I am many hundreds of
miles away from you tonight, my
heart is with you and I am glad of
this opportunity to wish you all a
prosperous and happy year, and may
your convention and exhibit be a won-
derful success.

I am supposed to present a presi-
dent's address, one that shows a thor-
ough acquaintance with the business,



W. J. Vesey, Jr., Fort Wayne, Ind.
President American Carnation Society.



Chas. S. Strout, Biddeford, Me.
Vice-President American Carnation Society.



A. F. J. Baur, Indianapolis, Ind.
Secretary American Carnation Society.

a clear knowledge of what is being done at the present time to combat the ever-increasing problems of the trade, one that will suggest improvements in many ways, one that will deal with the heart of our business with a clear insight, and I might say, a foreknowledge of the conditions to come. In the position I now find myself, it is utterly impossible for me to make any worthy suggestions, having been away from my business and the necessary problems for over three months. Events happen rapidly in these days and I feel confident that I am already behind the times.

You know, gentlemen, there is a song in the army that goes something like this: "We are in the army now, and not behind the plow." The song fits my case with exactness, as I have been away from the plow for so many weeks that I have grown rusty and so, please forgive me for not helping you in carrying your burdens.

My position is not an uncommon one, as no doubt many of you present tonight have an empty chair in your home, whereas a boy has gone forward to help in the cause. Your burdens have now become twofold, but I feel that there is not a man present but that will do more than his share and be happy in the knowledge that he, too, is doing all in his power to help our wonderful country toward a victory.

I know that the coal question has been uppermost in your minds for many weeks. The high prices you now pay for coal is a problem indeed, and so far as I can see, there will be no drop this winter, but even the price is not the worst feature, I believe. It is the simple question of delivery. The government, having taken over the control of the railroads, may lighten the car shortage some, but no doubt it will be many weeks before even a slight improvement will be noticed. The only remedy I can suggest for another year would be to buy an eight months' supply of coal in May and June and store it on your place.

I also know that express deliveries have been deplorable for many weeks. Many times, no doubt, you were uncertain when your express would be



F. E. Dorner, Lafayette, Ind.
Treasurer American Carnation Society.



R. Witterstaetter, Cincinnati, O.
Judge American Carnation Society.

transported, owing to priority shipments, carriers refusing to take your shipments at one time for two days. The question of prompt express service is serious with us and I think you should take the question up with the S. A. F. and see if some arrangement cannot be reached with the express companies, whereby they will assure us of prompt deliveries.

I want to thank Vice-President Strout at this time for the able work I know he has accomplished and for taking my work upon his shoulders, for I know from experience that the man in charge of a carnation show does not have much time to do anything else but look after his own work. Although I am not present to see, I feel confident that he has accomplished splendid results. I want to thank Secretary Baur for his conscientious work during the past year and I am glad to tell you that a secretary of his calibre would be hard to find. Do not let him get away.

I also want to extend my hearty thanks to the members of the associations in this city for the able work they have accomplished in helping make this show a success and for their hospitality to the visitors.

I am indeed sorry that I am unable to be with you tonight, to see your faces again and enjoy your pleasant and interesting company, but I will live in hopes that before another year rolls away I will again be among you, and helping to the best of my ability.

Secretary Baur's Report.

Mr. President and Members of the American Carnation Society:

Your secretary begs leave to submit the following report:

During the past year we have added 31 new members to our list and re-instated 15 who had become delinquent. There are at this time 344 members in good standing, there being 333 annual members and 11 life members. After deducting a number who are in arrears, we have a net gain of 21 in annual members and a loss of one life member.

On October 4, we lost one of our ex-presidents and a life member, in the death of J. A. Valentine of Denver,



W. J. Palmer, Buffalo, N. Y.
Judge American Carnation Society.



F. Burki, Gibsonia, Pa.
Director American Carnation Society.



C. W. Johnson, Morgan Park, Chicago.
Judge American Carnation Society.



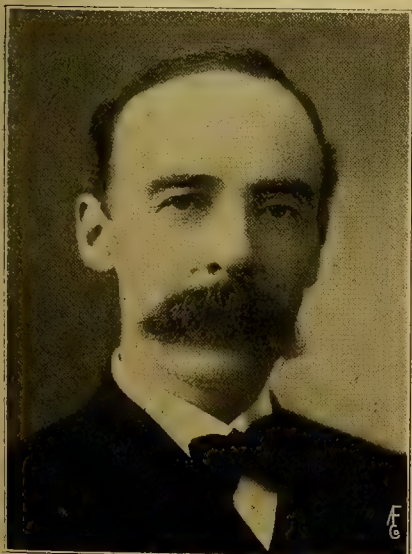
David S. Ward, Queens, N. Y.
Judge American Carnation Society.



John H. Dunlop, Toronto, Ont.
Judge American Carnation Society.



S. J. Goddard, Framingham, Mass.
Director American Carnation Society.



Peter Fisher, Ellis, Mass.
Director American Carnation Society.



Theodore Dörner, Lafayette, Ind.
Director American Carnation Society.



William R. Nicholson, Framingham, Mass.
Judge American Carnation Society.

Colo. Mr. Valentine served this society as its president during the year 1911, he being elected at the last meeting held in this city. We were surprised of his death too late to send any flowers to the funeral. We also lost two annual members in the death of F. C. Bartels of Cleveland, O., who died September 15, and A. J. Baur of Erie, Pa., who died August 13. All these men were known favorably to most of you.

During the past year we have collected: Dues, \$592.00; advertising, \$251.09; miscellaneous, \$43.50; total, \$886.59, which has been turned over to the treasurer.

On account of the unsettled condition of business during the early winter, we were able to secure only 22 pages of advertising for the premium schedule as against 26 pages in the 1917 schedule. We note, however, that practically all of our regular advertisers are represented. Our members should show their appreciation by patronizing these advertisers at every opportunity.

A number of special classes were added to the regular list of awards, the premiums being donated by the Massachusetts Horticultural Society and the Boston Gardeners' and Florists' Club. The Massachusetts Horticultural Society's premiums were withdrawn after the premium schedule was distributed. One other special class was made possible by the donation of a \$75 solid silver vase, which was donated by The Chicago Feed & Fertilizer Co. of Chicago. This vase should bring out some lively competition. We also call attention to the fact that every carnation disseminated last season is included in our section C.

The unsatisfactory express service has prevented growers residing at a distance from making entries in the competitive classes. This has had the effect of localizing the competition. The growers from the vicinity of Boston are to be commended for the fine list of entries sent in, which should insure a splendid exhibit. We would suggest that for next year's convention a centrally located city be selected, so that shipments may be made from all directions without any transfers, these transfers being responsible for most of the delayed shipments. To our worthy vice-president, C. S. Strout, belongs the credit for the enthusiasm among the New England growers. S. J. Goddard, too, deserves special mention for his good work in the retail display section.

We have 205 members in good standing in the S. A. F., and therefore, are entitled to representation on the executive board of that society. President Vesey, who is with the colors, being unable to attend any of these board meetings, arrangements are being made to have another member represent this society.

Since the last report, we have received four new American varieties for registration. Thirteen were sent over by the Perpetual Flowering Carnation Society of England.

On April 5, 1917, this society received an invitation to participate financially in the Fifth National Flower Show, which was to be held in St. Louis, Mo., this spring. By assuming a portion of the liability, this society was to participate in whatever profits, might result in the same proportion. A special meeting was called in New York, August 22, to consider recommendations from the board of directors

that this invitation be accepted. After due consideration the meeting voted unanimously to accept the invitation. The secretary was selected to represent this society in the arrangements for this show. On January 22 the National Flower Show Committee conferred with the S. A. F. executive board and decided to postpone the holding of this show until a more favorable time.

The board of directors held its annual post-convention meeting last January; also, the regular mid-summer meeting at the time of the S. A. F. convention. At the latter meeting it was decided to recommend to this society that the junior ex-president be added to the board of directors. No-



If you have not secured your supply of these Posters and Posterettes, write at once to

**FRED LAUTENSCHLAGER
452 W. Erie St., Chicago,**

enclosing remittance to cover quantity desired, checks to be made payable to Otto H. Amling, Treasurer Chicago Florists' Club.

tices were sent out on December 1, stating that final action would be taken at this meeting. The recommendations are that Section 2 of the constitution be changed by inserting the words "Junior Ex-President" after the word "Treasurer" in line two, making it read "The president, vice-president, secretary, treasurer and junior ex-president, and five other active members of the society (to be elected by ballot at annual meetings as herein-after stated) shall together constitute the board of directors and shall hold office until their successors are elected."

The secretary's and the treasurer's books were checked up by a public auditor, who found that all the society's funds are properly accounted for, as will be shown by the report which will be submitted at this meeting.

Treasurer Dörner's Report.

GENERAL FUND.

Disbursements.

Orders on Treasurer, paid...\$1,382.64
January 19, balance cash on hand 466.28 \$1,848.92

Receipts.

January 18, 1917, cash on hand\$ 816.29
Cash received during year...1,032.63 \$1,848.92

Permanent Fund.

January 18, 1917, balance...\$2,625.31
January 1, 1918, interest.... 106.04 \$2,731.35

January 3, transferred to General Fund\$ 106.04
January 18, balance 2,625.31 \$2,731.35

Dörner Memorial Fund.

January 18, 1917, balance...\$1,002.49
January 1, 1918, interest... 40.48 \$1,042.97

January 3, Transferred to General Fund for Dörner Memorial Medal\$ 40.00
January 18, 1918, balance... 1,002.97 \$1,042.97

Awards.

The first day's awards were as follows:

SECTION A.

Open to all varieties.

Vase of 100 blooms white—W. D. Howard, first, with Matchless; Cottage Gardens Co., Queens, N. Y., second, with Crystal White.

Vase of 100 blooms flesh pink, being those shades of flesh or salmon color—S. J. Goddard, Framington, N. J., first, with Laddie, and second, with Nancy.

Vase of 100 blooms medium pink, including any variety darker than Winsor, but not darker than Mrs. Ward—Cottage Gardens Co., first, with Mrs. Ward; W. D. Howard, second.

Vase of 100 blooms dark pink, being darker than Mrs. Ward and including all varieties not dark enough to be classed as red—Wm. Sim, Cliftondale, Mass., first, with Rosette; S. J. Goddard, second, with Rosalie.

Vase of 100 blooms red or scarlet, to include all varieties generally classed in those colors—Wm. R. Nicholson, Framingham, Mass., first, with Belle Washburn; Littlefield & Wyman, North Abington, Mass., second, with Belle Washburn.

Vase of 100 blooms crimson, to cover those shades known as crimson or maroon—W. D. Howard, first, with Bernice; S. J. Goddard, second, with Davis.

Vase of 100 blooms white, variegated—A. A. Pembroke, Beverly, Mass., first, with Elizabeth; Wm. Sim, second, with Benora.

Vase of 100 blooms flaked, to include all varieties known as the Prosperity type—Littlefield & Wyman, first, with Eastern Beauty.

SECTION B.

Open to varieties disseminated prior to July, 1917, 50 blooms to each vase.

White Wonder—A. A. Pembroke, first; Littlefield & Wyman, second.

White Enchantress—E. A. Richards, Greenfield, first.

Matchless—W. R. Nicholson, first; A. H. Knight, Shrewsbury, Mass., second.

Enchantress Supreme—Wm. Sim, first; Ernest Saunders, Lewiston, Me., second.

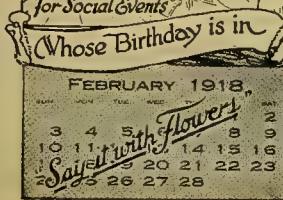
Pink Delight—W. D. Howard, first; A. H. Knight, second.

Any other flesh pink—S. J. Goddard, first; A. A. Pembroke, second.

Pink Sensation—A. A. Pembroke, first; S. J. Goddard, second.

Any other light pink—W. D. Howard, first, with Cottage Maid.

"Say it with Flowers"



On St. Valentine's Day

FEBRUARY 14th, and every other day, give flowers to your nearest and dearest. In their beauty, life and fragrance, flowers are the perfect, the most charming tokens of your sentiments. On St. Valentine's Day, "Say it with Flowers." One important thing to consider about Flower-Valentines is their arrangement, and in this particular, there is great scope for individual preference.

Corsage Bouquets for personal use
Decorative arrangements of flowers in baskets
Flower decorations for the table

Hampers of growing plants that last indefinitely
Combinations of Spring Flowers
Dainty Plants in full blossom

Florists everywhere can offer you original suggestions, at prices exceedingly moderate, and will give to each order, the most painstaking care and attention. Arrange with your local florist at once for your Flower-Valentines. It is always convenient to buy flowers for there is a florist as near as your nearest phone.

"Say it with Flowers" is the title of a dainty 16-page booklet, beautifully illustrated in colors, on the etiquette and uses of flowers, sent free on request.

SOCIETY OF AMERICAN FLORISTS AND
ORNAMENTAL HORTICULTURISTS
49 West 28th Street, New York City

YOU men who are away from home may order your Flower-Valentines to be sent to any address in the United States or Canada through the Florists' Telegraph Delivery

Mrs. C. W. Ward—J. E. Nelson, first; A. H. Knight, second.

Any other medium pink—A. A. Pembroke, first, with Good Cheer; Ernest Saunders, second, with same.

Any dark pink—A. A. Pembroke, first, with Rosalie; Wm. Sim, second, with Rosette.

Beacon—J. E. Nelson, first; Ernest Saunders, second.

Belle Washburn—W. R. Nicholson, first; M. W. Farr, second.

Any other scarlet—A. A. Pembroke, first, with Champion.

Any other crimson—G. E. Buxton, Nashua, N. H., first, with Doris; S. J. Goddard, second, with same.

Benora—J. E. Nelson, first; W. D. Howard, second.

Yellow Prince—S. J. Goddard, first.

SECTION C.

For varieties disseminated during the season 1916-1917, 50 blooms to each vase.

Rosalie, premium offered by F. Dorner & Sons Co.—W. D. Howard.

Merry Christmas, premium offered by Baur & Steinkamp—S. J. Goddard.

Doris, premium offered by S. J. Goddard—A. H. Knight.

Cottage Maid, premium offered by Cottage Gardens Co.—W. D. Howard.

SECTION D.

American Carnation Society medals.

Vase of 100 blooms of any variety; must score not less than 90 points; gold medal—S. J. Goddard with Laddie.

SECTION F.

Silver cup offered by Hitchings & Co. as a sweepstakes in Section A—S. J. Goddard.

Silver vase offered by the Chicago Feed & Fertilizer Co. for the best vase of 100 to 150 blooms, arranged for effect. One or more varieties may be used. Decorative cut foliage may be used. To establish ownership, the vase must be won twice by the same exhibitor—S. J. Goddard.

Table decoration. Set of 8 plates. To be judged both days and prizes awarded the second day—P. L. Carbone, award of merit; H. R. Cowley, Boston Cut Flower Co. and Zinn, The Florist, certificate of Merit.

SPECIAL AWARDS.

The Roper Estate prize offered for best 50 blooms of Albert Roper went to W. R. Nicholson and the prize donated by the Florists' and Gardeners' Club of Boston was awarded to M. A. Patten of Tewksbury for six vases, six varieties, 50 of each. Baur & Steinkamp received a vote of thanks for vase of 100 of seedling No. 414, and the same honor was extended to Mark Roper for a vase of A. Roper and to Peter Fisher, Ellis, Mass. for vase of Alice. The W. F. Kasting Co., Buffalo, N. Y., received honorable mention for a vase each of Hamburg Late White and pink chrysanthemums. Dailledouze Bros., Brooklyn, N. Y., were given a first class certificate of merit for the new rose, Ophelia Supreme. Miss C. Warren, Walton, Mass., was awarded a certificate of merit for Cattleya Perciviliana and F. W. Fletcher, Auburndale, Mass., certificate of merit for white and pink snapdragons and freecias. J. Wheeler received the same for yellow daisies, Etoile d' Or. Carl Hagenburger, Mentor, O., was given a first class certificate for Solanum Cleveland; also, silver medal for new yellow solanum.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

St. Valentine's Day.

RECORD BREAKING TRADE ANTICIPATED.

The St. Valentine's day trade of 1918 bids fair to be a record breaker; the interest aroused by the first test in the publicity campaign with its full page in the Saturday Evening Post, well designed window cards, available to, and which should be displayed in every flower shop in the land, must awaken even the most lethargic mind.

The shop which lets things run along in the old groove, taking what trade comes, but doing nothing to push or feature the day, is indeed a back number. To be successful one must have enthusiasm for the work in which one is engaged. Without it there is nothing left but drudgery.

To the live, wide-awake, enthusiastic man, St. Valentine's day is an opportunity, a chance to show off and



St. Valentine's Day Specialties.
A Soldier Kiddle With Flowers All Over.

call attention to his business, of which he is quick to take advantage. Everything pertaining to the day is brought out strongly—the best the supply houses have to offer, each of which is sure to come forward with something novel and unique. Selections from these, together with original ideas of his own, give an atmosphere and appearance to the store that is sure to emphasize and call attention to the day.

SAY IT WITH FLOWERS.

The demand for St. Valentine's day is for gifts; no one buys flowers or other commodities on that day for themselves. They are to be sent as gifts of sentiment, for which purpose nothing could be more appropriate than flowers. The slogan, "Say it with flowers," is especially fitting for this day of sentiment, and the flowers must be there to carry the message.

Sweet peas are now at their best; they seem to be growing more beautiful each year. As a flower for the corsage they are unsurpassed. For the small basket there is nothing more graceful and when tied with ribbons and miniature gilt arrows, hearts, etc., at the bow knots, they are most attractive. Pansies are also favorites with many, and on account of their short stems, arrange nicely in low handled, shallow baskets. When decked with appropriate ribbons and emblems, they make very acceptable gifts.

This is the day for all the miniature roses, which either of themselves or in combination with many other flowers, can be arranged to make very artistic corsages, small baskets, hamper or other floral conceits. Sweetheart roses and for-get-me-nots are an ideal combination. Lily of the valley, myosotis and cattleyas are another. Violets and Elgar roses are striking, and so one might run through the list.

BOXES OF FLOWERS.

Boxes of assorted flowers are always in demand, the spring flowers, tulips, daffodils, daisies, narcissi, snapdragons, etc., working in well with roses. There is considerable art in the arrangement of a box of flowers. When the lid is removed and the paper linings lifted, exposing the contents, they should be so placed as to present a beautiful color contrast with every flower possible exposed to view. The longest should be laid on the bottom, evenly divided with stems toward the center. The others are then placed the same way, filling the box from either end until they met in the center. A piece of tape or narrow ribbon, run through two holes either side of the bottom of the box, or as some have it, glued in the bottom, is then used to tie the stems across the center and hold them in place. Flowers similar to pansies or miniature roses, with maidenhair fern, can be used to top off with. Many deck the outside of the box with flowers, which is well worth while, a spray or two of asparagus, a few daffodils, with some pussy willows, being sufficient.

NOVELTIES OF 1918.

Some of the novelties offered this season are seen in the accompanying illustrations. The miniature soldier and Red Cross kiddies are quite cute. Each conceals a receptacle for water, which, when filled with flowers, is doubly attractive. The elegantly dressed lady, a more elaborate piece, looks charming with flowers that match or contrast well with her costume. The red velvet heart with the gilt arrow receptacle for corsage of flowers is especially appropriate for the day, as is the heart-shaped red chenille frame with the vase in the center.

FLOWERING PLANTS.

There are a number of plants and bulbs now in flower, that when given a valentine touch or decoration are very acceptable. Tulips and daffodils in pots and pans in crepe paper covers, tied on with silk or silk lustre ribbon, with gilt emblems or stickers of miniature hearts, etc., on the ribbon, are sure to be noticed. Cyclamens, azaleas and begonias are showy, as are primulas, both obconica and malacoides, of which the latter, with its freedom of bloom, is one of the most showy small pot plants ever introduced. The illustration shows a malacoides from a four-inch pot in a small handle basket, with ribbon and gilt ornaments. A few pussy willow sprays, tied with the ribbon, are a feature. Choice flowered pots of freesias, with well tufted pussy willow sprays as stakes, will be found good stock. The low pot plant with a crepe pot cover, can be given quite an added value by the addition of a couple of well budded pussy willow sprays stuck into each side of the pot and arched over the top to represent a handle. A bow of ribbon on this and there is at once an imitation plant basket.

PUBLICITY.

Publicity with printer's ink is a great factor in helping the business of



St. Valentine's Day Specialties.

The "1918 Girl" With Receptacle for Flowers.

this event. Leaflets, circulars; not too wordy; just crisp and to the point, and newspaper ads. will all be helpful. Get all the window cards and literature of the national publicity committee. It is to be furnished at cost. Keep it well to the front, both in store and windows. The advertising for this particular occasion, while it is part of February expenses, has a cumulative value which, in the new customers secured, or the aroused interest of others, may last for years. Bend every effort to make this your most successful of St. Valentine's days, and you will be pleased and more than satisfied with your achievement.

Next Week in the Flower Shop.

This appears to be the most desolate season of the year; everybody is tired of winter, and such a winter as it has been. All are looking for the first glimpses of spring and declare it is a refreshing sight to see the first indications, in the hyacinths, tulips and daffodils of the flower shop.

Now is the time to feature all kinds of bulbous stock in pots and pans. Single plants of hyacinths, in assorted colors, each with a nice spike of bloom, the pots trimmed with crepe paper, arranged a couple of dozen together on a table, will make an attractive display, inviting to the most moderate buyer. Three plants of a color in a pan or azalea pot, together with lycopodium or small ferns, will suit the customer with a larger purse. A crepe paper cover with a narrow lustre or silk ribbon, the color of the flower, makes a nice finish. Pans or tulips which are now nicely in flower, and pots and pans of daffodils are just as effective as the hyacinths. They are all very spring-like and showy, always good value for the price asked.

Tulip and daffodil flats as they come from the grower, containing about 50 bulbs, make very attractive show pieces, with the boxes cleaned and covered with crepe paper. A band of ribbon around the box, the color of the flowers, gives a finish that is worth much more than it costs. Another pretty feature is made with good length pussy willow sprays, a couple stuck in each corner, all arched over to the center and finished with a small

bow of ribbon such as is used on the sides of the box. Pussy willow sprays can be used to advantage with all spring flowering plants or their combinations. Forsythias are also coming in, which if used in plant baskets, must stand in tubes or vases of water. They work up beautifully with cut flowers.

An effective trimming to all flowering pot plants is an inside sheet of colored paper the same shade as the flower or that will contrast well with it. This stands in irregular lengths well above the crepe cover, can be arranged to fill in irregularities in the foliage, and adds materially to the size of the plant.

The small tumbler basket, which is now to be had in such a variety of form and color, should be kept well to the front, always a few filled with daffodils, sweet peas, calendulas, or other flowers now in season. Always try for color effects; pinks in a blue basket, reds in brown, yellow in white or lavender. The green-toned basket



St. Valentine's Day Specialties.

Primula-Malacoides With Valentine Trimmings.

will, of course, take all colors equally well. A bow of narrow ribbon the color of the flower is an almost necessary finish, very often the touch that makes the sale.

How about the St. Valentine's day preparations? Everything in the way of accessories should now be on hand, all in good order, ready for use. Be sure to send one dollar to John Young, secretary of the Society of American Florists, 53 West 28th street, New York, and get the window cards, signs and proof sheets of the advertisements of the publicity service. If you have not already contributed to the national publicity fund, do so at once. It is your patriotic duty as a member of the craft. In no possible way can you get greater returns for money invested to increase your business.

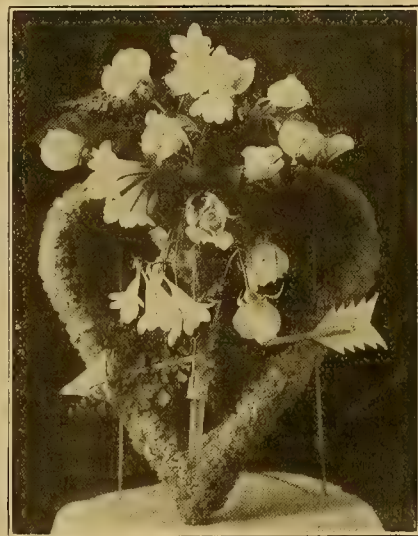
LANSING, MICH.—The students of the horticultural department of the Michigan Agricultural college held their tenth annual fruit and flower show January 25-26.

THE CARNATION.

Mulching the Beds.

Many experienced growers of carnations await the turn of the year before putting on a mulch or feeding their carnation plants in any way other than what was put into the soil at planting time. This is reasonable enough when care is taken in the preparation of the compost that goes into the benches for the plants when planted. A layer of manure on the bottom of the bench, and a third or fourth of manure in the soil as a compost, together with bonemeal, lime, or limestone, added, ought to be enough ingredients for the plants to work on until the holiday crop is off and most of the cuttings have been taken, and they are. It is very easy to overfeed carnation plants, especially early in the season before they have assimilated all of the organic matter that the soil contains. Brittle stems, weak stems, split calyx and diseased plants result mainly from overfed plants. This does not signify that the trouble was caused by mulching or applying liquid manure. It could just as easily result from too much or too fresh manure in the soil when the plants were planted, causing them to make an abnormal growth. Before attempting mulching or feeding of any description, every grower should consider the reason for doing the work and whether it is worth while. Strong, healthy plants carrying a good crop of buds and growing shoots, are greatly benefited by mulching or feeding at this time, but plants with a backward growth and a thin crop of buds and shoots, caused by neglect or unnatural conditions, are better off without feeding until they have improved in growth.

Before putting on the mulch, go over the beds and clean them up, removing any weeds and leveling off any places where the soil has become washed to the center of the beds by watering. Also place the shoots in the rings so that the air is working freely around the plants. Loosen up the surface of the soil lightly to break up the crust and give the roots a chance to reach the mulch quickly. Well rotted manure and fine soil in equal proportions



St. Valentine's Day Specialties.

Red Chenille Heart and Arrow with Vase for Flowers.

makes the best material for mulching at this time. Spread it evenly over the bed, from three-quarters to an inch thick. Aim to have the state of the soil at the time the mulch is put on in such a condition that the bed can be given a good watering directly afterwards.

GENERAL CARE OF THE PLANTS.

The general routine care of the plants must be attended to closely. One of the main parts of this care is that of keeping up the temperature. This time of uncertainty regarding replenishing the coal pile, causes us to think deeply about this important question, but there is not any use of going about it in a half-hearted way. To obtain flowers the plants must have the right temperature, and while it is possible to run the carnation houses very low and keep the plants alive, they will remain partially dormant until the warmer weather of spring starts them into growth again, and up to that time there will be very few flowers to help pay the bills. Pay strict attention also to the disbudbing to hasten along the buds. The side buds should be removed as soon as they are large enough to handle.

CUTTINGS.

Every effort should be put forth to get all the cuttings needed into the sand by February 15. This means for those who grow only a few thousand plants and propagate their own stock that it will be necessary to follow up closely the taking of the cuttings as soon as they are ready, and as soon as the cuttings are rooted take them from the sand before the roots have a chance to become wiry. Pot them up into 2½-inch pots and place in a light, airy house, where they can be kept close for a few days, and afterwards given full light and air freely.

Carnation blooms are good property just at this time, so it pays to take particular pains in cutting them and getting them to market in good shape.

C. W. JOHNSON.

Hybrid Roses.

Well grown plants of hybrid perpetual roses are always good property at Easter and they are very easily brought into bloom when the date of that festival is in April. Pot grown stock is surer of the best results, but dormant stock of many varieties will produce nice plants if properly handled. The plants should be cut back to two eyes on each growth and started in a cool house, one with a night temperature of 40 to 45 degrees being preferred, from the first to the twentieth of January. Frequent syringings will swell the wood and cause the breaks to open evenly. When the buds form, the plants should be watered with liquid manure at least once a week. They will probably not have to be carried to a warmer house, but if it is found they are not going to be in bloom in time a little warmer temperature will hurry them along. There are a few varieties that make fine pot plants, those most generally known being *Magna Charta*, *Mme. Gabriel Luizet* and *Frau Karl Druschki*.

NORTH BABYLON, N. Y.—An overheated furnace was responsible for a fire that recently destroyed the range of Braecke & Callewert, with a loss estimated at \$5,000.

Fuel Economy.

In order that there shall be the greatest economy in the burning of bituminous coals for heating the different federal buildings throughout the country, the bureau of mines, department of the interior, has conducted a series of tests with some of the widely used bituminous coals and has printed recommendations based on these tests. Fortunately, the recommendations will also apply to those having charge of private buildings and apartment houses. The results of the tests are printed in Technical Paper 180, "Firing Bituminous Coals in Large House-Heating Boilers," by S. B. Flagg. The recommendations on how to burn bituminous coals economically in these large house-heating boilers are as follows:

1. In burning bituminous coals in large house-heating boilers, the fuel bed should not be seriously disturbed until the coal has become well coked; that is, until the gassy part of the coal has been largely driven off.

2. Both caking and non-caking types of coal may be used satisfactorily in boilers of this type if properly handled.

3. The presence of a moderate proportion of screenings mixed with the lump coal causes the fresh charge of coal to heat more gradually and the emission of smoke is kept down more easily. Therefore such a proportion of screenings is an advantage.

4. Increasing the proportion of screenings in the coal necessitates the use of a stronger draft in order to carry the same load. Smaller firing charges must also be used and more frequent attention given. The tendency of caking coals to cake is increased and this also means that the fire must have more frequent attention.

5. One large charge of coal fired by the spreading method will result in a longer emission of dense smoke than the total emission of such smoke from two charges of half the size fired some time apart and by the alternate method.

6. With some coals, moderate charges fired by the alternate method necessitates less frequent attention to the heater than larger charges fired by the spreading method. Caking coals having a considerable proportion of fine coal or screenings are usually among these. Conversely, a fire will usually require more frequent attention when a lumpy caking coal free from screenings or a non-caking coal is fired in moderate charges by the alternate method.

7. The number of tests made was not large enough to justify conclusions regarding the relative efficiency with which a coal may be burned by the two methods of firing, but the author believes that in actual service over considerable periods better results will be obtained by the alternate method.

8. Frequency of cleaning the fires will be determined by the character of the coal and the rate at which it is burned, but with most coals the fires should be cleaned only once or twice in 24 hours in ordinary weather.

9. If the alternate method of firing is employed, the cleaning should be done just before firing the fresh charge, and only one-half of the grate cleaned at a time. Then little or no smoke will result from the cleaning,

because the side of the fire on which there is uncoked coal is not disturbed.

10. All three of the coals fired by the alternate method in the tests described were burned at rates corresponding to the heating conditions during the most of the winter, with scarcely any manipulation of the fuel bed except the cleaning of the fires and an occasional leveling just before firing.

11. The average fireman is apt to poke and slice the fire much more than is actually necessary. If a caking coal is used and the caked fuel must be broken up before it is well coked, slice the fire by running a straight bar under the fuel bed and raising it slightly so as to crack the caked mass. Do not stir the bed upside down by raising the bar through the fuel bed, nor break the bed with a bar from the top.

12. If the fuel bed is covered with a charge of fresh fuel in a layer more than five inches thick, the new charge, unless it is very free from slack, is apt to have a smothering effect. Then the output of the boiler will be correspondingly decreased and, especially if the spreading method of firing is employed, the mass of fresh coal will usually have to be broken once or twice before the fire will pick up. Consequently, the maximum firing charge should be not much thicker than five inches and for caking coals containing considerable slack it should not be more than four inches thick. Of course, when a fire is to be kept banked heavier charges may be used.

13. Do not fire large lumps of coal. Break all lumps into pieces no larger than fist size.

14. Large house-heating boilers do not require an intense draft to meet any reasonable demands for heat if the fuel bed is kept in proper condition, but the draft must be properly controlled.

15. The damper regulator should work freely with changes in steam pressure and should close the swinging draft opening in the ash-pit door before it starts to open the check draft in the smoke pipe.

16. The doors on the front of the boiler should fit snugly in their seats; special care should be taken to prevent any material wedging between the doors and the front and thus admitting air when or where it ought to be prevented from entering.

17. Do not allow clinkers to accumulate in the fire or too great a quantity of ashes on the grates. Be careful, however, in shaking the grates not to shake through unburned fuel.

18. In ordinary or severe weather keep an active fuel bed averaging 10 to 12 inches deep. In milder weather the depth of active fuel may be decreased by keeping a layer of ashes on the grate under the live coals.

19. Keep ashes removed from the ash pit.

20. Keep flue surfaces clean by brushing at least once a week.

Copies of this technical paper may be obtained free of charge by addressing the Director of the Bureau of Mines, Washington, D. C.

MARQUETTE, MICH.—T. M. Sorenson, who had an accident to his smoke-stack in the recent blizzard, will not start up again before March 1.

Boston.**BUSINESS ABOVE COMPLAINT.**

Business during the past week has been fairly good, a number of social events helping the demand. Roses are off crop and command good figures. Carnations are plentiful and go as low as \$15 per 1,000. Sweet peas are seen in large numbers and are offered at \$1.50 per 100. Pansies, daisies, marguerites, coreopsis, calendulas and primroses move slowly. All wholesale houses report extra good sales and the retail stores have had a wonderful pick-up over last week.

NOTES.

Fred Pettitt, salesman at Carbone's, has been appointed corporal in the state home guards. He tried several times to enlist in the national army but his weight disqualified him. Stephen Green, salesman at the Flower Exchange, is a first lieutenant in the guards, his commission dating from the Spanish-American war.

John J. Cassidy has had two busy weeks with a large wedding and plenty of funeral orders. His automobile filled with funeral work was run into by a large touring car on Tremont street recently and thrown upon the sidewalk, injuring a man who happened to be caught between the car and building.

P. L. Carbone's window still continues to be attractive with all the spring flowers and shrubs, among them apple, forsythia, lilac, iris and acacia. Attractive bowls filled with tulips and hyacinths are scattered here and there.

Penn. The Florist, reports business improving. When the writer called at his store the force was very busy with funeral work. The store was attractively arranged with azaleas, hyacinths, tulips and cyclamens.

The Massachusetts fuel commission has settled on the hours for opening and closing. The markets open at 7 o'clock and close at 2 p. m., the wholesale houses open at 7 a. m. and close at 6 p. m.

J. K. Chandler of Tewksbury is cutting French iris and the crop looks unusually well. It is sold at \$4 per dozen. He is also shipping wall flowers and violets which find a ready market.

Charles E. Evans of Watertown is cutting extra fine Golden Spurs. This is his first year for bulbous stock and his stock shows that it will be worth while watching his product in the future.

H. B. Ruppert, road salesman for P. L. Carbone, is in Washington, D. C., and from the orders he is sending in, business must be very good in the south and middle west.

Welch Bros. Co. had a busy week with shipping trade larger than ever. They are showing in their salesroom extra fine roses, carnations, sweet peas and Easter lilies.

Dolansky & McDonald, formerly McAlpin & McDonald, report very good business. Their orchids, in which they specialize, are second to none in this city.

B. A. Snyder & Co. report excellent business. The return of their road salesman shows very good orders in Maine, New Hampshire, and Vermont.

Paul Richwagen is cutting a good crop of his pink snapdragon, Virginia. He has had wonderful success with this, which is his own seedling.

Henry Comley reports business good, and from the appearance of his stock, he is more than getting his share of the trade.

Edward Winkler is sending in some excellent carnations. Among the best is his new Morning Glow.

Joe Guerrin, formerly head of Filene's flower department, is now a

lieutenant at Camp Devens, Ayer, Mass.

William T. Walke, of Salem, is shipping the best in Hadley, Ophelia and White Killarney.

Thomas Galvin's two stores are kept busy every day with funeral work.

S. K. G.

Toronto, Ont.**BUSINESS QUIET AND PRICES LOW.**

The coal situation fails to improve, and even with conservation at work in most establishments, it is hard to keep things going. There have been several close calls, and the growers have been helping each other out so that the most needy have not had to suffer. The railroads are not bringing the coal in and citizens are begging for it in quarter ton lots for domestic purposes. Weather conditions are more severe than at any time during the past 50 years, the thermometer remaining below the freezing mark for over 30 days and with less than the average amount of sunshine. Consequently stock is not blooming well. Trade is quiet, funeral work and hospital orders comprising the greater part of the sales. Roses continue scarce, with prices much higher than in other years. American Beauty is off crop and Russell and other reds nearly so. Ophelia, Shawyer, Sunburst and Killarney supply the greater part of the cut. Carnations are more plentiful but the slack demand and poor shipping facilities have forced the price down to \$15 and \$25 per 1,000. Orchids and violets are plentiful and cheap. The supply of lily of the valley is sufficient for present needs. Bulbous stock is hard to move and many bargains are offered in this class, which fails to bring in enough money to pay for the bulbs. This is only a repetition of last season, but growers seem loath to cut down on their fall imports for fear the other fellow may get the best of it.

NOTES.

The Gardeners' and Florists' Club will hold a social in place of the regular meeting, February 6, in the ball room of St. George's hall. Ladies and children are invited and there will be a good programme and refreshments will be served.

The publicity committee of the florists' club are again to the front with large valentine hearts with the wording, "Let Your Valentine be Flowers." A good business is looked for.

The Majestic Florist Shop on Yonge street, recently damaged by fire, will not reopen. Some of the fixtures have been purchased by J. J. Higgins.

Harry Wilshire, with the Royal Flying Corps, has been transferred to Texas, where climatic conditions are more favorable to schooling.

Carl Grobba is bringing in good lilac, considering the early season. Well grown cyclamens are also a feature of his stock.

Chas. Grant, well-known storeman from New York, has joined the Canadian forces for overseas service.

H. G. D.

Pittsburgh.**GOOD SUPPLY IN GENERAL.**

There is a good supply of stock with the possible exception of roses, which condition bids fair to continue for some time, but with the good supply of other flowers the shortage in this particular line is not noticed. Carnations have taken a drop in price and the market is well supplied with them. Daffodils and Paper Whites are very plentiful and have suffered in price, compared to what they generally command at this season. Sweet peas are arriving in large quantities, but sell well. American Beauties are seen in goodly numbers and due to the scarce-

ity of other roses, move well. Violets are also plentiful but the call for them is limited. Even the street merchants will not handle them on account of the cold weather. Business in general is very dull with funeral work the only thing to keep the situation from being at a standstill.

NOTES.

The greenhouse and store of the Zieger Co., on Baum boulevard, was damaged by fire, which started in an automobile salesroom opposite, the plate glass windows being broken by the intense heat and the contents of the house froze later. The loss was over \$600.

Another star has been added to the service flag of the McCallum Co. William Riley has enlisted in the motor division of the national army and will leave for Augusta, Ga., next week. His brother, James, is now somewhere in France.

E. C. Ludwig has had a large amount of funeral work of late, which keeps the entire force busy. He has been a sufferer with a carbuncle recently, but is much better at this writing.

M.

Cincinnati.**SUPPLY MORE THAN AMPLE.**

Business, as a whole, is not very brisk. The supply is good and is larger than the actual needs of the market require. Shipping business is fairly good. Roses are not very plentiful. The long and choice ones are in a supply that is sufficient for actual needs, but the shorter grades are rather scarce. Carnations are coming in fairly strong and can take care of all demands for them with ease. Sweet peas are in a good supply and generally meet with good market. Harris are plentiful. Some excellent long and short rubrums may be had. Callas are fairly plentiful. The bulbous list of offerings includes double and single tulips, jonquils, Paper Whites, yellow narcissi, freesias, Roman hyacinths and a few poeticus. Some white chrysanthemums have been coming into the market during the past week. Other offerings are cypripediums, baby primroses, wallflowers, forget-me-nots and calendulas.

NOTES.

Geo. Klotter sent some excellent Narcissus Poeticus to L. H. Kyrk last week. Mr. Klotter grows many in the field each year, but this is the first time he has tried forcing them to bring them in early. They sold well.

The Wm. Murphy Co. has been very busy with shipping business during the past week.

C. E. Critchell has been having excellent lots of freesias and forget-me-nots.

H.

LOUISVILLE, KY.—Marrett & Miller is the name of a new florist firm in this city.

PADUCAH, KY.—Schmaus Bros., florists, have removed to more commodious quarters in the Campbell building.

BERKELEY, CALIF.—It is reported that J. J. Kropholler will dispose of his interest in The Flower Shop, 2114 Center street.

MANCHESTER, MASS.—Owing to lack of fuel, practically the entire establishment of Mrs. Lester Leland has been closed, much of the fine stock being sold to Penn, The Florist, Boston.

DES MOINES, IA.—Ray Holt has bought out L. T. Chrisman's interest in the Kirkwood Floral Co., and is endeavoring to make an extension with the creditors. Liabilities are something like \$8,500, half of which is in Chicago.

THE AMERICAN FLORIST

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

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POT manufacturers are advancing their prices, effective February 1.

ONE of this season's St. Valentine's day novelties is a card bearing a packet of vegetable seeds and appropriate verse. Another card with sentiments of the day is designed for enclosing in boxes of flowers. H. Bayersdorfer & Co., Philadelphia, Pa., are distributors.

THE co-operation of a greenhouse growers' committee and the fuel administration representatives at Chicago has materially relieved the coal situation in that city and vicinity, some 60 cars being diverted to florists in immediate need within a week. E. A. Olinger, of THE AMERICAN FLORIST, was the active intermediary in these negotiations, assisted by the entire office staff.

Personal.

J. F. Sullivan, Detroit, Mich., who was seriously injured some time ago in a street railway accident, is progressing favorably and expects to be out soon.

Paul Berkowitz, of H. Bayersdorfer & Co., Philadelphia, Pa., who has been calling on the Chicago trade the past few days, complains of great delay in traveling many passenger trains being side-tracked for freight trains.

American Rose Society.

DEPARTMENT OF REGISTRATION.

The following rose has been offered to the executive committee of the American Rose Society for registration and unless objections are made within three weeks from date, it will be accepted:

Name—Florence Chenoweth, or Yellow Harriot. Class, Austrian briar. Parentage, sport of Mme. Edouard Harriot. Description: Habit of plant, character of foliage, freedom of growth, hardiness and vigor, identical with parent. Flower large; color yellow shaded with coral red; bud long and pointed. The rose is similar to Mme. Edouard Harriot, but is different in its color, being a deeper yellow. Registration requested by E. B. Chenoweth, Mt. Vernon, Wash.

E. A. WHITE, Sec'y.

January 23, 1918.

Flowers Essential.

With the first breath of spring, the earth everywhere breaks forth and is covered with verdure and blossom—the violet, arbutus, daisies and all the field flowers. The dogwood, laurel and rhododendrons, with their clouds of blossoms, ornament the woods. We gather and place them in the home; they carry cheer and beauty wherever shown. Why should these and other favorites from all over the world not be enjoyed the season round? They are as grown in the greenhouse, even more beautiful in the winter season, when the earth is covered with its mantle of snow. The blossoming pot in the window, the graceful fern or palm, which, with their summer green, give life to the house decorations, are as essential to the beauty of the home as flowers to the landscape. Let every member of the craft combat with his greatest force and earnestness, every effort made to decry the use of flowers.

Express Companies' Liability.

A recent decision of the interstate commerce commission is to the effect that express companies cannot relieve themselves of responsibility by simply stamping across the face of the receipt "goods only taken subject to delay." The express companies are common carriers whose business it is to forward merchandise from point of shipment to destination. In times of stress they can protect themselves by declaring an embargo and refusing to accept business. If, however, they receive and agree to forward goods, giving a receipt for same, which are then in their care, they are responsible for their safe delivery to point of destination, and no rubber stamp statement to the contrary will relieve them of liability.

A settlement of a number of just claims being asked for recently, one of the companies offered cash to the amount of 50 cents on the dollar. When this was refused, the applicant was met with: "Why we just closed with one of your competitors who was glad to settle on this basis." The counter to this was: "As you have offered to pay me half, you acknowledge my claim, and if I am fool enough to give you the other half, of course you will take it. I want my whole claim, however, and will at once take means to enforce the payment."

If all claims of this character in the various business centers were handled by one law firm they would after one or two court decisions in their favor, be able to compel prompt recognition and adjustment of all losses.

National Publicity for Flowers.

A feature of the publicity campaign in the past week was the presentation of a report of progress in detail by Henry Penn, chairman of the publicity committee, to the executive board of the Society of American Florists, in session January 21-22, at Hotel Jefferson, St. Louis, Mo. The report showed that contracts had been placed already for the national magazine advertising decided upon for the opening of the campaign, the cost of same and the incidental expenses connected with the preparation of the copy and much of the auxiliary work contemplated. Mr. Penn was present at the meeting and took part in a lengthy discussion covering publicity matters in general.

The secretary is now receiving a number of orders from the members of the society for newspaper electrotypes, transparencies and glass signs, all designed to direct the demand which is expected to be forthcoming from the public advertising to the stores of individual members throughout the country. Proofs of the electrotypes and transparencies have been mailed over the membership list, and the glass sign is on view at the secretary's office. The electrotypes can be mailed at once, but the transparencies and glass signs will not be available before February 18.

Those who contemplate a subscription to the fund—and who does not?—can serve their fellow workers well by getting it into the hands of the secretary without unnecessary delay. It is not hard to realize that the plans of the publicity committee are entailing large expenditures, and all must be met from these subscriptions—and they are wanted now.

Chairman George Asmus of the publicity finance committee announces the following additional subscriptions annually for four years, except as noted:

Wm. Tricker, Arlington, N. J. (1 yr.)	\$ 10.00
North Floral Co., Ft. Dodge, Ia.	5.00
Bohannon Floral Co., Chicago, rental	
"Poehlmann" picture	25.00
C. H. Frey, Lincoln, Neb.	100.00
Enshaw Ft. Co., Lincoln, Neb. (3 yrs.)	10.00
Dole Floral Co., Beatrice, Neb.	12.50
Eiche Floral Co., Lincoln, Neb.	25.00
Lewis Henderson, Omaha, Neb.	50.00
Alfred Burton, Chestnut Hill, Pa.	50.00
Geo. B. Hart, Rochester, N. Y.	25.00
C. Eble, New Orleans, La.	5.00
Hoskins Floral Co., Bismarck, N. D.	5.00
Forber & Bird, Davenport, Ia.	5.00
Julius Reck, Bridgeport, Conn.	5.00
Geduldig Greenhouses, Norwich, Conn.	10.00
E. Ashley, Allentown, Pa.	4.00
Furrow & Co., Guthrie, Okla.	15.00
T. T. Bolger, Charleston, S. C. (1 yr.)	5.00
D. G. Newport, Cedar Rapids, Ia.	5.00
Mvers & Samtman, Chestnut Hill, Pa.	100.00
Denison Greenhouses, Denison, Tex.	5.00
Herman B. Fisher, Marysville, Kan.	5.00
Wood Seed & Fl. Co., Hillsboro, Tex.	10.00
Geo. E. Buxton, Nashua, N. H.	10.00
P. & W. D. Jahn, Bridgewater, Mass.	10.00
Wm. J. Baker, Philadelphia (1 yr.)	10.00
Chapin Bros., Lincoln, Neb. (1 yr.)	25.00
Bettmann & Son, New Albany, Ind.	10.00
Eugene Leland, Baltimore, Md.	10.00

Total\$ 566.50
Previously reported from all sources... 28,717.00

Grand total\$29,283.50

JOHN YOUNG, Sec'y.
January 26, 1918.

Important to Subscribers.

The date on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscriptions promptly on expiration to make certain of receiving your copy of each issue.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv. For Plant Advs., See Ready Reference Section.
Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By Scotchman, 30 years of age, experienced in all branches. Married, have one child. Private place preferred. Address
Key 860, care American Florist.

Situation Wanted—A thoroughly competent gardener desires to make change, East preferred; open for engagement when suited, on small private place; married, age 33 years, English, 14 years' experience in this country. Address
Key 862, care American Florist.

Situation Wanted—Experienced designer, decorator and salesman is open for engagement in Chicago. Married, over draft age, sober, steady and reliable. Can furnish the best of references. For further particulars, address
Key XXX, care American Florist.

Situation Wanted—In the East, as working foreman in private or commercial establishment with chance for advancement; eight years' practical experience; college training in horticulture and design; best of references furnished; state salary and all particulars in first letter. Address
D. B. Nevin, Easton, Pa.

Help Wanted—An artistic designer and decorator for a first-class retail store. Good salary to the right man.
Leikens, Madison Ave. and 55th St.,
New York.

Help Wanted—Man who understands vegetable gardening to take charge of 20 acres of finest muck land in Michigan. Write for particulars.
Lewis, Florist, Pontiac, Mich.

Help Wanted—Experienced saleslady, must be first class clerk and be well acquainted with all departments of the business. Reference and photograph must accompany application.
Simmons & Son, Yonge and Elm Sts.,
Toronto, Canada.

Wanted—Associates to start community flower farm. Experienced young men or women with little capital write
M. E. M., 1536 Iroquois Ave.,
Detroit, Mich.

For Sale—Some Skinner irrigation pipe lines complete, also some extra turn unions, roller bearing hooks, 1½-inch brass globe and angle valves and 4-inch galvanized pipe, all good as new at considerably low prices.
W. B. Davis & Co., Aurora, Ill.

SITUATION WANTED

By practical gardener and florist, experienced in botanical work, greenhouse and private estates. Can handle men and get results. Married and can give the best of references. Would prefer place as head gardener or superintendent of large estate where results count. State particulars and wages. Will be open after Jan. 15. Age 35 years. Address
Key 857, care American Florist.

Good Position Open

for competent greenhouse foreman in up-to-date establishment in prosperous southern city. Satisfactory salary to right party. Address at once.
Key 865, care American Florist.

Situation Wanted

By good grower, single; private place preferred. Address
Key 858, care American Florist.

Situation Wanted

Expert rose grower capable of taking charge is open for engagement. Chicago or immediate vicinity preferred. Can furnish 11 references.
Key 863, care American Florist.

Help Wanted

By well known seed concern, hustling young man, good character, with knowledge of seeds, catalogues and salesmanship. Good opportunity for the right man. State age, experience and salary expected to start. Address
Key 859, care American Florist.

CANADIAN

wishing to locate in middle, western or southern states, would like to hear from large wholesale seed house. Advertiser is an executive and proven salesman, have charge of large department with wholesale house now, several years experience. Young man, married, has lots of initiative, and a worker. Position must afford good opportunity for advancement. Full information given. Address
Key 866, care American Florist.

FOR SALE

About 50 ft. 3 in. pipe at 25c; about 900 ft. 2 in. pipe at 13½c; 900 ft. 1¼ in., pipe at 7c. Wrought iron pipe in good condition.
Cash.

Address Key 856, care American Florist.

J. JENSEN

Formerly of Jensen & Dekema, Chicago, will learn of something to his advantage by communicating with the undersigned.

Key 864, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

New Books--Just Issued

VEGETABLE FORCING

By RALPH L. WATTS

Dean of Pennsylvania State College School of Agriculture

A handy reference for professional growers, students and gardeners interested in growing vegetables under artificial conditions. Cloth bound. 400 pages and 158 illustrations covering a wide range of topics.

PRICE, - - - - \$2.00

Greenhouses: Their Construction and Equipment

By W. J. WRIGHT

Director, New York State School of Agriculture

Contains 286 pages of practical data with tables and estimates on different forms of construction, heating and equipment, based on observations and experiences of prominent greenhouse builders and owners extending over a number of years. Bound in cloth, 131 illustrations.

PRICE, - - - - \$1.60

AMERICAN FLORIST COMPANY
440 So. Dearborn Street, CHICAGO

Prepare Now For St. Valentine's Day

And Be Sure Of Your Necessary Supplies

VALENTINE BOX, 24 x 5 x 3½

Made of heavy stock and white enameled paper, printed in red, with beautiful illustration, as illustrated.

Per 100.....\$15.00

Our Special Assortment of Tumbler Baskets

Our selection, including such baskets as Nos. 118 and 125.

Each.....30c to 50c

Our Stock of Supplies for

St. Valentine's Day

is complete. We have everything and anything you require. Let us know your wants—NOW. Transportation cannot be depended on. Ordering now means your being sure of your supply and a safeguard for your business.

NO ORDER TOO LARGE TO FILL—
NONE TOO SMALL TO APPRECIATE.

NEW NOVELTY

Hand painted butterfly bows. Ready for use.

Per Dozen.....\$4.00

2 dozen assorted in box.

RIVERSIDE NO. 2.

New full width in White, Pink, Scarlet, Nile, Yellow, Blue.

Per 50 Yards.....\$1.35

Fancy Corsage Ties

Made of Per doz.

No. 5 Novelty ribbon.....\$1.00

No. 7 Ombre effect.....1.50

No. 9 Ombre effect.....2.00

Earl Corsage Ribbon

No. 7. Per bolt.....85c

Colors to match all flowers.

Order Now for

St. Patrick's Day

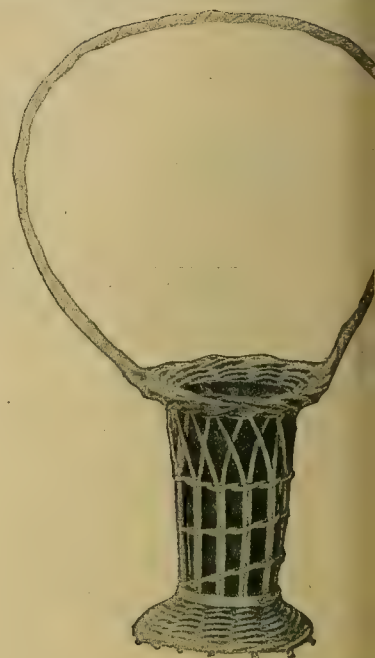
HUGHES'

Shamrock Box

Two Plants to each box

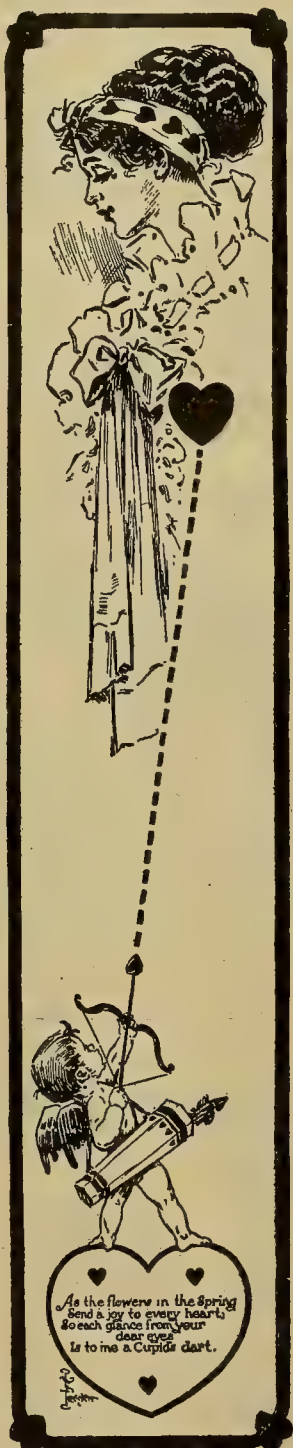
\$3.50 per Dozen.

\$25.00 per Hundred.



OUR LEADER.

50c each



Cover of Valentine Box.

POEHLMAN

72-74 E. Randolph St.,

For St. Valentine's Day

Good Supply of Roses, Particularly Extra Fancy

Hoosier Beauty	Killarney
Killarney Brilliant	White Killarney
Russell	Ophelia
Sunburst	Milady
	Richmond
	Ward

In addition to complete line of all the best standard and newer varieties of Roses we can supply you regularly with the market's best offerings in

lilies, Cattleyas, Cypripediums, Tulips, Valley, Carnations, Phalaenopsis, Jonquils, Ferns, Cecile Brunner, Adiantum, Freesias, Plumosus, Leucothoe, Sprengeri, Paper Whites, Smilax, Boxwood, Green and Bronze Galax.

PLANTS

CYCLAMEN.

4-inch pots...\$3.00, \$3.60 and \$4.20 per doz.
5-inch pots 6.00 per doz.

PANDANUS VEITCHII.

5-inch pots\$0.75 each
8-inch tubs\$3.00 and 3.50 each

BIRD'S NEST FERNS.

6-inch pots\$1.50 each

TABLE FERNS.

2½-inch pots\$4.00 per 100

RUBBER PLANTS.

4-inch pots.....\$4.20 per doz.
5-inch pots..... 6.00 per doz.

HOLLY FERNS.

3-inch\$10.00 per 100
4-inch 15.00 per 100
5-inch\$3.00 and 4.20 per doz.
6-inch 6.00 per doz.

COLEUS CHRISTMAS GEM.

5-inch pots\$3.00 and \$4.20 per doz.

ASPARAGUS PLUMOSUS.

2¼-inch\$3.50 per 100
6-inch, made up..... 4.20 per doz.

ENGLISH IVY.

4-inch\$15.00 per 100

COCOS WEDDELIANA.

2¼-inch\$14.00 per 100

PYTCHOSPERMA ALEXANDER.

3-inch pots\$15.00 per 100

SHAMROCKS, 2-inch pots, \$3.00 per 100.

N BROS. CO.

Long Distance Phone, **CHICAGO, ILL.**
Randolph 35.

SPRING FLOWERS

—ALSO—

Roses, Carnations and Beauties

Best quality in the market. The supply of Roses has been very much diminished in this market, but we are cutting a large quantity and while short stock is very scarce we can fill orders if received in time.

There is a big supply of Jonquils, Narcissi, Tulips and other Spring Flowers at prices lower than usual.

We spare no expense to give you the best service possible and this coupled with our choice grade of stock will surely prove satisfactory Express shipping is gradually improving.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

ANOTHER SNOWSTORM HITS CITY.

This city no more than gets shov-
eled out from one snowstorm when an-
other hits it, consequently conditions
are not exactly as good as they might
be. Snow began to fall shortly after
1 o'clock Monday morning, January
28, as predicted by the forecaster,
which proved to be quite heavy. Sun-
day's lowest temperature was eight de-
grees above zero and was accompanied
by a high northwest wind, which at-
tained a velocity of 30 miles an hour.

Freight traffic on all railroads enter-
ing this city has partly recovered
from its temporary paralysis and all
passenger trains are being operated on
a normal schedule, although many con-
tinue to run late. The coal situation
is still a serious problem to the
grower, but the prospects are brighter
at this writing than they have been
for some time, and many are now re-
ceiving coal through their dealers
again, which was impossible for some
time, owing to confiscation by the rail-
roads and others. Stock is none too
plentiful in the market, owing to the
fact that all the growers are running
their temperature as low as possible,
so as to make their supply of coal
pull them through until further relief
is in sight. Roses are a little on the
short side and the supply of carna-
tions does not appear to be any too
plentiful. Lilies are quite plentiful,
but clean up early, owing to the short-
age of other flowers. Paper White
narcissus is seen in good supply at
many of the stores, and the same
holds true for stevias, freesias, tulips
and jonquils. The first Rainbow free-
sias made their appearance this week
and are in brisk demand. Orchids,
gardenias, calendulas, anemones, pan-
sies, daisies, violets, lily of the

M. C. Gunterberg

—WHOLESALE FLORIST—

158 North Wabash Avenue,

CHICAGO

valley, mignonette, callas, sweet peas,
snapdragons, Romans, bouvardias
and campanulas are included in the
offerings. Business is as good as
can be expected under the pres-
ent existing conditions and no com-
plaint in regard to dull times is heard.
The wholesale houses were open until
noon Monday, January 28, by permis-
sion of the fuel administrator, as
mentioned in last week's issue, which
was of great help to all the dealers.
The retail stores were permitted to fill
all orders for the sick, wedding and fu-
nerals, but were not allowed to use
any heat, light or keep their front
doors open.

THE COAL SITUATION.

The growers' committee, consisting of
Peter Reinberg, chairman, C. L. Wash-
burn and August F. Poehlmann, suc-
ceeded in securing enough coal through
the local fuel administration to save at
least 60 growers from closing down.
E. A. Ollinger, who represented the flor-
ists before the fuel administration, re-
ports that every application made up
to Friday evening, January 25, when
the relief work was discontinued by the
fuel administrator owing to the better-
ment of conditions, received favorable
consideration and that in almost every
instance the coal has already reached
its destination. The growers will have
to rely on their regular dealers here-
after but those who obtained relief
through the fuel administration can
consider themselves remarkably lucky.
The winter has been a severe one for
the growers, owing to the intense cold
weather and the general report is that



Most beautiful ornamental Plant Stand on the
market. Write for special price on lots of 50 or
more. Good proposition for Agents and Jobbers.

THE RAPID WRAPPER CO.

56 East Randolph Street, CHICAGO

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CHICAGO
CENTRAL 601 and 2846

TRY US ON :
WEILAND—RUSSELL—OPHELIA

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

		Per 100			Per 100
MRS. CHAS. RUSSELL			ROSES, OUR SELECTION		\$ 5.00
Specials		\$25.00	Carnations, fancy		4.00
Select		20.00	Harrisii	12.50 to	15.00
Medium	\$12.00 to	15.00	Valley	6.00 to	8.00
Short	6.00 to	10.00	Violets	1.50 to	2.00
RICHMOND		Per 100	Stevia	1.50 to	2.00
Specials		\$12.00	Sweet Peas	1.50 to	2.00
Select		10.00	Smilax	per doz. strings	2.00 to 2.50
Medium		8.00	Adiantum		1.00 to 1.50
Shorts		6.00	Asparagus, per bunch	.50c to	75c
MILADY		Per 100	Ferns, per 1,000		\$3.00
Specials		\$12.00	Boxwood	per bunch,	35c
Select		10.00	Galax, bronze and green, per 1,000		\$1.25
Medium		8.00	Leucothoe Sprays	75c to	1.00
Shorts		6.00			
Killarney		Per 100			
White Killarney		\$12.00			
Killarney Brilliant	Specials	10.00			
Sunburst	Select	8.00			
My Maryland	Medium	5.00 to			
Ophelia	Short	6.00			
Champ Wieland					

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association



182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

NOW BOOKING ORDERS FOR ST. VALENTINE'S DAY

The National Publicity Campaign will create a great demand for all kinds of stock. Place your orders with us now and protect your supply.

Roses, Carnations, Sweet Peas, Lilies, Orchids,
Stevia, Valley, Mignonette, Paper Whites, Violets,
Calendulas, Daisies, Romans, Freesias, Jonquills,
Tulips, Pansies, Pussy Willows, Greens, Etc.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

BEAUTIES--ROSES--CARNATIONS

EXTRA FANCY STOCK. ORDER HERE AND GET THE BEST.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	
Long stems	Per doz. \$6.00
30-inch stems	5.00
24-inch stems	4.00
RICHMOND.	
Select	Per 100 \$12.00
Fancy	10.00
Medium	8.00
Short stems	6.00
RUSSELL.	
Fancy stock	Per 100 \$6.00 to \$25.00
ROSES, OUR SELECTION	
	5.00

SUNBURST and OPHELIA.	
Select	Per 100 \$12.00
Fancy	10.00
Medium	8.00
Short stems	6.00
WHITE and PINK KILLARNEY,	
KILLARNEY BRILLIANT.	
Fancy	Per 100 \$10.00
Medium	8.00
Good	7.00
Short stems	6.00
MINIATURE ROSES.	
Baby Doll	Per 100 \$2.00
Elgar	2.00

CARNATIONS	
	Per 100 4.00
MISCELLANEOUS.	
	Per 100
Valley	\$ 6.00 to 8.00
Lilies	12.50 to 15.00
Ferns, per 1,000	3.00
Smilax, per doz. strings	2.00 to 2.50
Adiantum	1.00
Galax (bronze and green), per 1,000 ..	1.25
Asparagus Sprenger, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35
Other Green Goods Market Rates.	

about 30 per cent more coal has already been consumed this season than last. While the situation is still serious, the most dangerous point has been passed and the prospects at this writing are brighter than they have been for the last few weeks.

NOTES.

This item appeared on the front page of the Tribune, Monday, January 28: "Chicago florists may fill orders today only for funerals, weddings, and the sick. Selling flowers for any other purpose will be construed as a violation of the order and the shops will be closed. August Lange, proprietor of the floral shop at 25 East Madison street, obtained the ruling from the Cook county fuel administration for the 300 other retail florists of Chicago."

N. J. Wietor says that Wietor Bros. received a carload of coal through the local fuel administration last Saturday, January 26, which will help pull them through this season along with the supply from his regular dealers. He adds that Pocohontas delivered to their place is costing them \$6.75 against \$3.60 last season and a good grade of Illinois \$4.50 against \$2.30.

Apples, oranges, bananas and candy were the tributes laid upon the bier of Joseph Bistin, a Roumanian, January 26. His funeral was at the First Presbyterian Church at Lake Forest. Relatives explained that according to native custom, the fruits and sweets took the place of flowers. Lighted candles were carried by each mourner.

G. W. Matteson with George Souster, Elgin, was in the city January 29. He says that the coal situation at Elgin is fully as serious as it is here and that his firm expects to be able to pull through the season all right if a car that is on the way arrives before the present supply on hand is exhausted.

Small American flags instead of the usual carnations, were worn here January 29, in honor of the seventy-fifth birthday anniversary of President McKinley. This change was decided on by the McKinley Carnation League as being more timely.

Zech & Mann are handling a large quantity of fancy lilies, which are always a leader with them. Jonquils, freesias and tulips are also seen in large supply at this establishment.

A. Lange vacated his branch store in the Stevens building last month because of changes in the heating ar-

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street
CHICAGO

CUT FLOWERS

The famous Percy Jones Brand
of Cut Flowers will satisfy
the most exacting buyer.

O. A. & L. A. TONNER

ROSES--CARNATIONS

Freesias

Calendulas

Narcissi

FLORISTS' SUPPLIES

Magnolia Leaves-Magnolia Wreaths-Cycas Leaves, Etc.

30 East Randolph St.,

Chicago, Ill.

rangements which rendered it unfit for employes and stock.

O'Leary, Florist, 4700 Grand boulevard, has incorporated with a capital stock of \$1,500. The directors are E. M. Weiss, Alexander Wolf and Stephen Love.

O'Leary the Florist has been incorporated with a capital of \$1,500. The incorporators are L. M. Weiss, Alexander Wolf, and Stephen Love.

Leo Burk, with Co. G, 131st infantry, now stationed at Houston, Tex., is visiting with his father, A. R. Phillips. He is on a 15-day furlough.

The E. C. Amling Co. received its first shipment of Rainbow freesias last week from Alois P. Frey, Crown Point, Ind.



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist" for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

Five of the employes of Vaughan's Greenhouses, Western Springs, are now with the colors.

George Gobel, formerly with the John Kruchten Co., is now with A. T. Pyfer & Co.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100	ROSES—Continued.		Per 100	MISCELLANEOUS		Per 100
Special	\$25.00	Killarney, special	12.00	Violets	\$ 0.75 to \$ 1.00
Select	20.00	" " select	10.00	Valley	6.00 to 8.00
Medium	\$12.00 to 15.00	" " medium	8.00	Easter Lilies	12.50 to 15.00
Short	6.00 to 10.00	" " short	4.00 to 6.00	Stevia	1.00 to 2.00
Hoosier Beauty, extra special.	30.00	Mrs. Ward, special	12.00	Strawflowersper bunch	.35 to .50
" " special	20.00 to 25.00	" " select	10.00	Calendulas	2.00 to 4.00
" " " select	10.00 to 15.00	" " " medium	8.00	Paper Whites	2.00 to 4.00
" " " short	8.00	" " " short	4.00 to 6.00	Daisies	1.00 to 2.00
Richmond, special	12.00	Sunburst, special	12.00	Snapdragonsper bunch	1.00 to 1.50
" " select	10.00	" " select	10.00	Mignonette	6.00 to 8.00
" " medium	8.00	" " " medium	8.00	Romans	2.00 to 4.00
" " short	4.00 to 6.00	" " " short	4.00 to 6.00	Callasper doz.	2.00
Milady, special	12.00	Cecile Brunner	2.00 to 3.00	Sweet Peas	1.00 to 2.00
" " select	10.00	Elgar	2.00 to 3.00	Freesia	3.00 to 4.00
" " medium	8.00	Baby Doll	2.00 to 3.00	Tulips	2.00 to 4.00
" " short	4.00 to 6.00				Jonquils	2.00 to 4.00
Killarney Brilliant, special	12.00	ROSES, OUR SELECTION.....		5.00	GREENS.		
" " " select	10.00	Extra special roses billed accordingly.			Asp. plumosus....per string	\$ 0.50 to \$ 0.75	
" " " medium	8.00	CARNATIONS.			Asp. plumosus sprays..bunch	.35 to .50	
" " " short	4.00 to 6.00	Fancy		\$ 3.00	Sprengeri.....per bunch	.35 to .50	
Ophelia, special	\$12.00	Splits		2.00	Adiantumper 100	1.00
" " select	10.00	ORCHIDS.			Smilax, choiceper doz.	2.00
" " medium	8.00	Cattleyas		per doz. \$12.00	Fancy Fernsper 1,000	3.00
" " short	4.00 to 6.00				Galax leavesper 1,000	1.25
White Killarney, special	\$12.00				Wild Smilaxper case	5.00
" " " select	10.00				Boxwoodper lb.	.35
" " " medium	8.00				Mexican Ivy	1.00
" " " short	4.00 to 6.00				Leucothoe Sprays75

If You Want Good Stock and Good Treatment

Send Your Orders To Us For

ROSES	CARNATIONS	VALLEY	LILIES
STEVIA	MIGNONETTE	JONQUILS	VIOLETS
FREESIAS	SWEET PEAS	NARCISSI	TULIPS

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

Chicago's most up-to-date and best located Wholesale Cut Flower House

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Sidney Buchbinder of Buchbinder Bros. will hereafter make his headquarters at Poehlmann Bros. Co.'s supply department, 72 East Randolph street, where he has arranged for office space and has a refrigerator on display. Mr. Buchbinder will concentrate his efforts on the manufacture of refrigerators and store fixtures for the trade.

Poehlmann Bros. Co. is supplying its trade with a fine grade of roses and all

other stock, particularly orchids, which are always a leader here. The supply department is booking a large number of orders for goods for St. Valentine's day, not to mention a splendid demand for the Hughes' shamrock box for St. Patrick's day.

A. L. Vaughan & Co. have no complaint to make in regard to their shipping trade, which has been as good as could be expected under the existing conditions. Stock of all kinds is in

good supply here, notwithstanding the general shortage in most lines.

Henry Rutenschroer, with Matthews, the Florist, Dayton, O., was here January 29 to look over the market, which has been on the short side for some time. He is well-known here through his former connection with Poehlmann Bros. Co.

Ed. Vilter will leave February 4 for Pocatello, Ida., where he will be employed until called to the colors.

Everything
In
Cut Flowers
For
Valentine's Day
At
Lowest Market Prices.

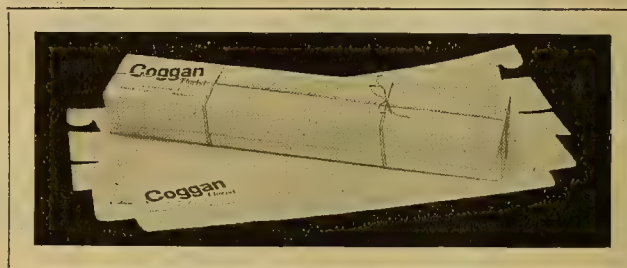
A.T. Pyfer & Company
Formerly at 36 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

The February meeting of the Chicago Florists' Club will be held at the Bismarck hotel, 175 West Randolph street, next Thursday evening, February 7, at 8 p. m. This will be novelty night and all growers having any new varieties of cut flowers or plants are cordially invited to make an exhibit. All shipments should be sent, express prepaid, to Allie J. Zech, secretary of the Chicago Florists' Club, 30 East Randolph street, Chicago. The Good-of-the-club committee, consisting of T. E. Waters, chairman, Paul Klingsporn and E. A. Ollinger, promise an interesting display. The growers' committee will make its report on the coal situation. Everyone in the trade is invited to be present whether they are members or not.

An examination will be held at the general offices of the west park commissioners in Union Park, at 9:00 a. m., February 25, for applicants for the position of Gardner, Class G. Rank 2. Division Z. Original entrance. The position is open to men between the ages of 21 and 50 years, regardless of residence. Pay 30 to 45 cents per hour. The duties include the planting, pruning and general care of trees, shrubs, perennials, lawns and outside gardens, and supervision of laborers in related work. Applications must be filed in the office of the board in Union park before 12 o'clock noon, February 23, 1918.

Joe Weis, well-known retail florist at 3445 Southport avenue, died Saturday, January 26, from throat trouble, following an illness of two weeks. He was well and favorably known to the trade, having been with J. A. Budlong before entering the retail business. He was 33 years of age and is survived by his parents, two sisters and two brothers, Henry now being in the employ of J. A. Budlong. The funeral was held from Our Lady of Lourdes church, January 29, with interment at St. Joseph's cemetery. The floral offerings from the trade were many and beautiful.

Miner J. Mulder, age 33, beloved son of Henrietta and the late John C. Mulder, brother of Mrs. H. C. Chadwick and O. H. Sample, and the late Charles Mulder, died this week. The funeral will be held from the late residence, 7923 Normal avenue, Friday, February 1, at 2:30 p. m., with interment at Mt. Greenwood cemetery.



The Coggan One Piece Box

ECONOMY AND STYLE COMBINED.

24 x 4 x 3.....\$2.00 per 100 20 x 4 x 3.....\$1.90 per 100
The ideal box for local trade. Write for special circular.

THE JOHN HENRY COMPANY, Lansing, Mich.

Peter Reinberg is booking quite a number of orders for rooted carnation cuttings, of which his supply will be as large as in other years. This firm unloaded several carloads of Pocahontas coal this week which were in transit for nearly a month.

M. Doetsch, of the George Wittbold Co., joined the ranks of the benedicts January 28. This is the second man in the trade married on fuelless Monday. O'Leary, the florist, being the first, the previous Monday.

The Chicago Flower Growers' Association is handling a large quantity of spring flowers in addition to the regular line of other seasonable stock, particularly roses and carnations.

Bassett & Washburn are in good crop with carnations, which are moving better this week than they have since the holidays. Spring flowers are quite a factor at this house.

Percy Jones, Inc., reports a splendid shipping trade, as well as local demand. Some particularly fine carnations are seen at this establishment.

Harry Gardiner with A. T. Pyfer & Co. is back on the job after being confined to his home for several days with tonsillitis.

C. W. Johnson, of Mt. Greenwood cemetery, is attending the carnation meeting at Boston, Mass., this week.

J. A. Budlong is showing a fine line of stock, particularly roses, and reports an early cleanup in all lines.

George Asmus was one of the Florists' day speakers this week at Iowa Agricultural College, Ames.

Wm. Duntemann, of Bensonville, is doing jury service in Wheaton.

Bob Kuehne, of Lake Forest, was married January 20.


Visitors: J. McCarthy, representing M. Rice Co., Philadelphia, Pa.; Bruno Juergens, Peoria; Milton Alexander, with Lion & Co., New York; J. A. Karins, with Henry A. Dreer, Inc., Philadelphia, Pa.; — Brunning, with H. G. Berning, St. Louis, Mo.

OWENSBORO, KY.—Payment for flowers the Monday after purchase is now being asked by the Nanz Floral Co.

ST. JOSEPH, Mo.—The Stuppy Floral Co. will move to more commodious quarters in the Geiger building about March 1.

SPRINGFIELD, ILL.—John L. Bryant, of the Springfield Floral Co., has taken the temporary management of a shop at Palm Beach, Fla., for the season of two months, after which he will return to his position here.

For
Your
Supply of
CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

St. Valentine's Baskets



for Violets, Sweet Peas, etc., with heart shaped handles and other attractive designs.

Honest Quality — Honest Prices.

25 Assorted Baskets..... \$6.50

With metal liners, colored in red, violet, white and all the two-tone finishes.

Send for our catalogue.

RAEDLEIN BASKET CO.

713-17 Milwaukee Ave., CHICAGO, ILL.

Toledo.

BLIZZARDS AND STOCK SHORTAGE.

The above describes conditions in this city for the past two weeks and is responsible for the present state of trade. However, from reports coming from the east, local florists have reasons to congratulate themselves. Although there is a decided shortage of cut flowers due to the cold weather and the uncertainty of express shipments, florists with the help of azaleas, cyclamens, a fair quantity of Paper Whites and some daffodils which are grown in this city have managed to take care of all orders in a fairly satisfactory manner. The demand for funeral work has been quite lively. Carnations are scarce and the quality only medium. Roses have been few and more limited ever since the holidays and prices are too high to be conducive to much business at this time of the year.

NOTES.

Forty thousand flowers were killed by the cold when a 500 foot section of the Woodville street house of Krueger Bros., large East Toledo growers, collapsed under the weight of the snow and ice resulting from the worst blizzard this city has ever experienced. Most of the flowers, many of which were just ready to cut, were carnations. The extreme cold also caused the loss of another carnation house of the same size when the pipes leading from the boiler burst. Two large houses of roses were saved from the general destruction. This new loss, coming right after the disastrous fire of Christmas which destroyed their Nevada street store, was certainly discouraging to this enterprising firm. However, they are making the best of the loss, which was partly covered by insurance, and will start rebuilding as soon as the weather permits.

Manager Frank M. Schramm, of Schramm Brothers, left January 26

for a three weeks' rest. The large holiday trade, coincident with the opening of the new flower department at La Salle & Koch's, was too much for him and he feels that he deserves a rest before the big spring drive. Schramm Brothers have purchased another Studebaker delivery car which is a beauty. Funeral work and decorations have been good at this progressive flower shop.

Garfield's closing order, now famous in the history of this country, caused for a time a great deal of perplexity to florists, many of whom did not know whether they were exempted or not. But in the end it was decided that from the very nature of their business, it could not include them and stores remained open. Trade, however, was affected by the general closing down of stores and factories.

The new Waldorf Flower Shop, which inaugurated its floral career so auspiciously in the Waldorf hotel just before Christmas, has sold its attractive furniture and other equipment and has retired from the field. Mr. Bloom, the proprietor, said that he had no fault to find with business, but was not used to the long hours of the flower business.

Max Spanner says the flower shortage is the worst he has experienced in his long business career. And it is rare, indeed, when Max cannot get plenty of stock.

John Barrow & Son have bought a new delivery car which is very attractive. This firm is not complaining much about the present state of business.

A. C. K.

HOUSTON, TEX.—The florists' club, at a meeting January 16, elected the following officers for the ensuing year: S. J. Mitchell, president; C. Kofahl, vice-president; C. E. Hogans, treasurer; S. Richardson, secretary; Paul Carroll and Henry Kuhlmann, Sr., trustees.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady.

Sunburst.

Shawyer.

Ward.

Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES.

Make arrangements with us for a regular supply. You should always have some on hand, especially now during the extreme shortage of other flowers.

Valley.

Callas.

Violets.

(Single and double)

Calendulas.

Cattleyas,

Sweet Peas.

Paper Whites.

Yellow Narcissus.

White Daisies.

Yellow Daisies.

Pansies.

Stevia.

Jonquils

Strawflowers.

Mignonette

Freesias

Tulips

Pansies

GREENS.

Plumosus.

Sprengeri.

Galax, bronze.

Galax, green.

Ferns.

Leucothoe Sprays.

Mexican Ivy.

Smilax.

Adiantum.

Wild Smilax.

Boxwood.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

St. Louis.

SUPPLY IS LIMITED.

Stock of all kinds continues to be scarce, particularly roses. Of those seen the past week, Russell and Ophelia were very fine, but prices were stiff and the cut not near enough to supply the demand. Lilies have been fairly plentiful but of inferior quality. Sweet peas continue to improve, and with the opening of the weather, they ought to be good and lots of them. Violets are very fine, but they do not have as ready a sale as other flowers this year. St. Valentine's day should see a good supply of violets with a few days of bright weather. Lily of the valley is scarce. Bulbous stock is in good supply but does not overcrowd the market. Carnations are good, but in proportion there seem to be more dark colors than pink and white. Fancy ferns and smilax are plentiful, with Asparagus plumosus still on the scarce list.

NOTES.

Oscar May of Sappington, Mo., has a big crop of freesias coming on from which he expects to cut quite a few for St. Valentine's day. Last year this time he was cutting quite heavily, but on account of the long drawn out dark weather they have not progressed very rapidly.

W. J. Pilcher, vice-president of the S. A. F. for eastern Missouri, is camping on the trails of all eligible men for membership. Believe me, he is some solicitor. His early experience selling locks and keys stand him in good stead now. That was a hard game.

All the growers in this section have adopted the suggestion of the fuel administrator and are running their greenhouses cool. This necessitates close watching, and particularly, the rose growers have to be on the lookout for mildew.

President Bourdet states he has selected the various committees to take care of the coming S. A. F. convention to be held at the Moolah Temple in April. He will announce them at the next florist club meeting.

The past week saw quite a bit of funeral work. It seems everybody got their share from the activity seen around the market. F. C. Weber had large orders Sunday and also on Saturday.

Young Bros., who recently went into bankruptcy, held their auction last week. It is rumored that they intend to reopen a stand near the old location.

St. Louis Wholesale Cut Flower Co. has been getting in quite a fine lot of orchids. These ought to have a good call for St. Valentine's day.

Windler Wholesale Floral Co. has been handling large quantities of jonquils and freesias. Their sweet peas also have a big call.

Wm. C. Smith reports that his greenhouses, under Rudy Windt's management, show quite an improvement.

Both of the Tubbesing boys of the Ayers Floral Co. drew Class A in the questionnaire return.

J. J. W.

BELMONT, MASS.—A new flower shop will be opened here by A. G. Pembroke, formerly of the Boston Flower Exchange.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

Mention the American Florist when writing.

Bargain in California Privet

Can ship now or hold in storage until spring.

6-12 inch.....	\$ 6.00 per 1000
12-18 inch.....	10.00 per 1000
18-24 inch.....	12.50 per 1000

SOUTHERN NURSERY CO.
WINCHESTER, TENN.

Mention the American Florist when writing

Tacoma, Wash.

AMPLE SUPPLY OF GOOD STOCK.

Business so far this year has been excellent with plenty of the very best of stock of all kinds with the exception of roses and violets. They have been shipped to our local stores from California and as a rule have arrived in first class condition. The year of 1917 was fairly good and gave the florists a chance to partially get squared up for the three years before, which we may term "three lean years," and now the coming year shows better promise than we have ever had before. This is partially due to the army post that we have so near our city, and which is proving to be a mighty good investment of the two million dollar tract of land that our city and county bought and gave to Uncle Sam for the Great Camp Lewis. Every kind of business has been greatly benefited and florists are surely getting their share. Weather conditions so far this winter have proven very mild, and in consequence the fuel piles have not been hard hit. So far the fuel problem has not caused any of our florists a moment's uneasiness, as there is no shortage here as in the east. There is a good call for stock for decorations that are used all over the city in honor of the officers and soldiers that are with us from all the Pacific Coast states. Bulbous stock so far has not produced any specially nice blooms, except the Paper Whites and a few white Romans. Sweet peas are coming in very slowly but they are fine. Home grown roses are as fine as we see anywhere—not half enough of them however. Carnations are plentiful enough and not so many "splits" as heretofore. The scarcity of good help is greater than our lack of coal or fuel. Propagation is under way for the spring bedding stock. We are naturally making greater effort than ever before. Everyone is expecting an unusual call for that kind of stock and we hope to have our beautiful city more attractive than ever and when our rose show comes off this city will get the greatest advertisement of any place in the west.

The Hayden-Watson Co. has been doing some extra fine design work of late. They have a greater wholesale shipping trade than any former season.

S. L. H.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of..... \$4.50.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.
J. E. POLLWORTH, Sec'y and Gen'l Mgr.

Mention the American Florist when writing.

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Chicago
Store: 162 N. Wabash Ave.

Mention the American Florist when writing

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale
Florists' Supplies

Mention the American Florist when writing

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing

Joseph E. Wiltgen

Michael F. Freres

Wiltgen & Freres

WHOLESALE FLORISTS

Long Distance Phone, Randolph 1975

173 N. Wabash Ave., CHICAGO

Mention the American Florist when writing

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally LocatedWHOLESALE
CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

Dozen

Roses, Beauty, specials.....	\$7 00
" " 36-in.	6 00
" " 30-in.	5 00
" " 24-in.	4 00
" Mrs. Chas. Russell.....	1 00@ 3 00
100	
" Hoosier Beauty	8 00@15 00
" Killarney Brilliant	6 00@15 00
" Killarney	6 00@12 00
" White Killarney	6 00@12 00
" Richmond	6 00@15 00
" Rhea Reid	6 00@15 00
" My Maryland	6 00@15 00
" Mrs. Geo. Shawyer.....	6 00@15 00
" Milady	6 00@15 00
" Sunburst	6 00@12 00
" Mrs. Aaron Ward.....	6 00@12 00
" Hadley	6 00@15 00
" Ophelia	6 00@12 00
" Double White Killarney..	6 00@12 00
" Mrs. Moorefield Storey..	6 00@12 00
" Champ Weiland	6 00@12 00
" Stanley	6 00@12 00
" Tipperary	3 00@10 00
" Francis Scott Key.....	6 00@15 00
" Bayard Thayer	6 00@15 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Nesbit	2 00@ 4 00
" Fireflame	6 00@ 8 00
" Our selection	5 00

Violets, per 100...	\$1 00@ 1 50
Carnations	3 00@ 4 00
Cattleyas per doz., \$9 00	
Daisies	1 00@ 2 00
Lilium Harrisii	12 50@15 00
Valley	6 00
Fernsper 1000,	\$3 00
Freestias	2.00@ 3.00
Tulips	3.00@ 4.00
Galax	1 00@ 1 25
Leucothoe	75
Mexican Ivy per 1000,	5 00@6 00
Plumous Strings, each,	60@ 75
Smilaxper doz.,	2 00@2 50
Sprenger, Plumous Sprays...	3 00
Boxwood, 35c per lb., per case.	9 00

D. E. FRERES

R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

Mention the American Florist when writing

WILD SMILAX, \$2.50 Per Case

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing

Wild Smilax, \$2.50 Per Case

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE 879 154 N. WABASH AVE. CHICAGO
CENTRAL 879 154 N. WABASH AVE. ILLINOIS

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE

Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Mention the American Florist when writing

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

Suggest the Use of LILAC for Wedding Work

It makes a splendid combination with most any kind of colored flowers. We have some on hand at all times, and on short notice can furnish most any quantity. \$1.50 per bunch. Special price in quantity.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

SHORT ROSES ONLY SCARCITY.

The heatless and the eatless days, particularly the former, are very depressing. One can get other than the restricted articles to eat, but to get heat there must be coal. Elbert Hubbard declared transportation to be the greatest factor in civilization, and recent developments show him to be about right. Oh for a few more locomotives, or greater brains to use the few we have. There appears to be an increase in the supply of marketable flowers, the only really scarce items being short roses, the kind that sell from \$4 to \$8 per hundred. The longer grades in nearly all varieties is seen in most of the stock, but does not find an active demand. As one of the wholesalers put it: "Although receipts are light, there is about enough for the demand, but prices are too low; somehow, we cannot get the value which the quality of the stock warrants." Prices are much too low for the time of year. Carnations are beginning to back up a little. The quality is fine, but prices are not encouraging. Mignonette, splendid stock, goes a begging. Snapdragons move quite well at fair prices. Easter lilies appear to fit in for many uses and meet with a steady call. Cattleyas of superb quality are hard to move at \$4 per dozen. There is still high grade lily of the valley, which bids fair now to hold out until the arrival of the new pips, which are reported at last to be on the way. One grower has received an invoice for a shipment of 100,000, but has no idea on what vessel it is coming, or when to expect it. Sweet peas hold their own in the competition. Nothing better has been seen here and prices are satisfactory. Golden Spur daffodils are offered freely. Paper Whites are too plentiful. Violets are a bit draggy, as are gardenias. Asparagus is a good crop. It is the scarcest thing in the market and brings top prices.

WITH THE WHOLESALEERS.

Jake Duetscher, of the artillery at Camp Meade, made a flying visit to this city Saturday last. A soldier's life is fine. Up at 6:30, a good breakfast and a day of activity in drilling, marching, firing and bayonet practice. The running or forced marching of a couple of hours takes the wind out of most of the boys at first, but they gradually get used to this strenuous service. The "go to sleep" at ten is always welcome.

Not many moons ago, the patriotic cry was buy a bale of cotton for \$10 and help the south. Now one must pay 56 cents a pound for the common white wrapping cord that used to sell for 20 cents. Some growers still use this for tying bunches of flowers for market. What is the matter with raffia? Surely much cheaper and just as effective.

Clarence Liggett, chief of the S. S. Pennock Co.'s plant department, is rapidly turning over 25,000 Primula malacoides. He says that storekeepers are finding them ideal as a basket plant.

The Leo Niessen Co. find a lively call for asparagus, the supply being far short of the demand. American

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Jan. 30. Per 100	
American Beauty, per doz.,	1.00@ 4.00
Roses, Killarney	4.00@ 8.00
" Mrs. Chas. Russell.....	10.00@25.00
" Ophelia	8.00@15.00
" Richmond	6.00@15.00
" Sunburst	6.00@12.00
Lillium Giganteum	15.00
Carnations	2.00@ 4.00
Valley	7.00
Narcissus	2.00@ 4.00
Sweet Peas	1.00
Violets50@ .75
Daffodils	4.00
Tulips	4.00@ 5.00

BOSTON, Jan. 30. Per 100	
Roses, Beauty	10.00@25.00
" Killarney Queen	2.00@ 8.00
" White and Pink Killarney	4.00@12.00
" Double White Killarney..	2.00@ 8.00
" Killarney Brilliant	4.00@10.00
" Hadley	5.00@25.00
" Cardinal	2.00@ 8.00
" Mock	4.00@12.00
" Mrs. Chas. Russell.....	3.00@15.00
" Sunburst	10.00@16.00
" Taft	4.00@12.00
" Milady	2.00@ 8.00
" Ward and Hillingdon.....	6.00@ 8.00
" My Maryland	2.00@ 8.00
Carnations	3.00@ 4.00
Violets75@ 1.00

BUFFALO, Jan. 30. Per 100	
Beauty Special	40.00@50.00
" Fancy	25.00@30.00
" Extra	20.00@25.00
" 1st	10.00@15.00
Roses, Killarney	4.00@10.00
" My Maryland	4.00@10.00
" Sunburst	4.00@10.00
" Ward	3.00@ 6.00
" Ophelia	5.00@15.00
" Russell	6.00@12.00
" Stanley	4.00@ 8.00
" Mock	4.00@ 8.00
" Shawyer	4.00@12.00
Lily of the Valley.....	8.00@10.00
Lilies	8.00@12.00
Cattleyas	50.00@60.00
Carnations	3.00@ 5.00
Asparagus Sprengerl. 35@	50
Ferns.....per 1000, 250	
Smilax	15.00@20.00
Chrysanthemums	10.00@25.00
Violets60@ .75
Sweet Peas	1.00@ 2.50
Daffodils	3.00@ 5.00
Tulips	3.00@ 4.00
Romans	3.00@ 4.00
Paper Whites	3.00@ 4.00

Beauty and Russell roses and choice sweet peas are features here.

H. Bayersdorfer & Co. are having a great run on their St. Valentine's kiddies. A recent mail brought orders for over 1,000 of these little flower holders.

Eugene Bernheimer finds an orange snapdragon in good demand. Prima Donna and September Morn roses are special features. Trade is reported fair.

Berger Brothers find a fair amount of business. Easter lilies, Maryland roses, and a good assortment of carnations and sweet peas, are headliners.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

BERGER BROS.

Central Market

**ROSES, ORCHIDS, VALLEY
VIOLETS.**

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

FLORAL NURSERIES

Growers and Wholesalers

Office and Wholesale Store

9 SO. MOLE ST., PHILADELPHIA, PA.

Greenhouses: EDGELY, BUCKS CO., PA.

PHONE NO.—SPRUCE 889.

Mr. Arnold, of the Floral Nurseries, who has been laid up for a month, is, we are glad to report, about again, and rapidly recovering his health.

Habermehls, at their Bellevue-Stratford store, have been busy with funeral work the past week. Their famed acacias will soon be in.

The London Flower shop has been featuring cattleyas the past week. Preparations are being made for a big St. Valentine's day business.

The Joseph Heacock Co. has trouble to get stock enough for its orders at present. They expect a good crop on for St. Valentine's day.

NOTES.

In all the smaller cities and towns there are many florists who grow most of their own supply. In the fall and spring months they have sufficient, but in the winter when stock shortens up, they draw on the markets of the large cities. Edward Reid finds this class of buyers, as a rule, do not seem to realized that when flowers are scarce with them the same condition pre-

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

vails elsewhere. They telegraph for stock, "must have it," "don't disappoint," and when we do our best at the lowest market price, we are called robbers. There is something wrong with the system. The little greenhouse men protest the loudest; they ought to be satisfied, at these times of scarcity, to work on small margins, as they never buy unless they have an order. They can rest assured that when stock is scarce, the men who produce it, expect and generally do get, the best market price.

The February meeting of the florists' club will have J. C. Saunders, of Harrisburg, Pa., as the essayist, his subject being, "The Importation of Plants from Belgium." Mr. Saunders has made a study of conditions as they now exist, and will present some very interesting information. There will also be an exhibition of the latest in sweet peas, as grown commercially, for this market. This should be very interesting to all growers of cut flowers, who will be cordially welcomed.

K.

Providence, R. I.

GOOD SUPPLY AND DEMAND.

Trade during the past week has been brisk with a plentiful supply of everything except roses. These have been short for some time and prices are very high. Carnations are flooding the market and are much more reasonable. Paper Whites are good and sell well. Daffodils are coming in fairly well but the call for them is not heavy. Murillo and Lorraine tulips are being offered but the stems are short. Violets are scarce but there is no great call for them. Easter lilies show good form and floral work which has been heavy absorbs quantities of them.

Many of the local florists received cards from Olney Williams during the past week. He is wintering at Palm Beach, Fla., his range being conducted by his sons during his absence.

H. A. T.

GUST. RUSCH & CO.



Wholesale Florists

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FANCY FERNS, Special Picked

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Manufacturer of

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C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florists'" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Jan. 30. Per 100		
Roses, Beauty, special.....	35.00@50.00	
" " fancy	15.00@25.00	
" " extra	10.00@15.00	
" " shorter grades 10.00@12.00		
" Mrs. Chas. Russell.....	8.00@25.00	
" Prima Donna	8.00@15.00	
" Killarney	4.00@10.00	
" White Killarney	4.00@10.00	
" Hadley	8.00@35.00	
" Sunburst	6.00@12.00	
" Wards	4.00@ 8.00	
" Wards	3.00@ 8.00	
Carnations	3.00@ 5.00	
Cattleyas.....each \$0.35@ .50		
Valley	10.00@12.00	
Lilium Rubrum	5.00@ 6.00	
Calendulas	2.00@ 3.00	
Easter Lilies	10.00@12.50	
Snapdragons	6.00@12.50	
Violets, single and double.....	.75@ 1.00	
Asparagus.....string or bunch.....	.35@ .50	
Sweet Peas	1.50@ 3.00	
Daffodils	3.00@ 4.00	
Paper Whites	1.50@ 3.00	
Tulips	3.00@ 4.00	

PITTSBURGH, Jan. 30. Per 100		
Roses, Beauty, special.....	35.00	
" " fancy	25.00	
" " extra	12.00	
" " No. 1	10.00	
" Killarney	4.00@12.00	
" My Maryland	4.00@12.00	
" Sunburst	4.00@12.00	
" Mrs. Aaron Ward.....	4.00@12.00	
Cattleyas	50.00	
Lilium Giganteum	10.00@12.00	
Adiantum	1.25	
Asparagus Sprenger, per bunch.....	35@40	
New Crop Green Galax, per 1000	\$1.25	
Carnations	4.00	
Calendulas	3.00	
Violets50	
Paper Whites	2.00@ 3.00	
Daffodils	3.00@ 4.00	
Freesia	4.00	
Sweet Peas75@ 1.50	
Tulips	3.00@ 4.00	

MILWAUKEE, Jan. 30. Per 100		
Roses, Killarney and W. Killarney	6.00@12.00	
" Ward	4.00@10.00	
" Mrs. Chas. Russell.....	15.00@35.00	
" Ophelia	6.00@12.00	
" Hoosier Beauty	8.00@15.00	
" Bon Silene	2.00	
" Cecile Brunner	2.00	
Carnations	2.00@ 3.00	
Valley	6.00	

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Fancy Raffia Mats

\$3.00 per doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

Mention the American Florist when writing

EUGENE BERNHEIMER

—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia.
Carnations, Violets.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

ST. LOUIS, Jan. 30. Per 100		
Hadley	2.00@ 5.00	
Killarney	2.00@ 4.00	
White Killarney	2.00@ 4.00	
Hoosier Beauty	3.00@15.00	
Russell	4.00@25.00	
Sunburst	3.00@10.00	
Ward	3.00@ 6.00	
Mrs. Shawyer	2.00@ 8.00	
Ophelia	4.00@10.00	
Carnations	3.00@ 4.00	
Ferns.....per 1000, \$2.50		
Violets	1.00@ 1.50	
Paper Whites	3.00	
Stevia	2.00	

New York.

DEMAND IN ALL LINES WEAK.

The wholesale cut flower trade continues sluggish, which is also an index to the retail trade. Roses continue to bring good prices, not on account of an increased volume of business, but on account of a short supply. American Beauties have been particularly scarce during the past week, and at this writing good specials are selling at the rate of \$60 to \$75 per 100, wholesale. It would seem that the word "special," relating to American Beauties, is much abused. We have recently noticed special American Beauties quoted at from \$15 to \$50 per 100, which on the face of it is ridiculous. An American Beauty may have a long stem, but if it only brings 15 cents when others bring 50 cents, it is hard to understand where the "special" comes in. All other roses are bringing good prices. Carnations continue slow at \$2 to \$3 per 100, with \$4 for the best Wards and some fancy stock. Orchids, lily of the valley, sweet peas and various other stocks, of which there is an abundant supply, considering the limited demand, are all slow and cheap for this season of the year. It may be said that funeral work is now the principal feature of the trade, and there has been much of it. The city death rate is high and there have been large orders for the funerals of a number of men who have died at the army camps. There is an occasional decoration for a wedding or a dinner, but that branch of the business has greatly fallen off. In addition to the high cost of living and the disposition of many to be economical, the extremely cold weather and the coal shortage have had a bad effect on business. Regardless of all this, the florists are cheerfully trying to make the best of the situation, and most of them seem thankful that conditions are no worse. At this writing, the weather is not severe and it will be a boon to the growers if it continues moderate.

January 28.—With a temperature ranging from 10 degrees above zero at 6 a. m. to 14 above at 10 a. m., "heatless Monday" is not inspiring. All that the florists can do is to try to take care of their stock, and stores are generally closed. In response to a request from this office, Reeve Schley, the New York county fuel administrator, has written as follows: "Florists are entitled to maintain sufficient heat to prevent injury to plants in their stores."

NOTES.

At a meeting of the Associated Retail Florists, Inc., of New York, January 21, the following resolution was adopted: "Resolved, that in compliance with the recent order issued by Dr. Henry A. Garfield, fuel administrator, the business of members of this association will be conducted only during the daylight hours and that no light will be burned during the evening hours on the Mondays specified in said order, and the members of the trade generally are urged to comply with the spirit as well as the letter of Dr. Garfield's order." All members of this association close their places of business as soon as it becomes too dark without the aid of electric lights. You are requested to give this action and resolution publicity in order that other members of the craft may do likewise.

John A. Leach, whom Mayor Hylan caused to be appointed first deputy police commissioner, January 23, was reared a florist and though of late engaged in the practice of law, still takes an interest in the florist business. He is a director and counsel for the Cut Flower Exchange. His father was a grower who had a range in Long Island City, and after his death, John

For Immediate Delivery

LIL. GIGANTEUM

Of new crop.

7-9 in., \$55.00 per 1000.

In cases of 300 bulbs.



LILY of the VALLEY

From New York Cold Storage.

\$40.00 per 1000.

In cases of 2000 and 4000 pips.

Chas. Schwake & Co., 90-92 West Broadway, New York

A. continued the business, in the meantime studying law. As a law student he met the present mayor, and they became warm friends.

Secretary Young is mailing to members of the Society of American Florists, fac-simile copies of the "Say It With Flowers" advertisements and retailers are urged to send for the cuts. One is designed for St. Valentine's day, the other can be used at any time and the retailer can write his own advertisement. These cuts are very attractive and should help business.

W. F. La Croix, a specialist in lilac forcing, is now bringing a fine quality of stock to market. Although he is located in New Jersey, he cannot risk shipping it under present conditions, so he brings it in. His stock is sold by William P. Ford, 107 West 28th street.

Riedel & Meyer, Inc., 49 West 28th street, are handling fine stock of acacias. From the Siebrecht range, Astoria, L. I., they receive daily shipments of lily of the valley. Landsmann, of Flatbush, is sending them fine lilies, yellow narcissis and freesias.

Calling recently on Charles L. Bartels, 413-419 East Tremont avenue, Bronx borough, we found him finely located in his new store, which is the finest retail store in that section of the city. He is ably assisted in its management by his brother.

N. J. Miller, 547 Columbus avenue, advises us that he has been quite busy this winter with funeral work. He has been in business in that locality for 27 years and has a good family trade, in the management of which he is ably assisted by Mrs. Miller.

Simon Hefele, 3361 Third avenue, who has been a New York florist for 50 years, says he has never experienced such a long, continued spell of cold weather as we have passed through, and other old florists agree with him.

Leikens, Madison avenue and 55th street, advises us that considering conditions, he has no complaint to make about business. On January 25, he had a large order for the funeral of a soldier who had died at one of the camps.

There have been several light falls of snow within the past few days, but travel has not been greatly obstructed. The storm from the west reached here January 28, but seems to have spent most of its force.

Charles Weber, the well known grower of Lynbrook, L. I., is around again after a period of inactivity, due to two broken ribs, injuries sustained by a fall on the ice during the recent cold weather.

Miss May Bowman, who is a clever assistant to her father, Herman Bowman, in his store at White Plains, N. Y., is recovering from a fractured ankle, which was a cold weather accident.

In addition to the great assortment of roses, carnations and lilies, Joseph S. Fenrich, 51 West 28th street, is receiving a large supply of narcissi, tulips, freesias and hyacinths.

M. C. Ford, 121 West 28th street, is



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MY SPECIALTY
SWEET PEAS AND ALL
Flowers of Shipping Quality

Joseph S. Fenrich

51 West 28th Street, NEW YORK

Telephones—420-421-422 Farragut.



receiving a particularly fine line of Golden Spurs from the range of John F. Madden, Jersey City, N. J., also fine tulips.

John Young & Co., 53 West 28th street, are receiving fine carnations and sweet peas from the range of Henry Weston, Hempstead, L. I.

In addition to a good stock of roses and orchids, Traendly & Schenck, 436 Sixth avenue, are now handling good yellow and pink tulips.

The Cadieux Company, which recently opened a good store at 1003 Madison avenue, report a very fair business.

Alfred Kottmiller, 426 Madison avenue, has orders for several fine decorations, to be arranged in the near future.

Nanse & Oechsli, of Huguenot Park, Staten Island, are bringing to market a fine quality of sweet peas.

Max Schling, 785 Fifth avenue, reports that he has been having large orders for funeral work.

Alexander Kupperman, manager of Fleischman's down town store, is the proud father of a son.

The firm of Guttman & Raynor, Inc., has discontinued their wholesale business.

Joseph Hill, of Richmond, Ind., was a visitor January 26.

A. F. F.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
FARRAGUT.

NEW YORK CITY

GEO. J. POLYKRANAS

Wholesale Commission Florist

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NEW YORK

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Phones 5413 and 5891 Farragut

Everything in Cut Flowers

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3532-3533 Farragut 133 W. 28th St., New York

All the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

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Goldstein & Futterman
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The Right People to Deal With.

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BADGLEY & BISHOP, Inc.

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34 West 28th Street, New York

Receivers and Distributors of Choicest Cut Flowers.

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Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Jan. 30. Per 100

Roses, Beauty, special	60.00@75.00
" " extra and fancy	35.00@40.00
" " No. 1 and No. 2	12.00@15.00
" Hadley	4.00@50.00
" Francis Scott Key	4.00@30.00
" Prima Donna	4.00@15.00
" Alice Stanley	4.00@15.00
" Mrs. Geo. Shawyer	4.00@15.00
" Double White Killarney	5.00@12.00
" Killarney, Special	12.00@15.00
" " No. 1 and No. 2	3.00@ 5.00
" " Queen	4.00@15.00
" " Brilliant	4.00@15.00
" Aaron Ward	4.00@15.00
" Sunburst	4.00@15.00
" J. L. Mock	4.00@20.00
" Ophelia	4.00@15.00
" Mrs. Chas. Russell	4.00@30.00
" Hoosier Beauty	4.00@15.00
Cattleya Orchids, special	15.00@25.00
Rubrams	3.00@ 5.00
Lilies, Longiflorum and Formosum	4.00@ 6.00
Lily of the Valley	4.00@ 6.00
Edwardia	3.00@ 4.00
Adiantum Croweatum and	
Hybridum	.75@ 1.00
Asparagus Plumosus	1 doz. behs. 2.50@ 3.00
Smilax	1 doz. strings, 1.25@ 2.00
Carnations	2.00@ 3.00
Carnations, Fancy	4.00
Violets	.15@ .30
Snappedragons	4.00
Gardenias	per doz. 1.00@ 3.00
Narcissus, Yellow	per doz. 2.00@ 4.00
Tulips	1.50@ 4.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

CONSIGNMENTS SOLICITED

Growers' Cut Flower Co., Inc.

E. J. VAN REYPER, Manager

Roses, Carnations, Violets

And all NOVELTIES in the Market.

LILIES AND VALLEY EVERY DAY IN THE YEAR

Consignments Solicited.

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Farragut 3563

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Wholesale Florist

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Telephones { 4422 Farragut D. J. Pappas, Pres.
4423**United Cut Flower Co., Inc.**

WHOLESALE

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2336**WM. KESSLER,**

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

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N.Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

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M. C. FORD121 WEST 28TH STREET
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Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

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VAUGHAN'S FLOWER SEEDS FOR EARLY SOWING.

ANTIRRHINUM			
Antirrhinum Majus	Trade Pkt.	Oz.	
Golden King, yellow	1/4 oz., 25c	\$0.10	\$0.80
Queen Victoria, white shade cream with yellow lip		.10	.80
Brilliant Scarlet		.10	.80
Dark Rose, coral red		.10	.80
Diana, semi-tall, rose pink, white throat		.10	.80
Lovely, white with pink lip		.10	.80
Delicate Pink, daybreak		.10	.60
Amber Queen	1/4 oz., 25c.	.10	.80
Rosy Morn, pale rosy pink		.15	1.00
Wild Rose, light pink, white throat, yellow center, semi-tall		.20	
Large Flowering Pink		.10	.80
Vaughan's Special Mixture, extra		.10	.60

ASPARAGUS			
Plumosus Nanus, Northern greenhouse grown. Price, per 100 seeds, 50c;			
250 seeds, \$1.00; 1,000 seeds \$3.50.			
Sprengeri. 100 seeds, 15c; 250 seeds, 25c; 1,000 seeds, 75c; 5,000 seeds, \$3.50; oz. 50c; lb., \$5.00.			

ASTER			
Queen of Market. White, Pink, Crimson, Light Blue, Dark Blue, Lavender, Flesh. Each of the above, trade pkt., 10c; 1/4 oz., 30c; oz., \$1.00. Mixed, trade pkt., 10c; oz., 80c; lb., \$10.00.			
The Royal. White, Shell Pink, Rose Pink, Lavender and Purple. Trade pkt., 25c; 1/4 oz., 45c; oz., \$1.50.			

BEGONIA			
Gracilis Luminosa	1-32 oz., \$1.50	\$0.25	
Atropurpurea Vernon. Red-leaved and red-flowered, 1/2 oz., 50c		.10	
Prima Donna		.35	
Erfordia		.35	
Melanie. White with pink edge		.35	
Glory de Chatelaine. Silvery pink		.50	

CANDYTUFT			
Giant Hyacinth-Flowered White, select stock.	1b., \$5.00.	\$0.15	\$0.50

CELOSIA			
Cristata.			
Cristata Nana. Dwarf sorts, mixed, extra choice best.	\$0.25	\$1.75	
Nana, President Thiers. True.	.25	2.00	
Empress. Extra choice dwarf, crimson.	.25	2.40	
Plumosa. Triumph of the Exposition	.10	.40	
Mixed, feathered varieties	.05	.25	
Dwarf, mixed, for pots.	.25		
Childs, Chinese Woolflower.	.25		

CENTAUREA			
Gymnocarpa		.10	.50
Candidissima (Dusty Miller)		.25	2.00
Cobaea Scandens, purple	1b., \$3.40.	.10	.35
Ipomoea Noctiflora (Moonflower), White Seeded.	1b., 4.00.	.10	.35

LOBELIA			
Erinus Pumila Splendens, Bedding Queen.	1/4 oz., 40c.	.15	
Crystal Palace Compacta, true.	1/4 oz., 30c.	.15	1.60
Speciosa, dark flower and foliage, true.	1/4 oz., 25c.	.10	
Emperor William, dwarf, choice strain.	1/4 oz., 25c.	.10	
Hamburgia, best for hanging baskets, etc.		.25	
Hybrida, Sapphire, new, best for hanging baskets.		.25	

PETUNIA			
Large Single-Flowered Sorts			
Large-Flowering, finest mixed	1-16 oz., \$1.80	\$0.25	\$0.25
Fringed, mixed, extra choice	1-16 oz., 2.00		.25
Giants of California, true	1-16 oz., 1.80		.25
Triumph of the Giants.	1.000 seeds		.50
Vaughan's Best Mixture of Large Flowering Single Petunias.			
Price Trade pkt. (1,000 seeds), 50c; 3 trade pkts., for \$1.35; 1-32 oz., \$2.00.			

SALVIA			
Splendens, Clara Bedman or Bonfire		\$0.25	\$2.00
Drooping Spikes, very fine		.25	2.00
Zurich		.35	3.00
Fireball, the best of all.	1/4 oz., 75c.	.35	3.00
Maroon Prince		.25	
Ostrich Plume, new, very choice.	1/2 oz., \$1.00.	.50	
Smilax	1b. \$4.00.	.10	.35
Solanum, Melvini, Berries do not drop easily		.10	.80

VERBENA			
Mammoth, mixed		.10	.80
White, extra choice		.15	.90
Purple Shades		.10	.80
Striped on red ground		.15	1.00
Defiance. Brilliant scarlet, true		.10	1.00
Firefly. Brilliant scarlet, white eye		.15	1.50
Hybrida Gigantea		.25	2.00
Mayflower. Beautiful pink		.15	1.00
Vaughan's Best Mixed Verbenas. Trade pkt., 25c; 1/4 oz., 50c; oz., \$2.00; 2 oz., \$3.50.			
Vinca Rosea, mixed		.10	.60
Rosea, pink		.10	.60
Rosea Fl. Alba Oculata		.10	.60
Rosea Alba Pura, pure white		.10	.60
Delicata, soft pink		.10	.60

10 PER CENT SPECIAL CASH DISCOUNT ON FLOWER SEEDS

On orders over \$2 for Flower Seeds, if cash is enclosed. The discount does not apply to Asparagus Seed. Cash Discount on this is 2 per cent.

43 Barclay Street,
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VAUGHAN'S SEED STORE,

31-33 W. Randolph Street
CHICAGO



NEIDINGER'S VALENTINE BASKETS

Just the Thing for Valentine's Day

Almost any kind of a plant in these baskets with suitable trimming will make an appropriate and lasting Valentine.

The illustration is the smallest of our nest of No. 326—Three 7-8-9-inch, 18 to 24 inches high, with containers. Our special price is \$1.75 a nest. We have many other patterns suitable for this purpose. Order early to avoid delays.

Send for our illustrated price list.

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1309-11 North Second St.,

Philadelphia, Pa.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

3102-1308 W. Division St.,

CHICAGO

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857



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Send us your retail orders.

We Have the Best Facilities in the City
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Nat. M. Kingsley
Martin J. Seeger



(INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis
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Members of Florists' Telegraph Delivery.



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EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

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Delivery Association.

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INC.

NEW YORK — 561 —
Fifth Avenue

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799 Boylston Street

Deliveries to Steamers and All Eastern Ports.
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Telephone 4265-4266 Farragut
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To out-of-town florists:
We are in the Heart of New York
And give special attention to steamer and
atre orders. Prompt delivery and best
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ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in
the city. All orders given prompt attention.

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J. B. BOLAND

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60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.

H. B. WHITTED, Prop.

Careful attention given to all orders for
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Flowers and Service THE BELLEVUE-STRATFORD,
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to any part of the United States,
Canada and all principal cities in Eu-
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No. 32 NEWBURY STREET

We cover all points in Maine.

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CITY'S LARGEST FLOWER STORE

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1874.

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Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Amsterdam, N. Y.—John C. Hatcher.
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Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
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Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
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Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
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Cincinnati O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fetters Co.
Cleveland, O.—The J. M. Gasser Co.
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Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
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Duluth, Minn.—J. J. Leborius.
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Ft. Smith, Ark.—George Rye.
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Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
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Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
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Lincoln, Neb.—Frey & Eby.
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Los Angeles—Wolfskill Bros. & M. Goldenson.
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Philadelphia, Pa.—J. J. Habermehl's Sons.
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High Grade Cut Blooms

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Canada's best known and most reliable florist

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We deliver anywhere in Canada and guarantee safe arrival.

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All orders carefully filled under the supervision of
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Both Phones, 527

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Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Artistic Funeral Designs. Flowers for all occasions.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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We Solicit Telegraph Orders.
Regular Trade Discount.
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JOY FLORAL COMPANY

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Morris Goldenson**

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
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Flowers delivered in city and state on short
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Wholesale and Retail Florist of Grand Rapids.
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ALFRED HANNAH & SONS will fill your orders
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All Orders Promptly Executed.

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Danker

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The best service

Our business is growing

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Oldest Florist South

121 BARONNE STREET

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Largest Growers in Central Pa.

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Artistic Designs and Fresh Cut
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We are the center of the great Northwest. Daily deliveries to Superior, Wis

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Special attention given to Telegraph
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IDLEWILD

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"Up-to-the-minute" Service and Execution.

Every Flower in Season

Mention the American Florist when writing.

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EXPERTS TO ARRANGE THEM.

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and prompt deliveries in Buffalo, Lockport
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Established in 1883.

Greenhouses and Nurseries in Riverdale.

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The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

VISITED CHICAGO: J. B. Agnew, of the Pacific Seed Growers' Association, San Francisco, Calif.

AMOY, CHINA, December 24.—A larger crop of Joss lilies than last year's is now predicted.

FITCHBURG, MASS.—The Brown Bag Filling Machine Co. is reported to have government ammunition orders.

ONION SETS, by being classified on freight bills of lading as foodstuffs, are said to get more readily the right of way.

NAPA, CALIF.—H. F. Bracken, of San Jose, has purchased 60 acres of land here and will engage in seed growing for the trade.

NEW ORLEANS, LA.—The J. Steckler Seed Co. is featuring the Tom Watson watermelon on the front cover of its catalogue, in colors.

The British government is reported to be planning the establishment of extensive seed farms in France, behind the army lines.

LEONARD H. VAUGHAN of Vaughan's Seed Store, Chicago, addressed the students at the Iowa Agricultural College, January 29, on the war conditions of the trade.

The Nieuw Amsterdam, mentioned in last week's issue, is reported to have sailed January 25 for an American port. Her freight includes 3,000 cases of bulbs and 4,000 cases of plants.

Seed Corn Embargo Partially Raised.

Thursday morning, January 24, the Nebraska state council of defense placed an absolute embargo on all seed corn going out of the state. In the afternoon, the seedsmen of the state met with a committee of the council and secured a modification of the embargo to the extent that flint corn, sweet corn and pop corn were absolutely exempted from the embargo. They also secured permission to go on and fill existing sales of extreme early varieties of flint corn, such as Pride of the North, King of the Earlies, Golden Glow, Minnesota King, Minnesota 13, Wisconsin No. 8, and a few like special varieties. This enables business to go on to a certain extent, but the embargo, having been made good until March 15, absolutely prohibits shipping out any of the larger dent corns, such as are ordinarily grown in the state.

The seed corn situation is getting worse and worse. While there is a fair amount of old corn in the state, the total amount would probably be represented by only a few thousand bushels, while it takes about 800,000 bushels to plant the state of Nebraska. Undoubtedly, unless farmers make test of ear to ear, and absolutely know what they are planting, they will be obliged to plant 55 to 65 per cent corn this year, and this simply means disaster in the general crop.

THE J. C. ROBINSON SEED CO.

Seedsmen's View of Price Fixing.

A meeting of the Wholesale Grass Seed Dealers' Association, called in compliance with a request of the government for the association to give its advice as to the desirability of fixing prices of corn and clover seed, announcement of which was made in last week's issue, page 80, was held at the Hotel Sherman, Chicago, January 25, and was well attended. The sentiment of the meeting was against fixing prices of the items under discussion, and appropriate resolutions were passed to be presented to the government. Among the firms represented at the meeting were: The Albert Dickinson Co., Chicago; Chas. S. Brent & Bro., Paris, Ky.; D. I. Bushnell & Co., St. Louis, Mo.; Churchill Grain & Seed Co., Toledo, O.; Coughy, Jossman Co., Detroit, Mich.; Crabb, Reynolds, Taylor Co., Crawfordsville, Ind.; H. W. Dougherty, Inc., New York; S. W. Flower & Co., Toledo, O.; Illinois Seed Co., Chicago; S. M. Isbell & Co., Jackson, Mich.; Louisville Seed Co., Louisville, Ky.; Lewis & Chambers, Louisville, Ky.; J. M. McCullough's Sons Co., Cincinnati, O.; J. Chas. McCullough Seed Co., Cincinnati, O.; W. H. Morehouse & Co., Toledo, O.; Northrup, King & Co., Minneapolis, Minn.; Nungesser-Dickinson Seed Co., New York; National Seed Co., Louisville, Ky.; J. G. Peppard Seed Co., Kansas City, Mo.; Plant Seed Co., St. Louis, Mo.; Chas. E. Prunty, St. Louis, Mo.; Philadelphia Seed Co., Philadelphia, Pa.; Pacific Seed Co., Caldwell, Ida.; Ross Seed Co., Louisville, Ky.; Wm. G. Scarlett & Co., Baltimore, Md.; Schisler, Corneli Seed Co., St. Louis, Mo.; Steele, Briggs Seed Co., Toronto, Ont.; W. A. Simpson Co., Baltimore, Md.; Stanford Seed Co., Buffalo, N. Y.; L. Teweles & Co., Milwaukee, Wis.; T. W. Wood & Son, Richmond, Va., and Curtis Nye Smith, counsel, Boston, Mass.

THE RESOLUTIONS.

Whereas, The seed stocks committee of the department of agriculture has requested the seedsmen to assist it in determining the best plan of handling the clover seed and seed corn situation, and,

Whereas, The seedsmen are now in session at the Hotel Sherman in Chicago, for the purpose of arriving at a solution of the problems under consideration; now, be it

Resolved, That we submit to the committee the following suggestions:

Resolved, That the exportation of red clover seed should be promptly restricted by governmental order to sales made prior to issuance of such order, except that exports to Canada for Canadian use, or to our other allies, should be permitted; this restriction to remain in effect until July 1, 1918. We do not favor the taking over by the government of seed sold to neutral countries which has been bought in good faith for use in neutral countries, but we approve the enforcement of the Trading With the Enemy Act in cases where the government has good reason to believe that the seed is likely to reach enemy countries.

KELWAY'S Wholesale
REAL PRICE SEED Catalogue for
1918 has been sent to all customers.
If you have not received a copy, please send a card and one will be sent you by return of post.
KELWAY & SON, Wholesale Seed Growers,
LANGPORT, SOMERSET ENGLAND

Our reason for not favoring the taking over of seed now awaiting exportation is that this would be very detrimental to future trade relations between this country and friendly nations, and particularly with our allies in arms. We call the attention of the committee to the fact that the United States is normally quite dependent on foreign countries for many varieties of seeds. As a further reason why we deem it unwise to take over the seed now awaiting export, it is our opinion that the amount so capable of being taken over is comparatively small and would not materially affect the situation.

If, in the judgment of the government, it becomes necessary to take over clover seed, as stated above, it seems to us that such clover seed should be put on the market in suitable parcels and sold to the highest bidder or bidders for distribution in this country.

The question of fixing a price at which clover should sell is one of serious moment. The production of clover seed, as compared with our consumptive demand, has been steadily decreasing for a number of years. We believe that all possible encouragement should be given to stimulate its increased production. We think this can be better accomplished by allowing free, open competition to regulate the price.

As to the present emergency, we find strong evidence that clover seed is now moving toward the points of consumption in a way to indicate that it will all reach the planter.

It seems to us that neither producers nor dealers will take the risk of carrying over clover seed at the present price level.

The idea of price fixing is not popular with the people of our country. This applies to farmers as well as tradesmen.

We believe governmental agencies can do more to help the red clover seed situation by encouraging the use of alsike clover seed, alfalfa seed, field peas, soy beans, cow peas, other legumes, rape seed and other forage crops than by any attempt at price regulation, which must of necessity be difficult and cumbersome and which would tend to restrict the distribution of seed through the usual channels. Further, be it

Resolved, That it is our opinion that a great shortage exists in the seed corn supply and that everything possible should be done to bring out all existing stocks. We recognize the fact that the seed corn situation differs materially from the clover seed situation.

Clover seed is freely interchangeable from one locality to another, and even from one climate to another. Corn must be carefully selected and acclimated in order to produce the best crop.

All clover seed is more or less suitable for planting; large quantities of corn are worthless for seed.

Clover is a secondary crop, failure of which is not directly and immediately disastrous; corn is a principal crop, and its failure would be immediately disastrous.

We believe the seed corn problem is vastly more important now than the clover seed problem.

We come to the same conclusion as to the fixed price on seed corn which we arrived at with regard to clover seed, viz.: that no price should be fixed. The same reasons applying as we have already enumerated on clover seed, with these added reasons:

Practically all of the seed corn is still in the hands of the growers, and they are strongly in favor of the laws of supply and demand controlling the price.

Further, we recognize the fact that the cost per acre of seedling corn is relatively very much lower than that of any other principal crop, therefore a high price per bushel for seed corn is not of serious consequence. The most desirable thing to be accomplished is to get seed corn thoroughly acclimated and of high germinable quality.

For these reasons, and many other reasons that might be enumerated, we believe it would be

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Alyssum: Little Gem.

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Highly detrimental to the present acute situation to attempt to fix a price on seed corn.

So far as the exportation of seed corn to Canada or to our other allies is concerned, we believe that, notwithstanding the apparent shortage, such exportation should not be prohibited, for the reason that our interests at the present time are so closely interlinked with those of Canada as to make the closest possible trade relations between the two countries most desirable and necessary.

If, however, the government overrules this recommendation with regard to seed corn intended for the production of mature corn, there is certainly no good reason for restricting the exportation of seed corn intended for the production of fodder or ensilage, because there is no great scarcity of seed corn reasonably suitable for such use.

In all of the conclusions at which we have arrived, we have kept foremost in our minds the extreme desirability of having all of the present available stocks of both clover seed and seed corn reach the planter, to the end that a full crop of both may be assured for the 1918 season. Further, be it

Resolved, That we most heartily endorse the movement now being carried forward for making a very thorough house-to-house survey throughout the entire country to determine the amount of available seeds of all kinds for planting during the coming springtime, and that we recommend to the National Council of Defense that they through their state councils prosecute very vigorously this undertaking and that they encourage by every means in their power the selections, testing and saving of seed corn.

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8-9 inch, 160 to case.....	\$ 7.00	\$ 65.00
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	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 140 to case.....	10.00	95.00
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ASPARAGUS (Plumosus, heavy stock)—

2½-inch, \$3.50 per 100; \$30.00 per 1000
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Sprengeri 2½-inch, \$3.00 per 100.

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Chatelaine, 3-inch, \$10.00 per 100.
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DAISY (Marguerite)—

Reve d'Or (yellow), \$3.00 per 100.
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DRAECAENA TERMINALIS—

Beautifully colored, 4-inch, \$25.00 per 100; 5-inch (heavy), \$40.00 per 100.

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Teddy Jr. 4-inch.....	\$20.00 per 100
5-inch.....	35.00 per 100
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GERANIUMS (2½ inch)—

S. A. Nutt (crimson), LaFavorite (white), Bertha de Pressilly (light pink), \$3.00 per 100, \$27.50 per 1000.

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4-inch pots, 2 or more shoots, 3 to 4 feet tops, \$15.00 per 100.

PANDANUS VEITCHI—

Well colored, 4-inch pots, 35 cts. each; 5-inch pots, 60 cts. each. Quantity.

SNAPDRAGON—

Large yellow, white and Keystone (pink), 2½-inch pots, \$4.00 per 100.

VINCA VARIEGATA—

Strong stock, 4-inch pots, \$10.00 per 100; 3-inch pots, \$7.00 per 100; 2½-inch pots, \$3.00 per 100. In any quantity.

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VAUGHAN'S Seed Catalog for market gardeners is ready for distribution, with prices up to date.

CLEVELAND, O.—L. C. Moulton has been appointed superintendent of the city farm at an annual salary of \$4,000.

PITTSBURGH, PA.—Extensive shipments of lettuce are being made to this market by J. B. Murdock & Co., Canonsburg, Pa.

Prices of Indoor Fruits and Vegetables.

Chicago, January 29.—Mushrooms, home-grown, No. 1, 20 to 25 cents per carton; lettuce, box, 32½ to 35 cents; radishes, 50 to 60 cents per dozen bunches; celery, \$1.00 to \$1.15 per box; tomatoes, per 10 pounds, 80 cents to \$1.00; cucumbers, per box, \$2.50 to \$4.25.

New York, January 29.—Celery, dozen stalks, 20 to 50 cents; cucumbers, 50 cents to \$1.50 per dozen; mushrooms, 80 cents to \$2.40 per 4-lb. basket; tomatoes, per pound, 15 to 35 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$2.00 to \$4.00.

Tomato Plant Stock Doubled.

A few seasons ago the idea struck me that I was going to have only about half as many tomato plants as I would probably need and they promised to be too tall and large, so I tried the plan of cutting the tops out and rooting them and this is the way I handled the proposition. A number of flats were prepared with good, sandy, friable loam soil—they were prepared about the same as we would use to put chrysanthemums or carnations in but just a little more sand was used.

My plants were sure to be too large by the time for planting out arrived. This fact became apparent about the second week in April and our planting out time here is after the middle of May. The time remaining was just a month. My plants were from six inches to a foot in height, so I began on the taller ones, which were cut down about one-half so they gave me a nice size for cutting and at the same time left the parent plant right to make a good, low branched plant.

The cuttings were placed in the flat so they would give 50 plants to the flat and allow half a dozen or more for percentage of loss, which I figured to run about 10 or 15 per cent. That proved to be plenty high enough as they only lost about five or six per cent and it is my opinion that with good careful handling that five or six per cent will be enough to allow for loss. We all know that a tomato is naturally one of the easiest things to strike roots that we have in the plant line. Ever notice how the stems will take roots if they are allowed to lop down

on the ground? Well they will all be as free to strike roots if they are well put into a flat of the proper kind of soil and by handling them as above one can save the plants that would become overgrown, for it branches them in fine shape and doubles your stock that will be in the best size and shape—just ready to plant out on time.

S. L. HARPER.

Tomatoes Under Glass.

For the early spring crop of tomatoes under glass an early start is necessary. Some growers prefer to sow the seeds as early as December 1. This may work out all right where a warm house is not available, as under such conditions as prevail in lettuce houses these tomato plants develop very slowly. However, where 56° to 60° are available, we prefer a later date, anywhere from January 15 to February 15. We have always believed that a more rapid growth is best for the tomato plant. The ideal conditions are a fairly rich soil, especially as regards humus; a warm house, and only moderate moisture. The best results are not obtained where plants are subject to frequent syringing as in rose houses—better keep the moisture off the foliage.

Recently some old principles have received a severe jolt. There is a large class of gardeners who believe that a plant is benefited by frequent transplanting. They claim earliness, productiveness, stronger constitution, etc., as some of the results of such transplanting. We have, however, held that all such shifts are, at best, an injury, large or small, according to the skill employed and depending upon prevailing conditions. This theory is gaining ground, as tomato growers slowly admit that the sooner the young seedlings are planted into the permanent beds, the better the crop, thus doing away with potting up. So far have some proceeded in this line that they take seedlings direct from seed beds and plant among lettuce in permanent beds.

As regards varieties, Bonny Best leads at present. John Baer is very similar, but a trifle larger. These two

are scarlet. For a pink tomato, Globe leads in many sections. Beauty and Detroit are also used. Of the three, Detroit is our favorite. Florists are gradually learning to use part of their space in the spring for tomatoes, which is a good practice. MARKETMAN.

The Everett B. Clark Seed Co.

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FOR FORCING UNDER GLASS—

	Oz.	¼ lb.	Lb.
Lettuce, Grand Rapids Select	\$0.15	\$0.40	\$1.25
Cucumber, Davis Perfect, Stock Seed	1.00		
Radish, Scarlet Globe Select	.25	.80	3.00

FOR EARLY PLANTS—

Cabbage, Early Jersey Wakefield	.45	1.35	5.00
Cabbage, Charleston Wakefield	.45	1.35	5.00
Cauliflower, Snowball Vaughan's	2.50		
Egg Plant, New York Purple	.45	1.75	6.50
Pepper, Sweet Mountain	.60	2.00	
Pepper, Magnum Dulce	.75	2.50	
Tomato, Earliana	.40	1.20	
Tomato, New Stone	.30	.90	3.25

CHICAGO

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Ten truly marvelous acquisitions, introducing new tones of color and showing the highest development in form and habit.

Carmine Beauty. Deep bright carmine flowers, freely produced high above the heavy dark-green foliage which has a narrow red margin. The flowers, while not as large as those of Olympic, are of a much brighter and more pleasing tone. $4\frac{1}{2}$ ft. 75 cts. each; \$7.50 per doz.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety with its erect stems always topped with clusters of cheerful color held high above the foliage. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Cloth of Gold. A very attractive dwarf, compact, growing, free-flowering golden yellow. 3 ft. 40 cts. each; \$4.00 per doz.

Dazzler. Time and again the past season the dark green foliage of this variety has been hidden beneath the mass of clusters of deep fire-red flowers. The intensity of coloring and freedom of blooming coupled with compact habit, make this variety the peer of the best for bedding purposes. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Golden Eagle. A wonderfully intense golden-yellow. Very free upright grower. The large flowers are produced in great clusters well above the foliage. $4\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Harmony. Great clusters of good-sized, well-formed Geranium-red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. Altogether a dignified harmonious combination. $3\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 50 cts. each; \$5.00 per doz.

Salmon Queen. An entirely new color in Cannas. Rosy salmon-scarlet, blending to a rosy-carmine toward the center. The large substantial flowers are freely produced in great clusters high above heavy green foliage. Very effective in bedding. 5 ft. 40 cts. each; \$4.00 per doz.

Sensation. To get a sensational color-tone in a pink Canna is particularly noteworthy. Our first impulse was to call it "La France" because the color called to mind the La France Rose but the tone is even cleaner and purer; it being a lovely pale-rose. The foliage is a beautiful glaucous-green; the plant dwarf and compact. One of the most noteworthy additions to Cannas in recent years. 3 ft., 75 cts. each.



TYPE OF NEWER CANNAS.

Superb. This variety is unique in color and truly superb; having large, clean bright orange-scarlet blossoms of good substance, produced on strong stalks with glaucous-bronzy foliage giving a most pleasing effect. 5 ft. 40 cts. each; \$4.00 per doz.

One each of the above Ten Novelties for \$4.00.

New Cannas From Other Sources

We offer here eight new varieties, which after several years' trial have proven themselves worthy of our commendation.

Cleopatra. A striking beauty. Wonderful deep carmine-crimson flowers surmounting the dark glaucous-bronze foliage. This variety stands out strongly in effectiveness. 4 ft., 50 cts. each; \$5 per doz.

Dragon. An incessant bloomer, continuing to produce new stalks of flowers until cut down by frost. Dark ox-blood red. 3 ft., 15 cts. each; \$1.50 per doz.

Flag of Truce. A large flowered creamy-white, with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka but quite distinct and valuable. 4 ft., 35 cts. each; \$3.50 per doz.

Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine. $4\frac{1}{2}$ ft. 15 cts. each; \$1.50 per doz.

Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stand more erect and the plant grows taller. 5 ft. 30 cts. each; \$3.00 per doz.

Pocahontas. (Bronze-leaved Olympic.) Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze; one of the best recent introductions. 4 ft., 30 cts. each; \$3 per doz.

San Diego. Chinese-orange or Persian-yellow. The crimped petals are remarkable for substance which enables them to withstand the hot summer sun without wilting. Another charm lies in the dark bronze color of the buds which harmonize with the rich bronze foliage. 4 ft., 15 cts. each; \$1.50 per doz.

Varouna. We have tried this variety for several years and at all times the bright orange-scarlet flowers, combined with the good bronze foliage, has won our admiration. A free luxuriant grower, producing its flowers well above the plant. $4\frac{1}{2}$ ft. 25 cts. each; \$2.50 per doz.

One each of the Eight Varieties for \$2.00.

HENRY A. DREER,

714 and 716 Chestnut Street,
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The Above Prices Are Intended for the Trade Only.

War Food Garden Commission.

The former National Emergency Food Garden Commission, which is not, as might be supposed, a United States Government department but an organization operating independent-

ly, has changed its title to War Food Garden Commission. Why commission? Ordinarily organizations of this kind are called societies. Commission sounds as if it were retained in the title so the organization may be considered as operated by the govern-

ment. If the work of the organization were carried on under a title clearly indicating what it is, such as War Food Garden Society, the public could have more confidence in its purpose.—New York Sun.

The Nursery Trade

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Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

SHENANDOAH, IA.—E. S. Welch, proprietor of the Mt. Arbor Nursery, has purchased an additional acre of land near Sharpsburg.

ROCHESTER, N. Y.—Charles M. Robinson of this city, widely known as a city planning authority, died December 30 of pneumonia.

NEW ALBANY, IND.—The Floyd Knobs Fruit Growers' Association has elected the following officers for the ensuing year: F. A. Banet, president; C. E. Clark, vice-president; L. S. Clark, business manager.

Western Association of Nurserymen.

The annual meeting of the Western Association of Nurserymen was held in Kansas City, Mo., January 23, members present representing 13 states. Twelve thousand dollars was subscribed, the beginning of a fund for co-operative advertising. Discussion showed there was a shortage of stock of all lines, especially fruit trees, there being much confusion in express shipments. Inability to get imported stock and the slowness of freight movements were also factors in the limited supply.

Officers were elected for the ensuing year as follows: W. C. Reed, Vincennes, Ind., president; Earl D. Needham, Des Moines, Ia., vice-president; George Holsinger, Rosedale, Kan., secretary-treasurer. Executive committee: H. D. Simpson, Vincennes, Ind.; Paul C. Stark, Louisiana, Mo.; A. E. Willis, Ottawa, Kan.; H. C. Sonderegger, Beatrice, Neb.; Geo. H. Johnson, Kansas City, Mo.

GEO. W. HOLSINGER, Sec'y.

New England Nurserymen's Association.

The seventh annual convention of the New England Nurserymen's Association was held at the Hotel Bellevue, Boston, Mass., January 29-30. The first day's meeting opened with a very good attendance, who listened with interest to the president's address, the report of the secretary and the several speakers. "Fertilizers for the Nursery" was a topic very ably handled by Dr. H. J. Wheeler, Boston, Mass., and V. A. Vanicek, Newport, R. I., in his paper on "Home Propagation" demonstrated that it is possible, but not advantageous, to propagate some kinds of nursery stock in this country. "Trade Development and Sales Extension," bearing on publicity, was a subject introduced by Herbert Kelsey, and after a spirited discussion it was unanimously recommended that the nurserymen's national publicity campaign should be financed, each nurseryman being asked to contribute a minimum sum of not less than one-half of one per cent of his gross annual business. The total business of the members of the association is estimated at about \$1,500,000 per annum, while the total business of the trade in the United States is about \$20,000,000. "The Labor Problem in Nurseries" was another able article

well handled by a representative of the J. I. Case Flow Works, Racine, Wis. The experience meeting, led by Professor W. C. Okane, Durham, N. C., was an interesting feature to all present. The address of Curtis Nye Smith, Boston, Mass., on "An Embargo on Nursery Stock" brought out many pertinent points, while the last number on the programme, "Insect Pests," resulted in a discussion by the entomologists present. Following the session of Tuesday afternoon, the annual banquet was held at the Hotel Bellevue, an event that was fully enjoyed by all present.

Wichita, Kan.

SEVERE WEATHER SHORTENS SALES.

Everything considered, trade has been probably all that could reasonably have been expected for January. The severe winter weather has done much to shorten up transient store trade, thus cutting into cash receipts and many days' total of sales. The weather has been unusually cold and inclement. This, with the prevailing fuel shortage and extremely high prices of same, has given the florists plenty to think about, even to the point of worry. However, except for a few cases of frost-bite in a house or two, no serious freezes have been reported among the local florists. Home-grown stock is generally showing up well and is much appreciated in these days of indefinite train and express service. Prices at retail are quoted about the same as in former seasons, except that there is a little more careful grading up and most of the stores will show a selected stock of roses or carnations at a higher price, in addition to those offered at usual prices. This stock sells to the buyer who wants the best and is willing to pay for it, while the regular run of prices takes care of those who would not pay advanced figures even for superior quality.

NOTES.

W. H. Culp & Co. are using fuel oil for the greenhouses. They find it increases the capacity of a boiler at least 25 per cent. The burners used are made in their own shop and are very efficient and simple.

Frank Cluff is planning to help Hoover by providing a large stock of vegetable garden plants for the spring trade. C. A. Rose will also, as usual, have a heavy stock in this line.

Floyd Arrington, formerly with W. H. Culp & Co., but who tried farming for a year, and was successful, too, is back in the trade and has a position with Chas. P. Mueller.

John Smith, who has been with Chas. P. Mueller for the past several years, has abandoned the florist's profession and taken a clerical position with one of the railroads.

Wm. Hasselman, of Independence, Kan., was in the city last week. His fuel worries are few, having an ample supply of natural gas at 10 cents per thousand.

Chas. P. Mueller has a good cut of roses coming in and also some very good bulb stock.

Visitors: J. W. Van Valkenburg, with L. Baumann & Co., Chicago; Arthur Zirkman, of M. Rice Co., Philadelphia; Paul Kronnell, of Speelman & Son, Holland. C.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENN'A.
Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing.

2 1/4 and 4-inch Pot-grown. **ROSES** Hardy Climbing Field-grown

Booking orders, select plants, pre-spring prices; get ahead of the rush and upward revision.

THE LEEDLE FLORAL COMPANY, SPRINGFIELD-OHIO

Mention the American Florist when writing.

Season's Greeting to all our Friends and Customers.

Get Ready for Easter by ordering Easter Greeting Begonias, ready for a shift, 3 in., at 15c; 4 in., at 25c; 5 in., at 50c. These will make grand plants.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

Mention the American Florist when writing.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown June., N. J.

Mention the American Florist when writing.

Specialists in Specimen Stock FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc. EUREKA, CALIFORNIA.

Mention the American Florist when writing.

THE WORLD'S BEST

DAHLIAS

Best new and standard varieties, strong well ripened field-grown roots, at right prices. Send for special wholesale list. We can make prompt shipments, or will reserve for spring delivery if desired.

SPRING LAKE DAHLIA FARM

P. O. Box 332, SPRING LAKE, N. J.

Mention the American Florist when writing.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO

Orchids

If you want Orchids for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.



Fresh Cut—Northern Grown CANNAS

Dry roots—which will be divided fresh for your order; thus doing away with all chance of your getting dried up, shriveled roots. Some of these varieties may be new to you, but they are better in every way than many older sorts.

SPECIAL LIST

All Varieties Have Green Leaves Unless Otherwise Noted.

RED FLOWERS

	Per 100
A. Bouvier, 5-6 ft.	\$2.50
Crimson Bedder, 3½-4 ft.	2.50
Duke of Marlboro, 5 ft.	2.50
Firebird, 3½ ft.	3.00
Garam, 3½-4 ft.	3.00
Julius Koch, 3 ft.	3.00
Meteor, 4 ft.	4.00
Papa Nardy, 4 ft.	3.00
Princess Wied, 4 ft.	3.00
Rheinstein, 3 ft.	3.00

GILT EDGED RED

Long Branch, 5 ft.	5.00
Panama, 3 ft.	5.00
Souv. de A. Crozy, 3½ ft.	3.00
Stuttgartia, 4½ ft.	5.00

BRONZE LF.—Red Fir

King Humbert, 4-4½ ft.	3.50
Wyoming, 7 ft.	3.00

YELLOW FLOWERS

	Per 100
Florence Vaughan, 4 ft.	\$2.50
Jane Addams, 4½ ft.	3.00
Richard Wallace, 5 ft.	2.50
Wm. Greissinger, 3-4 ft.	3.00

ROSE-PINK FLOWERS

Hungaria, 3½-4 ft.	3.00
Rosea Gingantea, 3½ ft.	4.00
Venus, 4 ft.	3.00

ORCHID FLOWERED

Burbank—yellow, 6 ft.	2.50
Louisiana—red, 6 ft.	3.00
Mrs. Karl Kelsey—red, 6 ft.	2.50
Mrs. Kate Gray—red, 6 ft.	2.50
Queen Helen, or Yellow King Humbert, 4 ft.	3.00
Wintzer's Colossal—red, 5 ft.	3.00

(See also "Bronze Lf. list.")

THE STORRS & HARRISON CO., PAINESVILLE, OHIO

Mention the American Florist when writing.

100,000 Geraniums

From 2 and 2¼-in. pots—Sand Rooted.
A. Ricard, Beauty Poitevine, S. A. Nutt, Buchner, Montmore, Perkins, Viand, etc., \$2.75 per 100, \$25.00 per 1,000.

2¼-in. Marguerites, Fuchsias' Heliotropes, Lantanas, \$3.00 per 100, \$27.50 per 1,000.
2 and 4-in. Cyclamens, \$8.00 and \$29.00 per 100. Abundance of other stock.
Correspondence Solicited.

ALONZO J. BRYAN

WHOLESALE FLORIST

WASHINGTON, NEW JERSEY.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

ORCHIDS

FRANCISCO DELGADO Q.

ORCHID COLLECTOR

Solicits orders for shipments of Orchids.
Prices quoted upon application.

Bogoto, P. O. Box 957, (Chapinero) COLOMBIA

GERANIUMS

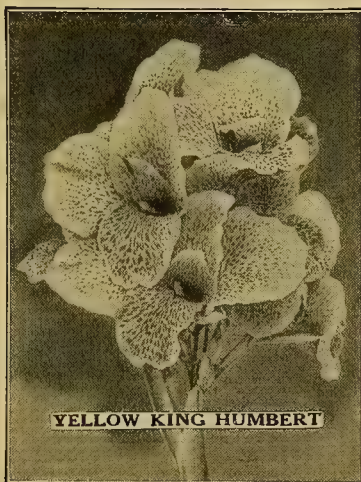
ROOTED CUTTINGS.

S. A. Nutt and Buchner, per 1000, \$15.00
Ricard and Poitevine, per 1000, 17.50
Asparagus Plumosus, 2½-in. 100, 3.00
Asparagus Sprengeri, 4-in. 100, 7.50
Good stock, ask any of my customers,
names furnished if desired.

ALBERT M. HERR, LANCASTER, PA.

CANNAS, DRY ROOTS

Sound Two-Eye Stock, True to Name



YELLOW KING HUMBERT

	Per 100	Per 1000
Allemania	\$3.00	\$22.50
Beaute Poitevine	3.50	30.00
Burbank	3.00	22.50
David Harum	3.50	30.00
Florence Vaughan	3.00	22.50
Frederick Benary	3.00	22.50
Gustave Gompers	4.00	35.00
Hungaria	6.00	50.00
Improved Mont Blanc	5.00	45.00
King Humbert	4.00	35.00
Louisiana	3.00	22.50
Madam Crozy	3.00	22.50
Milwaukee	3.50	30.00
Mrs. A. Conard	6.00	50.00
Multiflora	3.00	22.50
New Chicago	5.00	45.00
Queen Charlotte	3.50	30.00
Souv. de A. Crozy	3.00	22.50
The Express	3.50	30.00
Venus	3.00	22.50
Chas. Henderson	3.00	22.50
Yellow King Humbert	9.00	80.00

Yellow King Humbert Is the Most Effective Novelty.

WRITE FOR OUR SPRING "BOOK FOR FLORISTS."

Chicago **Vaughan's Seed Store** New York

Mention the American Florist when writing.

Primula Malacoides Townsendii**PLEASING LILAC ROSE****A REVOLUTION IN THE BABY TYPE**

First-class certificates of merit awarded by New York Florists' Club, Nassau County Horticultural Society and Oyster Bay Hort. Society.

Out of 2-in. pots, \$1.50 per doz.;
\$10.00 per 100; 3-in. pots,
\$2.00 per doz.; \$15.00 per 100.

Individual flowers as large as a 25c-piece.

A. L. MILLER,**JAMAICA, NEW YORK**

Mention the American Florist when writing.

Ready for Immediate Shipment**Chrysanthemum Stock Plants**

Rosea, Pink	\$ 5.00 per 100
Smith's Advance, White	5.00 per 100
Unaka, Pink	5.00 per 100
Golden Queen, Yellow	5.00 per 100
Oconto, White	5.00 per 100
Chrysolora, Yellow	5.00 per 100
C. C. Follworth, Yellow.....	10.00 per 100

ELI CROSS

150 Monroe Ave., Grand Rapids, Mich.

Belle Washburn

Rooted carnation cuttings, fine stock now ready, \$3.00 per 100; \$25.00 per 1000.

PENINSULA NURSERY

SAN MATEO, CALIF.

FEVERFEW

Extra strong plants from 3 inch pots, \$5.00 per 100. Cash.

H. N. EATON

SO. SUDBURY, MASS.

Rochester, N. Y.

LITTLE CHANGE IN TRADE CONDITIONS.

Market conditions remain practically unchanged, with the exception of bulbous stock, which is more plentiful. Carnations are improving daily since the weather has moderated. Roses are also better in quality, especially Francis Scott Key, while Sweetheart are almost a glut. Blooming plants are readily disposed of.

NOTES.

A. B. Lamberton, connected with the park system for the past 24 years, has resigned his position as commissioner, to take effect February 1. His administration of park affairs has been an unqualified success and news of his retirement is received with sincere regret. He is planning to go abroad and scatter good cheer among the boys in the trenches.

Collatos Bros. recently had an attractive window of baskets of spring flowers with pot lilies arranged to advantage.

George Pringle, of Salter Bros., is still on the sick list, his place being filled for the time being by George Cramer.

Visitors: Robert Shock, representing H. Bayersdorfer & Co., Philadelphia, Pa.; A. M. Ascher, Philadelphia, and S. A. Weller, Zanesville, O.

CHESTER.

ROCHESTER, N. Y.—At its January meeting, the Rochester Florists' Association re-elected the following officers: H. B. Stringer, president; Fred Thomann, vice-president; Ambrose H. Secker, secretary; George T. Boucher, treasurer.

**Improved
Primula Malacoides**

Every one knows what a wonderful little house plant the Original Baby Primrose is. But the old one must now take a back seat, for the **New Improved Strain**, with its beautiful rose pink color, fine graceful form, freedom of bloom, and keeping qualities, makes it far superior to the old type.

A sample shipment will convince you that there is nothing that will make a more elegant St. Valentine gift.

THEY SELL ON SIGHT.

4-inch pots, \$3.00 per dozen; \$20.00 per 100. Packed in corrugated cartons, containing 33 to 36 plants each. Weight, about 50 lbs.

S. S. Pennock Company

1608-20 Ludlow St.,

PHILADELPHIA, PENNA.

Decorative Palms

A splendid lot of **Kentia Forsteriana**, single specimens, with good spread, making a much better showing than the so-called made-up plants often seen. This stock is hard and well finished, will give satisfaction and stand store treatment.

36 inches high, \$3.50

48 inches high, 6.00

60 inches high, 12.00

72 inches high, \$15.00

84 inches high, 17.50

ALL IN GOOD GREEN TUBS.

THE STORRS & HARRISON CO.,
PAINESVILLE, OHIO.

KENTIAS

Write for Prices

JOSEPH HEACOCK CO.,

Wyncote, Pa.

**Smith's Revised
Chrysanthemum Manual**

(Third Edition)

The best work on Chrysanthemum Culture. Both amateurs and florists have been provided with articles for their special needs. One hundred and six pages.

Only 50c postpaid.

ELMER D. SMITH & CO., Adrian, Mich.

Mention the American Florist when writing

VINCA VARIEGATA

Our strong 2-in. Vinca will make you good 4-in. plants for spring sales. Our special sale at \$1.75 per 100 or \$17.00 per 1,000 will be continued a short time.

Geraniums, Nutt, Ricard, and Poltervine, 2-in., \$2.00 per 100; \$18.00 per 1000.

Mrs. F. Sander Daisy, 2-in., \$2.00 per 100.

ELMER RAWLINGS, Wholesale
Grower
ALLEGANY N. Y.

CHAS. H. TOTTY
MADISON, NEW JERSEY
WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty

Mention the American Florist when writing

Robert Craig Co...

High
Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus plumosus seedlings, \$1.25 per 100; 2-in., \$3.00 per 100; \$25.00 per 1,000. Asparagus Sprengeri, \$1.00 per 100; 2-in., \$2.50 per 100, \$20.00 per 1,000; Hatcheri, 2-in., \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

Asparagus plumosus, 2½-in., \$3.50 per 100; \$30 per 1,000; 1½-in., \$2.50 per 100, \$20 per 1,000. Sprengeri, 2½-in., \$3.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprengeri, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

ASPARAGUS PLUMOSUS, extra fine, 3-in., \$5 per 100. Sprengeri, 3-in., \$4.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Plumosus, \$3.00 per 100. Albert M. Herr, Lancaster, Pa.

Asparagus Sprengeri, 3-in. pot busters, 4c each. ODOR GREENHOUSES, Iola, Kans.

AZALEAS.

Azaleas, mostly Mad. Van der Cruysen, 10-12-in., \$1.25; 12-14-in., \$1.50; 14-16-in., \$2.00 each. Well budded. ERNEST ROBER, Wilmette, Ill.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BEGONIAS.

Begonia Chatelaine, 3-in., \$10 per 100; Sandersoni, 2½-in., \$4 per 100; 3-in., \$7.00 per 100. The Storrs & Harrison Co., Painesville, O.

Rex Begonia, strong plants, 2½-in. pots, \$4 per 100. James Vick's Sons, Rochester, N. Y.

BULBS.

Dutch Bulbs. We still have a limited quantity on hand; all in first class condition. For varieties and prices see advertisement on front cover-page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Bulbs. First size gladioli for forcing; ready for immediate shipment. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

BULBS.

Lily bulbs. For immediate use or later delivery. Lillium Giganteum, L. Auratum, L. Album and L. rubrum. For size and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, transplanted seedlings, \$4.00 per 100; 2-in., \$8 per 100. ERNEST ROBER, Wilmette, Ill.

CANNAS.

Cannas, dormant roots, 2-3 eyes. Austria, yellow. J. D. Eisele, red; David Harum, red, brown leaves, \$2.00 per 100, \$18.00 per 1,000. Cash. G. E. BERTHOLD, Nebraska City, Neb.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Fresh cut, northern grown. For varieties, sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock, ready for immediate delivery.		
	100	1,000
Rosette	\$2.00	\$18.00
Carnegie	2.00	15.00
Victory	2.00	15.00
Bonfire	2.50	20.00
Matchless	3.00	25.00
Alice	2.00	18.00
Pink Enchantress	2.00	18.00
White Enchantress	2.00	18.00
Thenanthos	3.00	25.00
Ward	2.50	20.00

WIEGNER BROS.,
L. D. Phone 2081.

162 N. Wabash Ave. Chicago.

ROOTED CARNATION CUTTINGS.

	100	1000
Superb	\$6.00	\$50.00
Ench. Supreme	3.00	25.00
Alice	3.00	25.00
Matchless	3.00	25.00
Wh. Wonder	3.00	25.00
Wh. Enchantress	2.50	20.00
Enchantress	2.50	20.00
Mrs. C. W. Ward	2.50	20.00
Mrs. Akehurst	2.50	20.00

CHICAGO CARNATION COMPANY.

Joliet, Illinois

Rooted carnation cuttings. Large supply of fine stock ready for immediate delivery. Good Cheer, Thenanthos, \$4 per 100, \$35 per 1,000; Alice, White Wonder, Beacon, \$2.50 per 100, \$20 per 1,000. Rose Pink Enchantress, White Enchantress, Herald, Ward, \$2 per 100, \$15 per 1,000. Peter Reinberg, 30 East Randolph St., Chicago.

Carnation rooted cuttings, clean strong, dependable stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CARNATIONS.

Carnations. Pink Enchantress and White Wonder, \$4.00 per 100. Peerless Pink, \$35.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CHICORY.

Witlof Chicory roots for forcing, 75c per 12, \$3.50 per 100, \$25.00 per 1,000. HARRY F. SQUIRES, Good Ground, N. Y.

CHRYSANTHEMUMS.

Chrysanthemum stock plants ready for immediate shipment. Rosea, Smith's Advance, Unaka, Golden Queen, Oconto and Chrysolora, \$5 per 100; C. C. Pollworth, \$10 per 100. Eth Cross, Grand Rapids, Mich.

CINERARIA.

Cinerarias, 2, 3 and 4-in., \$4, \$6 and \$10 per 100. Transplanted, \$2 per 100. Ernest Rober, Wilmette, Ill.

CYCLAMEN.

Cyclamen gig. Wandsbek type, 2½-in., \$5.00 per 100; 3-in., \$8.00 and \$10.00 per 100; 4-in., \$20.00 per 100; 5-in., \$35.00 and \$50.00 per 100. Seedlings, six varieties of Wandsbek type equally divided, \$5.00 per 100, \$45.00 per 1,000. Salmon and Rocco, separate, \$6.00 per 100; \$55.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN. 3-in., \$10.00; 4-in., \$20.00 per 100; 5-in., 35c to 50c each; 6-in., 75c to \$1.00 each. Larger plants, \$1.50 to \$2.00 each. Good colors. With buds and bloom. HENRY SMITH, Grand Rapids, Mich.

Cyclamen in colors, 4-in., \$3.00; 5-in., \$4.00; 6-in., \$9.00 per doz. Vaughan's Seed Store, P. O. Drawer V, Chicago.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Cyclamens, 3 and 4-in., \$8 and \$20.00 per 100. Alonzo J. Bryan, Washington, N. J.

COLEUS.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias. Best new and standard varieties; strong, well ripened field-grown roots, at right prices. Send for special wholesale list. Spring Lake Dahlia Farm, Box 332, Spring Lake, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

DRACAENAS.

DRACAENA INDIVISA. 4-in., 12c; 5-in., 20c and 25c; 6-in., 50c. ERNEST ROBER, Wilmette, Illinois.

FERNS.

FERNS.

	Per 100
Roosevelt, 2 1/4-in.	\$ 4.50
Boston, 2 1/4-in.	4.50
Scholzeli, 2 1/4-in.	4.50
Teddy, Jr., 2 1/4-in.	5.00
Roosevelt, 4-in.	15.00
Boston, 4-in.	15.00

THE REESER PLANT COMPANY, Springfield, Ohio

Ferns for Fern Dishes. Good strong plants, in 2 1/4-in. pots. Aspidium, Holly, Mayli, Wilsoni and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

FERNS. Adiantum Cuneatum, 2-in., \$3; 3-in., \$5 per 100. Croweanum, 2-in., \$6; 3-in., \$8 per 100. Cryptomium Rockfordianum, 4-in., \$15 per 100. Assorted table ferns, 2-in., \$3 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Boston, fine stock, 4-in., \$2.50 per doz., \$16.00 per 100; heavy bushy plants, 5-in., \$3.50 per doz., \$22.50 per 100. Extra heavy, 6-in., \$5.00 per doz., \$30 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2 1/4-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Teddy Jr., 4-in., \$20; 5-in., \$35; 6-in., \$50 per 100. Boston, 5-in., \$35; 6-in., \$50 per 100. The Storrs & Harrison Co., Painesville, O.

BOSTON FERNS. 20 to 25 leaves, large from bench, 40c; 6-in., 50c; 7-in., 70c. Roosevelt, Jr., from bench, 40c; 6-in., 50c. Cash only. H. W. ALLERSMA, Grand Rapids, Mich.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

GERANIUMS.

GERANIUMS.

	2-inch 2 1/4-inch per 100 per 100
Beaute Portevine	\$2.50 3.00
S. A. Nutt and double Gen. Grant 2.25	2.50
Mme. Salleroi	2.00

EVANSVILLE NURSERIES, Ind.

Geraniums, from 2 and 2 1/4-in. pots, sand rooted. A. Ricard, Beauty Portevine. S. A. Nutt, Buchner, Montmore, Perkins, Vland, etc., \$2.75 per 100, \$25 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums. Rooted cuttings ready now. S. A. Nutt, \$12.50 per 1,000; Scarlet Bender, \$2 per 100. Albert M. Herr, Lancaster, Pa.

GLADIOLUS.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GLADIOLI BULBS.

All Sizes.

B. HAMMOND TRACY, Wenham, Mass.

GREENS.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.) \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HYDRANGEAS.

HYDRANGAEA, Otaksa, 3-in., \$5 per 100. HENRY SMITH, Grand Rapids, Mich.

IVIES.

English Ivy, 4-in., \$15 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

LETTUCE.

LETTUCE PLANTS. Grand Rapids and Big Boston, \$1.50 per 1,000. HARRY F. SQUIRES, Good Ground, N. Y.

MANETTI.

Manetti Stocks. French, extra size, per 1,000, \$25.00. F. O. B. Chicago. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our Specialty. One trial order solicited.

Orchids. Prices quoted upon application. Francisco Delgado, Q. Bogota, P. O. Box 957, Colombia.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Kentia Forsteriana, single specimens; good spread, make better showing than so-called made-up plants. Stock hard and well finished; will give satisfaction and stand store treatment. All in green tubs. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES—100,000 pansies. Sept. sown, cold frame grown. Vaughan's Chicago Parks bedding. Popular Price mixture and Paris Market, per 1,000, \$2.50. Vaughan's Giant mixture and separate colors, per 1,000, \$3.50. ODOR GREENHOUSES, Iola, Kans.

PRIMULAS.

PRIMULA Obconica, 2 1/4-in. strong, \$4; 4-in., \$12.50; 6-in., \$25 per 100; Chinesis, 4-in., \$12.50, 6-in., \$25 per 100; Malacoides, 2 1/4-in., \$3; 4-in., \$10; 6-in., \$20 per 100. 4 and 6-in. well in bloom. All varieties. HENRY SMITH, Grand Rapids, Mich.

Primulas, best mixed strains. Obconica, 2 1/4-in., \$5 per 100; \$45 per 1,000. 3-in., \$7 per 100, \$65 per 1,000. Malacoides, 4-in., \$10 per 100, \$90 per 1,000. Vaughan's Seed Store, Chicago and New York.

Primula Malacoides Townsendii. Pleasing lilac rose, 2-in., \$1.50 per doz., \$10 per 100; 3-in., \$2 per doz., \$15 per 100. A. L. Miller, Jamaica, N. Y.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4, \$7 and \$10 per 100. Ernest Rober, Wilmette, Ill.

PRIMULAS.

Primula Malacoides. Strong 5-in. lavender in bloom; none better. \$20 per 100. Cash. JOHN EITEL & SON, Greencastle, Ind.

Primula Obconica, 4-in., both white and colors, \$1.50 per doz. Vaughan's Seed Store, P. O. Drawer V, Chicago.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

PUSSY WILLOWS.

Pussy Willow, Salix Caprea, branches for forcing; well budded. Light 3 to 4 feet, \$1.25 per doz., \$2.50 per 250; \$8.00 per 1000. Strong 4 to 5 feet, \$1.50 per doz.; \$3.25 per 250; \$11.00 per 1000. By express. CHAS. BLACK, Hightown, N. J.

ROSES.

ROSE PLANTS.

Two-year-old bench stock.

	1,000
Russell	\$100.00
Ophelia	75.00
Snuburst	65.00
Richmond	60.00

Wilmette, ILLINOIS. PLYER & OLSEM.

Roses. Field-grown, extra fine, 2-yr.-old, own roots, dormant roses Satisfaction guaranteed. WESTERN ROSE CO., Pasadena, Calif.

Roses. Hardy climbing field-grown and 2 1/4 and 4-in. pot grown. Write for prices. The Ledlie Floral Co., Springfield, O.

For Sale. American Beauty bench plants. \$10.00 per 100, \$95.00 per 1,000. WM. DITTMAN, New Castle, Ind.

SCHIZANTHUS.

SCHIZANTHUS. Best colors, fine plants. 2 1/4-in., \$4.00; 4-in., \$12.50; 6-in., \$25.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

Seeds, vegetables, both for forcing under glass and for early plants. Lettuce, cucumber, radish, cabbage, cauliflower, egg plant, pepper and tomato. For prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Pansy, glg. finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fire-ball, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

Seeds. Asparagus plumosus nanus, northern greenhouse grown, true to name. Salvia Americana, new. Finest, brightest salvia to date. For prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

PANSY SEED. Northern American grown, crop 1917. Lake Forest Mixture, undoubtedly the best mixture to be had. Also separate colors. Trade pkg., 50c. 1/4 oz., \$1.50. STANDARD SEED CO., Racine, Wis.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Asters, Petunias, Sweet Peas and Nasturtiums, etc. Write for our special offer, 1917 crop. John Bodger & Sons Co., Station E, Los Angeles, Calif.

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurft, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, specialties; Pepper, egg plant, tomato, vine, seed and field corn, George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Flower, vegetable and farm. 74 years unrivaled reputation. Hurst & Son, 132 Houndsditch, London, England.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Choice flower for florists. For varieties see advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., N. Y.

Seeds, wholesale field and garden seeds. J. Boigiano & Son, Light, Pratt & Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Robbert, Gilroy, Calif.

Seed. Vegetable and flower of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds, specialties; beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Company, San Jose, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 433 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

SNAPDRAGONS.

SNAPDRAGONS. Seedlings. Keystone, Pink and White, 2 1/4-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

VEGETABLE PLANTS.

Large asparagus and rhubarb roots for forcing in cellar or greenhouse during winter. Easily and quickly grown. Directions for growing sent with each shipment if desired. 4-yr. Asparagus roots, \$2.50 per 100, \$10.00 per 1,000; 8-yr. Asparagus roots, \$1.75 per 12, \$10.00 per 100; sections of 8-yr. Asparagus roots, \$3.00 per 100; \$20.00 per 1,000. Rhubarb roots, forcing size, \$1.00 per 12, \$6.00 per 100, \$50.00 per 1,000. HARRY F. SQUIRES, Good Ground, N. Y.

Vegetable plants grown for wholesale trade only. Bermuda onion, frost-proof cabbage, celery, sweet potato, tomato, egg and pepper plants. Prices for future delivery on application. Ozark Seed & Plant Co., Nashville, Ark.

Bonny Best transplanted tomato plants, \$2 per 100. A. C. SPERRY, Neodesha, Kan.

VINCAS.

100,000 extra strong Vinca variegata ready for a shift from 2-in. pots, \$1.75 per 100, \$17.00 per 1,000; 10,000 year-old cut back, 4-in. pots, \$5 per 100. Elmer Rawlings, Allegany, N. Y.

Vinca variegata, strong stock, 4-in., \$10; 3-in., \$7; 2 1/4-in., \$3 per 100. The Storrs & Harrison Co., Painesville, O.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

The Coggan one-piece box. The ideal box for local trade. 24x4x3-in., \$2 per 100; 20x4x3-in., \$1.90 per 100. Write for special circular. The John Henry Co., Lansing, Mich.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igloe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Glass cloth. A transparent, waterproof fabric for hotbeds, coldframes, etc. Sample 3x6 feet, 60c., prepaid. Turner Bros., Bladen, Neb.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c., postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1802-1808 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

MISCELLANEOUS.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hall storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchinson & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Covee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros., Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

ARTIFICIAL FLOWERS. Walter Vollman, 2651 Orchard St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King, Construction Co., North Tonawanda, N. Y.

POTS AND PANS.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

POTS AND PANS.

Neponset Flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Red pots. Before buying write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphs Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.

SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE, 264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 95c; per 500, \$4.00; \$6.50 per 1,000. Pipe stems, 4 to 6 feet, per 100, 70c; per 1,000, \$4.00. Vaughan's Seed Store, Chicago.

WOOD LABELS.

Labels for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.
Angermueller, Geo. H., St. Louis, Mo.
Badgley & Bishop, Inc., New York.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Bernheimer, Eugene, Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., New York.
Erne & Company, Chicago.
Fexy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Freres-Windler Co., The, Chicago.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Growers' Cut Flower Co., Inc., New York.
Gunterberg, M. C., Chicago.

Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.50.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.

The Vegetable Garden.—By Vilmorin-Andrieux & Co. Most complete book published. Profusely illustrated. 782 pages. Price, \$6.00.

The American Flower Garden.—By Neltje Blanchan. Well bound. 368 pages and 92 illustrations. Price, \$5.35.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.

Strawberry Growing.—By Prof. S.W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages, 60 illustrations. Price, \$1.50.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, \$6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.

Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.

Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, \$1.50.

The Rose.—By H. B. Ellwanger. Its cultivation, varieties, etc. A complete guide. Price, \$1.25.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, \$1.20.

The Book of Water Gardening.—By Peter Bisset. 200 pages, 139 illustrations. Price, \$2.50.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, \$10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.50.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, \$1.25.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.30.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, \$1.50.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.

How to Grow Roses.—By Robert Pyle. 121 pages. Illustrated. Price, \$1.00.

Mushroom Growing.—By E. M. Duggar. 260 pages, fully illustrated. Price, \$1.50.

AMERICAN FLORIST COMPANY

440 S. Dearborn Street,

Chicago, Ill.

WHOLESALE CUT FLOWERS.

Hart, George B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., Wm. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The, Leo, Philadelphia, Pa.
Percy Jones, Inc., Chicago.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.

WHOLESALE CUT FLOWERS.

Pollworth Co., C. C., Milwaukee, Wis.
Polykrasas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.
Reinberg, Geo., Chicago.
Reinberg, Peter, Chicago.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust, Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty, Chas. H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch, Chicago.
Weiss, Herman, New York.
Wietor Bros., Chicago.
Wiltgen & Freres, Chicago.
Wittbold, Geo. Co., Chicago.
Young & Co., John, New York.
Zech & Mann, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.



NIKOTEEN
For Spraying.
APHIS PUNK
For Fumigating.
Ask Your Dealer for It.
NICOTINE MFG. CO.
ST. LOUIS

Fort Wayne, Ind.

COAL FAMINE OVER.

The second terrific blizzard within two weeks enveloped this city January 27, and forced the mercury down to 12 degrees below zero. The conditions under foot have been extremely bad, railroad transportation seriously interfered with, and shipments have been frozen stiff. It has been particularly hard on the wholesaler, as under these adverse conditions, business has not been up to normal with them, and also their production has been cut off to quite an extent by running the greenhouses on low temperatures to conserve the coal. However, the worst is over, as the local fuel administrators' office has been abandoned and coal may be procured from any local dealer. However, our brother florists in the surrounding towns are not quite so fortunate, and a number have had to close down their houses on account of lack of fuel. Business has been booming in funeral work and hospital orders have been very numerous, including both cut flowers and blooming plants. As to the supply, there is a plentiful stock of almost everything, except where the lack of shipping facilities have interfered. Roses could be more plentiful, especially in the longer stemmed grades. The quality is good, however, in spite of the unfavorable weather.

NOTES.

The first two, of the heatless Mondays found local florists, both retail and wholesale, observing the spirit as well as the letter of the law. The wholesalers send out no shipments on Mondays, and low temperatures are run in the greenhouses, while the retailers are open only long enough to send out their funeral orders, and keep just fire enough to preserve the plants. The retail stores are also observing the 5:30 closing order on other week days. The employees will be paid as usual.

Cypripediums and cattleyas are being cut in large quantities at the W. J. & M. S. Vesey greenhouses. Their cut of roses, lilies, carnations, and other staples, is large, and they believe that were it not for the unsatisfactory transportation facilities, business would be more than satisfactory this month.

The Flick Floral Co. has plenty of roses, carnations, and pot plants, which are sufficient for all demands. They are displaying some very unique St. Valentine novelties, and believe in advertising early for any holiday, thereby diverting the public's mind from coal and the weather.

They are showing some excellent Spencer sweet peas and carnations from their own greenhouses at the Doswell Floral Co.'s store. The demand has continued strong, with funeral work more than plentiful.

Some fine roses and baskets of bulbous stock were noted at the store of Edgar Wenninghoff last week. Business is all that could be desired at this establishment.

The A. J. Lanternier Co. had sufficient stock to meet all demands, with a fine lot of funeral work called for during the week.

H. K.

BRIDGEPORT, CONN.—W. G. Roerich has discontinued business temporarily.

King Greenhouses

Keep Summer With You The Whole Year Round.

On account of their sturdy, special construction, which permits of great strength without the need of heavy shadow casting supports, these houses are so warm and sunny that they are filled with a riot of bloom and fruit when Jack Frost has stripped the garden of its beauty. The ventilating and heating systems are the result of years of experience in building for professional growers. Things just have to grow in a King.

Ask us for any of the following: Catalogue showing Commercial Type Greenhouses, Catalogue showing Greenhouses for private estates and Catalogue showing Garden Frames and Sash for private estates.

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STOCK SHOWS IMPROVED CONDITION.

With improved weather conditions last week the volume of stock increased but the blizzard, January 25, resulted in a setback. Roses are better than they have been, but are none too plentiful, Russell taking the lead. Carnations are seen in greater number and of better grade. Sweet peas are also coming fast, showing improvement in flower and stem. Pot plants are proving good property. A heavy supply of miscellaneous cut flowers is absorbed by heavy calls for funeral work and hospital orders. E. J. B.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

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Mention the American Florist when writing.

San Francisco Notes.

The E. W. McLellan Co. reports a very heavy shipping business. Practically the entire cut of their greenhouses is being shipped out of the city. Manager J. A. Axell is at present somewhat anxious as to the arrival of many eastern shipments, owing to the severe storms in the vicinity of Chicago. The supply of freesias that is being received at the Bush street store is of the very finest quality. The cut of gardenias is particularly heavy just now. Business is so rushing that Manager Axell and his force of packers report at 3 o'clock every morning.

The rains of the last few days have been a boon to the violet growers. This has been the driest season in this vicinity since the United States government has established its weather bureau here, and as a consequence the violets have become small and short-stemmed. The shipping of this flower, which is cultivated on an immense scale in this vicinity, has developed into a large industry and the improvement in the quality of the stock will be of material advantage to the growers and shippers.

At the last meeting of the Menlo Park Horticultural Society the new officers for the coming year were installed. David V. Tuttle becomes the new president and John M. Daly the new secretary. The other officers remain the same as last year. A large attendance turned out to the installation, and after the business meeting was over, a tempting repast was served.

Angelo J. Rossi is so improved in health that he may be found at the firm's store on Kearney street daily. He says that the usual after-holiday dullness did not strike his firm this year, an opinion which is voiced by the trade in general. Frank Pelicano is busily engaged at his greenhouses preparing for the distribution of his new dahlias in 1918.

The greenhouses of Ferrari Bros. are now in perfect condition. This firm is just now the chief source of supply of lily of the valley and Ophelia roses. Pete Ferrari says he never knew business to be in a more healthy condition at this time of the year. They are also cutting heavily of cattleyas and cypripediums.

The orchid range of John Carbone, at Berkeley, is now supplying the greater part of the cattleyas and cypripediums that this market is receiving. All his greenhouses are in the very finest shape and he will have a heavy cut for a long time to come. He reports the shipping demand to be strong and steady.

Frank R. Mills, of Palo Alto, tells us he had the best holiday trade in the history of his business at Christmas. He had an extra large stock of flowering plants and disposed of them without effort. His cut of carnations was especially heavy, all of which was used in his shipping trade.

Manager Shellgrain, of the J. B. Boland Co., is busily engaged on plans for the new store of the company into which they hope to move June 1. The present store has proved inadequate for the growing business, so larger quarters are being sought.

Kenneth S. Murray, of Redwood City, is bringing in a heavy cut of freesias just now. He has several houses devoted to this crop, including many of the newer colored varieties. His crop of roses is also heavy and of the finest quality.

Avensino Bros. report a very fine trade since the holidays. They expect to have a very large cut of daffodills shortly from their place in Alameda county. They are the largest growers



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rate of insurance from Nov. 1st, 1917, to Nov. 1st, 1918, will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars address

JOHN G. ESLER, Secretary, Saddle River, N. J.

and handlers of this flower on the coast.

The Golden State Florist, which recently opened for business at 212 O'Farrell street, report themselves pleased with business since their opening. They are showing some especially fine grown sweet peas this week.

Henry Day, of the staff of the American Florist Shop on Polk street, who was sent to Camp Lewis in the first draft, has been discharged by the army for physical disabilities, and has returned to his old position.

Frank R. Mills is cutting some extra fine Belle Washburn carnations and has no difficulty in shipping them at high figures. He says the plant trade is opening up slowly this season, owing to the absence of rain.

Schwerin Bros. are sending into this market the largest cut of flowers since they have been in business. Practically every store in town is dependent on this firm for their fern supply, which is of the finest quality.

Julius Eppstein says he is pleased with the way business has kept going since the new year. He specializes in orchids and gardenias and disposes of large quantities of these favorites daily.

August Filie has fully recovered from his recent injury to his foot. Dame Rumor has it that he is soon to join the ranks of the benedicts.

O. J. Bianchini has disposed of his floral business at Polk and California streets and has joined the forces of the Art Floral Co.

Manuel Russo has left the employ of F. C. Jaeger & Son after long service and at present is undecided as to his future plans. G. N.

BALTIMORE, MD.—Edward Kress will devote all of his time to the retail trade and will dispose of his glass.

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Vol. L.

CHICAGO AND NEW YORK, FEBRUARY 9, 1918.

No. 1549

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The thirty-fourth annual convention will be
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Next annual meeting and exhibition, New
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Next annual meeting and exhibition, Cleveland
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OFFICERS — A. E. KUNDERD, Goshen, Ind., Presi-
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AMERICAN CARNATION SOCIETY.

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Continued From Last Week.

Exhibition Features.

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was the "best ever," as it was con-
ceded by all the experts that such
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Here are a few expressions:

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show ever held in this country; per-
haps not quite so large as some, but
leading them all in quality."

Carl Hagenburger: "A splendid ex-
hibition. I never saw finer flowers at
any show."

Wm. R. Nicholson: "A grand show
of splendid flowers. They are getting
better all the time."

Wallace R. Pierson: "An excellent
display, considering conditions. A re-
cord breaker."

S. S. Skidelsky: "Superb flowers,
worth coming a long distance to see.
A credit to Boston."

A. A. Pembroke: "Much better than
we expected. I have never seen
choicer flowers. Sorry not to have had
more outside competition."

A. F. J. Baur: "I knew from the
entries there would be a good show,
but it has exceeded my expectations.
I never saw better quality."

C. W. Johnson: "A fine collection
of superb flowers. Equal to the In-
dianapolis display of last year."

Eugene Dailedouze: "It's a fine
show, a mighty fine show. Wonderful
flowers."

While the staging could not have
been improved upon, the setting might
have been better, as there were no
palms as a background to relieve the
bare walls of the large hall.

There were 105 vases as against 113
at Indianapolis, which, considering the
war conditions, is very creditable.

The exhibit by the Wm. F. Kasting
Co., Buffalo, N. Y., of two vases of
one dozen each of the Hamburg Late
White and Hamburg Late Pink chrys-
anthemums attracted great attention.
They were splendid, large flowers of

good form and color for so late in the
season.

Carl Hagenburger's exhibit of dwarf
solanum, Cleveland, and his new one
with orange colored berries, was so
popular with the visitors that he had
finally to enclose the plants in a glass
case to save the berries. Just to think
that this happened in Boston. A cer-
tificate of merit for Cleveland and a
bronze medal for the orange variety
from the Massachusetts Horticultural
Society were his reward.

Penn, The Florist, made an exhibit
of carnations in various shaped bas-
kets, nicely decorated with ribbons,
which attracted attention. Henry R.
Comley's exhibit of mantle and ar-
rangements of carnations in vases was
also very decorative. Philip L. Carbone
decorated a dinner table with Italian
ware, the center vase of which was
elegantly filled with Laddie carnations.
Antique chairs around the table were
a feature. Zinn and the Boston Cut
Flower Co. made exhibits of cut
flowers.

The Business Sessions.

The opening session was called to
order by James Wheeler, who, in be-
half of the mayor, unable to be pres-
ent, welcomed the visitors. He com-
mented favorably on the splendid
showing of carnations which greatly
eclipsed the last exhibition held by the
society in Boston some years ago. C.
W. Johnson, of Chicago, on behalf of
the visitors, thanked Mr. Wheeler for
his welcome and expressed the pleas-
ure it gave those who had braved the
storms and distance to attend. Many
more from the west would have liked
to have been present, but on account
of the troubled times, were unable to
do so. Vice-President Chas. S. Strout
then took the chair. After eulogizing
President W. J. Vesey, Jr., for his
gallantry in going to the aid of his
country, he read his address, written
in the army camp. This contained
many excellent suggestions and was

listened to with attention and loudly applauded. Mr. Strout then spoke feelingly of the tragic death of J. A. Valentine, an ex-president and always an earnest worker in the society; also, the passing of F. C. Bartels and A. J. Baur, and appointed a committee to draw up fitting resolutions to their memory.

The coal situation was vital to all present, and Mr. Strout expressed the opinion that this should receive earnest consideration; also, the matter of low temperatures and the growing of vegetables in place of flowers to a certain extent, so as to conform to the food producing ideas of the government officials.

The secretary's and the treasurer's reports were then read. The society has now a membership of 344 members. Its funds were also shown to be on the safe side.

For the first time in the history of the society there was no invitation from any city desiring the next convention. On hearing this, Carl Hagenburger, president of the Cleveland Florists' Club, at once extended an invitation to come to that city, assuring a hearty welcome. The matter was finally left to the board of directors, who will decide later.

Nominations of officers to serve for the ensuing year were then made, the following gentlemen being named:

For president, Charles S. Strout, Biddeford, Maine; vice-president, Carl Hagenburger, Mentor, O.; secretary, A. F. J. Baur, Indianapolis, Ind.; treasurer, F. E. Dorner, Lafayette, Ind. For director, A. A. Pembroke, Beverly, Mass., term five years, to succeed S. J. Goddard, whose term expires. For judges, S. J. Goddard, Framingham, Mass., to succeed R. Witterstaetter, Cincinnati, O., and Joseph Hill, Richmond, Ind., to succeed W. J. Palmer, Buffalo, N. Y., whose terms expire.

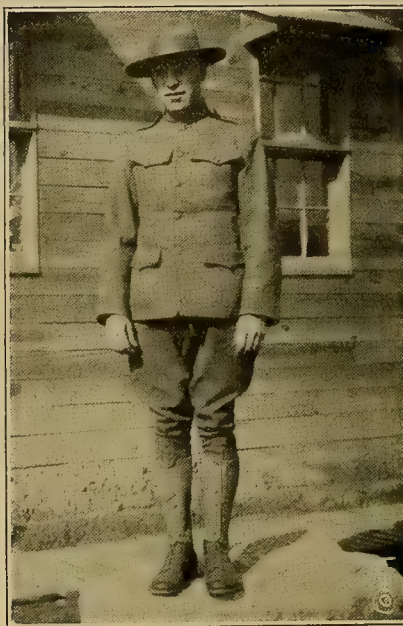
The question of responsibility for frozen or damaged shipments was then taken up. A. L. Miller, Jamaica, N. Y., said he believed careful packing one of the first requisites. While there had been greater trouble than ever this year, he had found the express companies reasonable and fair in regard to any just claims that were properly made. Carl Hagenburger's experience was that many customers did not know how to handle frozen shipments. He thought that packages should be accepted in the great majority of cases and handled carefully; not opened up in a warm store, but placed in a cool room or cellar, where thawing out gradually, they would come through all right. Mr. Brown, of the Cottage Gardens Co., said he had known of various shipments of carnation cuttings, which, although frozen solid, had, by careful handling, thawed out and were none the worse. He warned those who insured goods shipped by parcels post, that this only insured safe delivery, and not conditions or contents of package. Joseph Hill stated he had found parcels post special delivery gave excellent results for carnation cuttings for even long distances.

S. S. Skidelsky, Philadelphia, expressed the opinion that the receiver could do a great deal to help and should not turn down every package because of minor delays or other trifling excuses. Transfer points and agents not being given sufficient time to load or unload packages at any stations, when trains

were behind time, was the cause of much of the trouble. Peter Fisher, Ellis, Mass., said that he always placed a printed slip in his shipments, telling how to treat cuttings or plants should they arrive in frozen condition, which had been of great service.

The report of the judges was read and approved. C. S. Strout called attention to the high scoring of 92 points for Crystal White, which he believed to be a new record, or the highest number ever scored for a new carnation. The meeting then adjourned.

At the Thursday morning session, the election of officers was first in order. There being but one nomination for each office, the rules were suspended, and Secretary Baur cast a



W. J. Vesey, Jr.

Retiring President American Carnation Society.
At Officers' Training Quarters, Camp Zachary
Taylor, Louisville, Ky.

ballot declaring all elected as nominated.

The coal situation and how best to conserve fuel was then taken up. E. Allen Pierce, Waltham, Mass., told of the experience of the committee that appeared before the fuel administration at Washington. The wish of the administrator, he said, was that the florists cut down their consumption of coal 30 per cent.

W. R. Nicholson reported he had found it quite feasible to run carnations down to a temperature of 45°, and even 42° would not harm them. To do this, however, they must be started low early in the season and get used to it. To allow the temperature to vary, high and then low, would be disastrous. Eugene Dailledouze said in growing carnations he used seven tons to each 1,000 feet of glass in a season, while in growing roses, it took 14 tons to the 1,000 to keep the temperature up to 60°. Another grower's experience was that in dropping the temperature of the carnation houses from 50° to 40° and 44°, he had saved 50 per cent of the coal. Screening the coal, using the fine to keep slow fires in day time and the coarser material for an active

fire at night, has helped considerably. The plants were very healthy and vigorous, but not quite so productive. Flowers did not split any more than before.

S. J. Goddard said he kept his houses up to January at 52°, which he thought ideal temperature, but had now reduced to 45° night and 62° day. He saw little difference, except flowers took longer to mature and open and the outside petals faded in color. He stated he did not believe they kept so well when cut. Peter Fisher's low limit is 45°, as below that was injurious. The rose temperature had gone down to as low as 38° and 62° during the day and produced flowers of excellent color, Ophelias particularly.

Every florist was urged to make a statement, showing his reduction of glass operated to the fuel administrator of his district. This to show that they were in earnest in supporting the administration and were then on record as having done so. A motion was passed that the society go on record as fully supporting the administration in its policy of fuel conservation, and agreeing to reduce consumption fully 30 per cent. Referring to the advantages in obtaining coal for growing vegetables under glass, it was reported that a delegation of greenhouse vegetable growers had been advised by the fuel administration, that their product was luxury food and they would not be put in the preferred class of users of coal.

It was directed that the junior ex-president was to act with the board of directors for one year. The committee appointed on president's address reported the adoption of his many excellent suggestions. The convention then adjourned, after which the board of directors went into executive session.

Additional Awards.

The following awards, in addition to those reported in last week's issue, were announced:

S. A. F. silver medal for the best vase of 50 blooms, any color; must score not less than 88 points—S. J. Goddard, with Laddie. S. A. F. bronze medal for second best vase in the same class to score not less than 86 points—A. A. Pembroke, with Benora.

The Fred Dorner memorial medal awarded for the best vase of 100 blooms of any undisseeded seedling (sports not eligible) which has been in cultivation not less than three years and must score not less than 85 points—Cottage Gardens Co., with Crystal White, which scored 92 points. The competition for the Dorner preliminary medal for 50 blooms for eligibility to compete for the memorial medal next year, resulted as follows: Seedlings 167-12, red, and 119-12 pink, entered by F. Dorner & Sons Co., Lafayette, Ind.; Bernice, by W. D. Howard; Seedling 701, of the Cottage Gardens Co., was awarded a certificate of merit; red seedling, No. 2, entered by C. Warburton, Fall River, Mass., scored 86 points and he was also given a preliminary certificate for red seedling, No. 1, which scored 86; No. 3 scored 87 and No. 6 was credited with 88 points. Yellow seedling, No. 809, of the Cottage Gardens Co., scored 90 points.

The judges were Peter Fisher, Ellis, Mass., Joseph H. Hill, Richmond, Ind., C. W. Johnson, Chicago, W. E. Lenk, Halifax, N. S., and W. R. Nicholson, Framingham, Mass.



AMERICAN CARNATION SOCIETY'S EXHIBITION. BOSTON, MASS., JANUARY 30-31.
General View in Horticultural Hall.

The Banquet.

The banquet tendered to the visitors by the Gardeners and Florists' Club of Boston was held in the lecture room of Horticultural hall, Thursday evening. The platform and tables were elaborately decorated with the vases of carnations from the show, which were still in splendid condition. After a most excellent menu had been partaken of, there followed the feast of soul. A. P. Calder, a retired florist, with over 80 years to his credit, but with the vigor of a man 60 years young, acted as toastmaster. His polished encomiums of the various speakers as he presented them were very effective.

President Saltonstall of the Massachusetts Horticultural Society was the first speaker. His remarks were listened to with great attention. He said that the first exhibitions of carnations in this country were made by the Massachusetts Horticultural Society in 1829. The carnation is a historical flower, being named by Theocrastus the "divine flower" 300 years before Christ. In 1601 Shakespeare mentions the flower, carnation, in one of his plays. It was supposed to take its name, carnation, on account of the carnate or flesh color of some of its varieties.

Flower growing, Professor Saltonstall said, was one of the most important of the world's industries, enhancing its beauty and adornment. The work must be kept up to the end so that the young men of the trade so gallantly going to the front will find their places open for them when they return. He urged the gardeners and florists of Boston to help in the great work of the nation in this war by working and

doing their best without compensation or prize money for the coming spring show, which he was sure would exceed that grand success of last year. In this way the entire proceeds of the exhibition would be given to the Red Cross. President-Elect Strout praised the excellence of the many exhibits in the show and the Boston brethren who had done so much to make it a success, all of which showed that growers were not discouraged, but were keeping up the standard and striving for even greater results.

Eugene Dailledouze, as one of the first presidents of the society, told of his father's catalogue of carnations, which in 1862 listed over 50 varieties. R. T. Brown, of the Cottage Gardens Co., was called on to paint word pictures. He praised the work of the New England growers, particularly that of S. J. Goddard, whose collection was the best he had ever seen at any show. This was not the time for new varieties, he said. All he hoped for was coal enough to keep the divine flower alive.

Henry Penn spoke of the importance of publicity in getting our message about flowers to the public. Now, when everybody is depressed, is the time to use our greatest efforts. The growers are doing their part under most discouraging circumstances, but the retail men are lax. They should use greater exertions and help the growers in their time of need, and the publicity movement now being inaugurated should have the hearty support of everyone in the trade. The slogan, "Say it with flowers," should be kept to the front at all times.

There was singing, beginning with

"The Star Spangled Banner," in which all joined, and recitations interspersed with the speaking, and the evening's festivities were closed by all singing "Auld Lang Syne," just before the lights were officially turned off at 10:30.

Final Resolutions.

The members of the American Carnation Society at this, the twenty-seventh annual exhibition, have pleasure in expressing their satisfaction at the success of the convention, especially as to the quality of the exhibition, success all the more noteworthy because of the almost overwhelming difficulties under which carnation growers have been, and are still laboring.

While some conventions of a similar character have been recently abandoned until a later or more propitious time, the Boston members of the American Carnation Society held to the plans that had been announced, and to them and the New England growers, the society owes its most sincere thanks for their display of courage and the spirit of self-sacrifice that has made this show possible.

In like manner, we wish to thank the trustees of the Massachusetts Horticultural Society for their courtesy in placing of Horticultural hall at our service for the exhibition and the meetings; also, to James Wheeler, for the admirable arrangements for staging the flowers; to Miss Palmer of Brookline for her clerical assistance in connection with the banquet, and to the local committee of arrangements for their care and kindness. Inspiration and encouragement have been received from the business meetings and guid-

ing factors from the members have resulted from them. Therefore, be it

Resolved that these expressions of our thanks be conveyed to the parties herein mentioned and that these also be published in the annual proceedings of the society.

J. HARRISON DICK.
W. D. HOWARD.
EUGENE DAILLEDOUZE.

PLANT NOTES.

Sweet Peas.

A bed or bench of sweet peas sown at this time will produce a nice crop of flowers in spring when the winter-blooming plants are nearly through

ditions. The seed can be sown six inches apart in rows, with about three feet between rows, and lightly covered. It is just as well to sow two or three seeds together, and when they begin to grow thin out to one plant. The beds must be watered sparingly until the plants are large enough to twine on the supports, for they damp off easily, even when five or six inches high, if over-watered. As soon as the tendrils on the vines appear provide some support for them to twine upon and keep the plants growing erect throughout their culture, or crooked stems and worthless flowers will be the result. A cool house is far better for these plants than one having a warm temperature. Aphis is often troublesome in growing sweet peas, and a spray is far better with these plants than fumigation.

Chrysanthemum Stock.

This is the time to look over the chrysanthemum stock to see how the cuttings are breaking. There may be some varieties that are not throwing as many cuttings as they should, or some that are not in good health and there are yet some growers that have stock plants for sale, so where from either cause it looks as if the supply might not be sufficient new stock should be purchased at once. Where the stock plants are in good health but there are not enough to furnish the requisite number of cuttings, the early cuttings may be taken and rooted and these grown in flats until it is time to propagate the plants for blooming, and cuttings made from these. There are also some varieties of which good cuttings can be procured at this time, but after the first growths are removed do not break satisfactorily. These should surely be taken now and grown on in flats. Notable as one of this class is Miss Virginia Poehlmann, and some varieties, such as President Roosevelt, are short-jointed and slow in their growth, so early cuttings are preferred. It is a good time now to look the stock over and be sure of good plants and enough of them for another season.



AMERICAN CARNATION SOCIETY'S SHOW AT BOSTON, MASS., JANUARY 30-31.

Penn's Carnation Baskets.

Notes.

A visit after the adjournment on Thursday was made by the delegates to the S. J. Goddard establishment at Framingham. Everything was found in the best possible condition, the visitors saying they never saw such vigor and productiveness at this season of the year. Laddie, as seen growing here, is certainly a wonderful variety.

A. F. J. Baur and C. W. Johnson accepted the invitation to accompany President-Elect Chas. S. Strout to his home at Biddeford, Me., and inspect carnations as grown in the "Pine Tree state."

The Visitors.

A. F. J. Baur, Indianapolis, Ind.
R. T. Brown, Queens, N. Y.
Eugene Dailledouze, Brooklyn, N. Y.
J. H. Dick, New York.
Carl Hagenburger, Mentor, O.
Jos. H. Hill, Richmond, Ind.
C. W. Johnson, Chicago.
Robert Kift, Philadelphia, Pa.
W. E. Lenk, Halifax, N. S.
Thos. Pagler, Lewiston, Me.
Wallace R. Pierson, Cromwell, Conn.
Edward Richards, Greenfield, Mass.
Ernest Saunders, Lewiston, Me.
S. S. Skidelsky, Philadelphia, Pa.
Charles S. Strout, Biddeford, Me.
Mrs. Charles S. Strout, Biddeford.
B. Hammond Tracy, Wenham, Mass.
R. Vincent, Jr., White Marsh, Md.

ROCKY RIVER, O.—As the result of a failure of the water supply, which made it impossible to operate the boilers, the vegetable range of the Rocky River Greenhouse Co. froze up, resulting in a loss of all stock. The houses have been replanted.

flowering and the blooms beginning to grow small and before any outside can be had. The newer Spencers make splendid varieties to plant at this time and, while they will not bloom as early as the winter-blooming varieties, yet will flower before the warm summer weather, and the beautifully formed flowers make a welcome change. Select a bench with plenty of head room, for these easily grow to a height of six or eight feet under favorable con-



AMERICAN CARNATION SOCIETY'S SHOW AT BOSTON, MASS., JANUARY 30-31.

H. R. Comley's Mantel and Carnation Arrangements.

Stocks.

The demand for flowers at Memorial day is in many cases for bunches or sprays to lay upon the graves of the departed relatives and friends, and as much show as can be made is often the object, therefore the grower must have a quantity of what are called the cheaper flowers, and stocks are one of the best at this time, for they are

plants more natural conditions and they will finish with shorter-jointed growths, being not nearly so tall, and well furnished with large heavy foliage completely covering the stems. The plants started at this time should be first placed in a greenhouse having a night temperature of 40 to 45 degrees and if the buds and stems look very dry frequent syringings of the

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

In these trying times, with the Monday closing, the cutting off of the electric service, the shortage of coal, the extreme cold weather and many other handicaps, one might wonder whether there would be a next week in the flower shop. But then, there is the other side, as a lady patron in a Boston flower shop said last week, "How glad I am to see these lovely flowers; they are just the same as ever—bright, cheery, fragrant—God's gift to the world to make it more beautiful, while men all over the universe are trying to render it so desolate."

What the writer saw in some of the flower shops of Boston, Mass., the past week will probably best give an idea of the activities of this season.

In the elegant, high-class store of Thos. F. Galvin they carry in their large refrigerator case all the varieties of flowers for which this market is noted. Acacias, wallflowers, anemones, irises, wonderful pansies, English primroses, together with the choice of the market in roses, cattleyas, gardenias, violets, spring flowers, etc.; specimen palms, ferns, blooming plants and choice pieces of statuary ornament this beautiful shop, while the windows contain artistically arranged baskets and vases of spring flowers.

Penn's busy shop is crowded in every foot of space with a wonderful array of seasonable plants and flowers. A fringe of tall kentias extends almost to the ceiling. Other foliage and flowering plants fill in between, while along the edges of the groups on the floor are bulb pans, all in splendid salable condition. Two handsome specimen Phoenix Roebelenii were features. The large storage flower cases, either side of the store were filled, one with roses arranged in blocks of color, and the other with carnations and a great variety of the best in the market. A table in the center of the store contained artistically arranged pieces, baskets, vases, etc., all ready to carry away.



AMERICAN CARNATION SOCIETY'S SHOW AT BOSTON, MASS., JANUARY 30-31.

Carnation Laddie Grown by S. J. Goddard, Winner of Gold Medal.

large and prominent, make up well in bouquets or sprays, and are quickly and easily grown. The seed should be sown by February 1 to be sure to have them in flower by the end of May. The seed germinates quickly and as soon as large enough should be potted. Many grow them in flats, but to have them early pot culture is better, for they do not receive such a severe shock when transplanted in the benches. The planting in the benches should be done in the month of March and the plants can be grown in two ways, to the single spike which will produce a much larger, handsome bloom, or eight to 10 lateral spikes. The former method allows of planting from three to four inches apart, while in the latter the plants should be set eight to nine inches each way. Growing the latter way, that is, to eight or 10 spikes, is the culture most often practiced, and in order to cause the plant to branch as soon as the terminal flower forms it is rubbed out, and the laterals will grow at once. To have these laterals in bloom for Memorial day the terminal bud should show by the last of April, which will allow about four weeks for the growth of the laterals and the finishing of the bloom. Constant fumigation will be necessary to keep the plants clean of aphids, which very rapidly accumulate on the succulent growth unless kept in check.

Hydrangeas.

The plants of hydrangeas that are to be in bloom for Easter should be started at once, for it is much better to grow them along slowly than to wait and bring them in later and force them much harder. This will give the

branches will quickly make the buds fill up. After the first leaves are fully formed the plants can be moved into a warmer house and they should come along nicely for Easter—a house with carnation temperature should bring them in bloom by that time, but if the buds are not well set early in March a still warmer temperature will be required. If grown in a warm temperature keep a sharp lookout for red spiders, which gather on the blooms and quickly ruin them.



AMERICAN CARNATION SOCIETY'S SHOW AT BOSTON, MASS., JANUARY 30-31.

Cottage Gardens Co.'s Crystal White. Scored 92 Points. Awarded Fred Dörner Memorial Medal.



St. Valentine's Day Specialties.

Red Velour Heart with Opening at Shaft of Arrow for Flowers.



St. Valentine's Day Specialties.

A Hand Painted Cut Flower Basket.



St. Valentine's Day Specialties.

Red Cross Kiddie. Receptacle Filled With Ward Roses.

The large show windows were very attractive, one with acacias, heather and white cyclamens; baskets and vases of cut flowers, sweet peas, orchids, etc., were also a feature. dark green velvet drapery was used as a background. The large corner window contained a quantity of pink azaleas in handle baskets, all of which were trimmed with pale blue ribbons run as a band across the center with a large bow on one side and a smaller one on the other. There is no doubt but this decoration added very much more to the value and appearance of the baskets than it cost. The silver premium cups of the American Carnation Society were on display in this window. There is no question but there is a great bid for business being made here all the time. The St. Valentine publicity advertisement of the S. A. F. is to appear in an issue of the Boston Post in its full size, with matter especially advertising this store, at a cost of \$280 for a single insertion.

The Philip L. Carbone store is most artistic. Italian statuary and pottery, together with the greatest variety of elegant flower vases and original pieces of the most expensive ware, are displayed daintily filled with flowers. All shapes of natural willow baskets are beautifully filled with choice blooms in color contrasts. A high handled vase basket contained irises, heather, acacias and ranunculas. There were just a few sprays and flowers, each perfect in itself, finished with a blue fibre ribbon. It was a very stylish piece. Another larger one, filled with a splendid strain of orange calendulas and large blue irises, together with pussy willows, was stunning. A number of small baskets with pink sweet peas, blue pansies, yellow daffodils and a blue ribbon, were very attractive. Irises are a specialty here. They are planted in tubs and Italian or terra cotta pots. These are trained on frames made of wire and green bamboo stakes. They are flat on one side, curved on the other, much the same in appearance as a half column. Large sizes, six to eight feet in height by 24 to 30 inches in diameter, sell for \$50 a pair. They are very fine looking plants. English laurel in pots was a feature, a very useful decorative plant.

At the Houghten & Gorney shop, a feature was made of hamper handle baskets of fruit and flowers. The idea is a good one. The basket, not large, is filled with fruit. The oval lid, which



St. Valentine's Day Specialties.

A Hand Painted Cut Flower Vase.



St. Valentine's Day Specialties.

Primula Malacoides, From 4-Inch Pot, in Small Basket With Valentine Tokens.

is loose, stuck up at the back, has a knot of flowers on the outside center. The handle, rather high, has a couple of glass tubes, one at the base and the other half way up, in which are placed flowers. The bright colored flowers and appetizing fruit make it an ideal gift for the friend in the hospital or sick-room.

National Association of Gardeners.

The spirit of closer co-operation between the gardeners' national association and their local societies and clubs, which has been a subject of considerable advocacy in professional gardening circles for several years, took some definite shape at the annual convention of the National Association of Gardeners held in Chicago in December last, when it was voted to authorize the national co-operative committee to arrange for a series of conferences throughout the year in different parts of the country, wherever it will be possible to conveniently bring members of the national and local organizations together. The purpose of these conferences is to provide more frequent opportunities than now exist for an interchange of views and ideas, and for a general discussion of subjects pertaining to the profession of gardening among those engaged in it.

In order to inaugurate the plan it has been decided to hold the first of the series of conferences at the Murray Hill hotel, New York, March 15, at two o'clock sharp, with Vice-President P. W. Popp to preside as chairman. This meeting will occur during the time of the annual New York spring flower show.

A conference will be held in St. Louis during the week of April 8, with Director L. P. Jensen presiding as chairman. Exact date and place of meeting to be announced later. This meeting will occur during the time of the convention of the Society of American Florists.

It is proposed to hold a conference in Boston some time during the month of May with Ex-President W. N. Craig presiding as chairman. Plans are afoot for conferences in other sections of the country and these will be announced from time to time as their arrangements are completed. All gardeners interested in the development of their profession, and in the advancement of ornamental horticulture, are invited to attend these conferences.



PHALAENOPSIS AT POEHLMANN BROTHERS', MORTON GROVE, ILL., FEBRUARY 1.

The committee on essays and horticultural instruction is distributing an essay each month, for discussion at the meetings of the local organizations. Any society wishing this service and not now receiving it may obtain it by applying to W. N. Craig, chairman, committee on essays and horticultural instruction, Brookline, Mass.

The committee on meritorious exhibits repeats its offer of last year, to award the association's silver medal for competition at monthly meetings for the largest number of points for the year, or for competition at a flower show of a local society or club, the only stipulation being that the medal must be won by a member of the association. Societies desiring to avail themselves of this offer should address William Kleinheinz, chairman, committee on meritorious exhibits, Ogontz, Pa.

President Robert Weeks will shortly announce his national and local committees for the annual convention to be held in Cleveland the first week in October. The most scientific methods for increasing production and proper conservation of food products will be the dominating feature of this year's programme, for the gardeners realize fully that even an early cessation of the war will not solve the food shortage problem and that this country must be the main source of supply to meet the world's food demand for a long time to come.

ADD National Assn. of Grdns.....

L. P. Jensen, chairman of the committee on bird propagation and protection, Busch place, St. Louis, Mo., asks that all interested in our feathery friends, send their observations, experiences and suggestions relating to the subject to him and he will see that they are used to the best advantage. Questions relating to the subject of bird protection will be cheerfully answered by the committee.

M. C. EBEL, Sec'y.



St. Valentine's Day Specialties.
Enameled White Basket With Handle Circle.

Chrysanthemums from Trade Standpoint.

Paper by Chas. H. Totty, Madison, N. J., read at the annual meeting of the Tennessee State Florists' Association, Nashville, January 29-February 1, 1918.

Since this is a florists' convention, we will consider the chrysanthemum as a commercial proposition. I am afraid, in some sections, last fall the flowers did not prove a very profitable venture. On the other hand, in many localities, where the conditions were reasonably normal and the right varieties grown, the chrysanthemum held up its head and returned as much money per square foot as any other crop in a corresponding length of time. It is quite reasonable to expect that chrysanthemums will be grown extensively this year, in view of the fuel conservation to aid the government, which will make many of the florists run a section of their places for the summer and grow chrysanthemums, after which the houses can be closed down for the winter season.

Cultural details to an association of florists are perhaps unnecessary. There

may be one or two varieties in the following notes requiring special cultural details, but I will endeavor to mention them whenever necessary as I go along. The first in order of importance are what are known as the greenhouse chrysanthemums. These are the large flowering kinds. Many florists, especially those with a retail business, who grow and sell their own flowers, are wrong in adhering so closely to an ideal such as the Bonnaffon type. We have always found, in our experience, that when one has something the "other fellow" has not there is a considerably better market for it and at a greatly enhanced price. We give herewith a list that we compiled for publication a few days ago:

White—Smith's Advance, Early Frost, Alice Day, Oconto, and Wm. Turner. This list, in common with succeeding lists, covers practically the entire flowering season. The variety Early Frost, in our section at least, if the buds can be secured in July, will give flowers from the middle of August continuously, though sometimes the flowers from the early buds are not so good as Smith's Advance.

Pink—Unaka, Chieftain, Dr. Enguehard, and Siedewitz. Some people dislike Unaka because the flower is too flat. If they will set out nice plants of Unaka in May, if possible, and take a bud the first week in August, they will get flowers amply large enough to cover any criticism as to its flatness.

Yellow—Yellow Advance, Golden Glow, Chrysolora, Ramapo, Bonnaffon, and Golden Chadwick. In the list of yellows is noted a new variety, Yellow Advance. This, we believe, will be found quite an acceptable variety.

Bronze—Bronze Unaka, C. H. Totty, W. H. Waite, Calumet, Tekonsha, and Glenview. In bronze, the Bronze Unaka, when grown the same as suggested for Unaka, will produce satisfactory flowers, and, as it comes in the first week in October, it is considerably the earliest in the bronze section.

SINGLES.

We have found in our trade singles are a very profitable crop. Many growers, instead of planting singles out on a bench and giving them a show, keep them in pots until they get stunted, and then tell you there is no money in singles. Singles planted in the bench in June, and pinched once or twice, carrying from four to 10 sprays each, and then looked after as the large flowered varieties are, will give you singles that will be the envy of your neighbors and the delight of your customers, and will bring you in good money and satisfy people craving for "something different." A small selection of about three each, pink, white, yellow and bronze singles, would be as follows:

Pink—W. Buckingham, Stanley Ven, and Mrs. Godfrey.

White—Millicent Piper, Mensa, and Gladys Duckham.

Yellow—Josephine, Golden Mensa, and Vivian Cook.

Bronze—Excelsior, Yvonne, and Bronze Buckingham.

Where one has a reasonably sheltered position, singles can be planted outside and will return, particularly in this vicinity, money out of all proportion to the time and labor expended in their cultivation.

JAPANESE ANEMONES.

Another type that was quite satisfactory from our point of view was the type we exploited considerably the past year—the Japanese anemones. It is true, in the wholesale market, many of them do not meet with great favor, because the petals interlace and cannot be packed as closely as some of the other kinds; but here again it offers the customer something different, and it was shown in the way they bought up these newer types of anemones. There is a great deal of confusion in the average mind about the different types of chrysanthemums. We have seen the Anemone Garza classified as a single, but it belongs to what is known as the pompon anemones. The varieties listed here are the Japanese anemones, which are similar to the pompon anemones, but three to five times as large. A selection of about eight or 10 of these of the very best would run as follows:

White—Eleanora and Innocencia.

Pink—Graf von Oriola and Old Rose.

Yellow—Yellow Prince and H. J. Heinz.

Bronze—Titian Beauty and Wee-Wah.

POMPONS.

Pompons, as generally grown, are cut from outdoors and put on the market in bunches, showing small, inferior flowers and hard-wooded stems, very frequently so hard that the water cannot go up the stems. If pompons are grown on the benches as suggested for singles, what a marvelous change appears! If only for the pleasure of having something exceptionally good and altogether different from the usual market run, all of you who have not previously done so should try a bench of pompons. They are profitable and popular and will remain in good condition on the plants for a long period if the market happens to be glutted. A selection of pompons would be:

White—White Doty, Queen of Whites, and Baby Margaret.

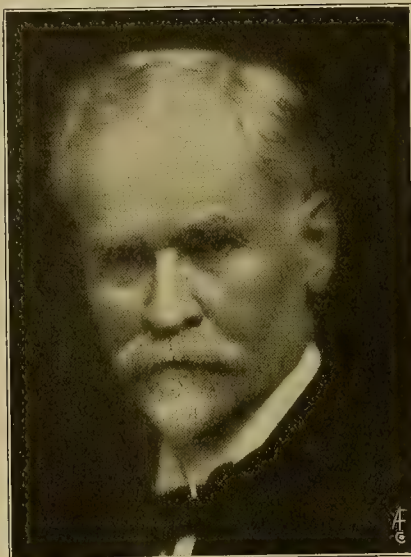
Pink—Lillian Doty, Little Gem, and Western Beauty.

Yellow—Connie Dick, Golden West, and Golden Climax.

Red—J. Lagreviere, Inez, and Mrs. F. Wilcox.

One of the newest varieties shown in this section is Connie Dick. We have dubbed it the Yellow Doty, since Pink and White Doty are known everywhere, and it will give the possible purchaser a good idea of what to expect from Connie Dick. It is a wonderfully clear yellow, every flower standing erect and stiff, and of the many varieties we have distributed the last 15 years, of all types, we think Connie Dick is perhaps the one we can recommend most.

The type that has not as yet come into its own from the florist's standpoint is the early flowering hardy chrysanthemums. These have been developed by August Nonin, of Paris, France, and have been evolved from the old-time varieties, Gustav Wermig and Madame LaGrange. Our method,



J. C. Vaughan.

President-Elect Horticultural Society of Chicago.

which has proven very successful, is to set out these varieties on the side benches, plant them a foot apart and allow from four to eight stems to grow up on each plant. These are all dwarf in habit, the stems not growing more than 18 inches to two feet in length. The flowers are then disbudded, allowing one flower to every stem. We consider this type turned us in more money per square foot than any of the large flowering kinds, and the latter have turned us in as much as \$75 per hundred, wholesale price. Grown in the manner described, the varieties come into flower the first week in October and are all cut away and the space ready for another crop before the winter weather gets too severe. A list of a dozen we can specially recommend is as follows:

White—Cranford White, Normandie, and Debutante.

Pink—H. Malgat, Chas. Jolly, and Belle Mauve.

Yellow—Cranfordia, Miss B. Hamilton, and Cranford Yellow.

Bronze—A. Barham, Mrs. H. Craig, and Firelight.

These varieties readily wholesale in the New York market at \$2 per dozen, and, consequently, grown as we have them with six or eight flowers to a plant, we have found they are a most

profitable proposition, when the right kinds are secured and the proper cultural methods followed. The only thing to observe outside of the ordinary good culture is to secure the buds as soon as possible after the first of August as they show on these varieties.

CAPRICE CHRYSANTHEMUMS.

The final type to which I would like to call attention are what are known as the Caprice varieties, which furnish us with the best kinds for pot plants. Pot plants, when nicely grown and handled, are profitable; but, when poorly grown and the wrong varieties used, are wretched. Therefore, it is important to get the proper varieties. If started in good season and pinched until the end of May, the Caprice varieties will make beautiful plants without any staking whatever, and will carry anywhere from eight to 20 flowers each, according to the way they are pinched. These particular sorts are grown by the million for the London and Paris markets, and are very valuable here. There are eight varieties which will give all colors and which, in the east at least, are now quite well known. These are as follows: Butler's Caprice, Mrs. Greening, White Cap, Caprice du Printemps, Yellow Cap, Lilac Cap, Kathleen Thompson, and Purple Cap.

Midseason varieties of chrysanthemums are almost invariably a glut on the market. It behooves every grower to catch the early varieties, go easy on the midseason kinds and then come in again for Thanksgiving. After Thanksgiving, in New York at least, no one cares anything about chrysanthemums and everyone passes on cheerfully to carnations and roses.

In our endeavors to get something different, we have found bronze, while neglected absolutely by nine out of every 10 growers, to be the most profitable. They may argue that is because there are so few in the market. This may be true, but we have always felt it is because it blends so beautifully with the autumn foliage and seems typical of the season.

Retailers who stock up with nothing but pink, white and yellow chrysanthemums are apt to get left in the race for business by the man who will take a chance and enlarge his viewpoint by embracing colors not usually classed as commercial kinds in the wholesale markets. An excellent example of this character is the old Source d'Or, which we reintroduced two years ago.

In the list of large flowered bronze given you is the variety W. H. Waite, a novelty introduced last year. We predict that this, when it can be bought at a more reasonable rate, will be the most popular bronze we ever put on the market.

As before stated, this should be a very successful year for chrysanthemums, and anyone who grows them should get good returns for their efforts next fall.

NEWPORT, R. I.—The range of John C. Hass on Almy court is now being operated by Edward R. Hass.

DES MOINES, IA.—Burglars blew open the safe at the flower store of the Guthrie-Lorenz Co., January 13, and got away with about \$100.

FRAMINGHAM, MASS.—John A. Nelson, who was seriously injured recently in an automobile accident, has sufficiently recovered to leave for Clear Water, Fla., where he will spend the winter.

San Francisco.**SHORT SUPPLY AND HIGH PRICES.**

Trade is in a very satisfactory condition in this city. During the past week there has been a decided shortage in nearly all lines of greenhouse grown stock. Roses, in particular, are scarce and very high in price. Good American Beauties are wholesaling at from \$4 to \$5 per dozen. Russells of select quality are hard to secure and correspondingly high in price. The same is true of Ophelia and other varieties. Red roses appear to be the only varieties that are in ample supply. Cecile Brunner and Mrs. Aaron Ward are in constant demand, with the supply very limited. Some very fine Mock are seen and are bringing fine prices. Carnations have taken quite a jump and brought as high as \$4 per 100 during the week. What stock is being received is very fine and much more could be sold if it were to be had. Violets are about the only flower of which enough stock can be had daily. Lily of the valley still is in good demand. The stock coming in is excellent but not enough to go around. Cattleyas are a little more plentiful this week with prices very fair. Tulips have made their appearance but the quality is rather poor as yet and consequently they move slowly. Daffodils are beginning to arrive a little more freely and are in much favor. Some very good *Lilium giganteum* are being offered and sell readily. The high price of cut flowers has stimulated the sale of pot plants greatly. Stock is being received is very good and fered and are easily disposed of. Cyclamens and ericas in different varieties also sell well. Boston ferns are also in much demand. A sure sign that spring is approaching is the large amount of *Acacia Baileyana* and flowering fruits that are to be seen at all the stores. Asparagus and other ferns are in rather short supply just at present and the demand for this class of stock is heavy. Shipping trade is reported very good by the wholesalers, the demand for roses being especially brisk.

NOTES.

Frank D. Pelicano's range of glass on Guttenberg street is now producing large quantities of ferns and asparagus. A large stock of Boston ferns is being grown here also. We noted a splendid lot of *Erica melanthera* being grown outdoors for the cut sprays. They were of excellent quality and are good sellers at his store on Kearny street. Large quantities of dahlia tubers for spring planting are being stored here. They expect to begin shipping dahlia plants about February 15. The soil at this place is particularly adapted to the culture of the dahlia, and it is Mr. Pelicano's great specialty.

A visit to the establishment of G. Rossi & Bro. showed a large importation of aspidistras is being unpacked. The stock arrived from Japan in fine condition. There are 18 greenhouses at this place devoted to the growing of ferns, and asparagus almost exclusively. A house of tulips looked promising. Several houses are given over to Boston ferns in variety. Some very fine azaleas and bay trees were noted in the large lath house. This firm enjoys a large shipping trade.

The E. W. McLellan Co. is cutting some very fine winter flowering sweet peas. These are ready sellers at \$2.50 per 100. The cut of roses at this establishment is a little short at present, but a visit to the greenhouses shows that it is only temporary. This firm had many large violet shipments tied up in the middle west, owing to the severe weather.

T. Nespoli, the well-known fern grower, has all his greenhouses in

splendid shape and is cutting heavily every day. His stock is always in demand owing to the fine quality of the ferns. The stock is sold almost entirely in this city.

P. Vincent Matraix, manager of the Art Floral Co., visited all the prominent growers along the peninsula during the week. He was accompanied by several leading retailers from the northwest.

Pelicano, Rossi & Co. had a very busy week on funeral work. Several palls of orchids were made by the firm besides a large number of handsome set pieces, all of which were very costly.

Mori, The Florist, has opened up a new flower store at 1510 Clay street, Oakland. Most of Mr. Mori's stock is grown at his own nursery at Hayward. Pot plants are a great specialty here.

John Carbone, of Berkeley, is still bringing in large quantities of cattleyas. Some very good *Phalaenopsis amabilis* are being received from this nursery also.

Visitors: P. F. Rosaia, Seattle, Wash.; Carl Gross, representing S. S. Pennock Co., Philadelphia; F. W. Tredex, representing A. L. Randall Co., Chicago.

The MacRorie-McLaren Co. is featuring pot ericas in variety this week. Some very good hyacinth baskets have also proven good sellers.

Ferrari Bros. are the first growers in this vicinity to bring in tulips and hyacinths. They have large stocks of both coming along.

J. W. Williams, formerly of Clark Bros., Portland, Ore., has joined the forces of the Art Floral Co. on Powell street.

G. N.

Tennessee State Florists' Association.

The Tennessee State Florists' Association opened its session January 29, in the assembly room of the Hermitage hotel, Nashville. There was a very fine attendance, and a most helpful and interesting programme was carried out. President W. C. Johnson, of Memphis, made a fine address. Many new members were elected, and, from the reports, the affairs of the association are in a flourishing condition and it promises to do even better and greater work in the future than in the past. H. G. Bramm, of Bristol, made a very fine talk on both timely and important subjects. J. A. Peterson, of Cincinnati, led an open discussion upon "Substitutes for Azaleas" and brought out some fine points along that line, citing the fact that they were being experimented with in California with a prospect of success. Owing to the illness of Thomas H. Joy, the "Floral Outlook" was ably discussed by E. G. Hill, of Richmond, Ind., who made his talk along "Ideals in the Floral Business," saying it was impossible to grow beautiful flowers without high ideals. Miss Mary B. McGowan, city agent, department of extension, made the fine suggestion that growers instruct the buyers as to the best method of treating their house plant, with a view to retaining longer its beauty, and to "follow up" as much as possible.

The exhibits in connection with the convention were very good, while not coming up to the display of last year, owing to the exceedingly cold weather and the difficulty of handling the plants.

Leon Geny, of Nashville, was elected president for the ensuing year; H. G. Bramm, of Bristol, vice-president, and G. M. Bentley, of Knoxville, secretary and treasurer.

M. C. D.

Tennessee State Horticultural Society.

The attendance at the annual meeting of the above society, held at Nashville, January 29-February 1, was large and an excellent programme was carried out, the topics dealing with practical subjects of moment at the present time, with speakers from a number of states. Percy Brown occupied the chair in the absence of President J. C. Pruett. W. P. Stark, of Neosho, Mo., gave an interesting talk on the apple shows and horticultural meetings he had attended this winter. G. C. Stancher, state horticulturist, Auburn, Ala., brought much useful information to the society. "Spraying Peach Orchards," "Orchard Conditions in Tennessee," "The Seed Situation," "Apple Growing in the Mountains," "Irish Potato Growing," and many other useful subjects were discussed.

The officers elected were: Thomas D. Reed, Goodlettsville, president; John Lightfoot, of Chattanooga; J. C. Truitt, of Franklin, and Percy Brown of Spring Hill, vice-presidents; Prof. G. M. Bentley, state entomologist, secretary-treasurer.

M. C. D.

DIGHTON, MASS.—Harry Briggs has closed his range on account of coal shortage.

BIRMINGHAM, ALA.—A final dividend of 29½ per cent has been declared by the estate of John L. Parker.

BAKERSFIELD, CALIF.—Hosp & Terry have closed their branch store at Taft, this state, due to poor express service.

CORFU, N. Y.—Le Roy Adams suffered a loss of about \$500 to sweet peas and carnations during the recent blizzard.

WESTBORO, MASS.—Due to the serious illness of the owner, the violet houses of Arthur George have been closed.

MADBURY, N. H.—The large rose-growing establishment of William H. Elliott here is now in charge of Eber Holmes.

LOUISVILLE, KY.—The range of Henry Fuchs, recently destroyed by fire, has been rebuilt, replanted and is now in operation.

WORCESTER, MASS.—Stock to the value of \$150 was destroyed recently at the store of the Quarry Floral Co., when a radiator burst.

THIEF RIVER FALLS, MINN.—Bethun's greenhouses suffered a fire loss of \$1,500 January 26, the result, it is believed, of an overheated furnace.

TORONTO, ONT.—The Glass Garden Builders, Ltd., has been granted an order to close-up its business. W. E. Boyd has been named as liquidator.

GRIMSBY, ONT.—A severe windstorm recently wrecked a 45-foot section of the range of Ofield & Son, but no serious damage resulted, due to quick repairs.

LOUISVILLE, KY.—George Schulz, 1117 Goss avenue, has closed his range for the winter and has temporarily taken charge of a large private estate in Florida.

SAN ANTONIO, TEX.—Edward Green, well-known florist of this city, believes in publicity and uses well-written copy to exploit the appropriateness of flowers for gifts.

BLOOMINGTON, ILL.—As a fuel conservation measure, A. Washburn & Sons have closed one-fourth of their range and lowered the temperature in the remaining houses.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

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CHARLES EDWARD FAXON, well known botanical artist and assistant director of the Arnold Arboretum, died at Boston, February 6, age 72 years.

Coal Conservation Urged.

The Chamber of Commerce, Washington, D. C., has issued an appeal to coal users to co-operate with the Council of National Defense, which has sent forth the following five suggestions in a special war bulletin:

1. Inquire into the means employed by your fireman and consider his methods in relation to those suggested by the Bureau of Mines.
2. Learn what establishments in your locality secure the best results from coal.
3. Endeavor to have the wasteful users of coal profit by the best experience of the locality.
4. Improve all local methods by consultation with the Bureau of Mines and the study of the stoking methods recommended by the bureau.
5. Buy your coal as near home as possible.

Fuelless Monday Order Closes Florists.

As will be noted in the following communications addressed to Wm. F. Gude, Washington, representative of the S. A. F., under their respective dates, the United States fuel administration has ruled that florists are not exempted from the fuel administration order of January 17:

January 31, 1918.

"The writer has taken up with Mr. Noyes the question of allowing florists to open Mondays and he has ruled that there can be no exception in their case as to being open on the Mondays prescribed in the Fuel Administration order of January 17."

UNITED STATES FUEL ADMINISTRATION,
By C. F. Austin.
February 2, 1918.

"Dr. Garfield believes that it will not cause serious inconvenience and will contribute to the general patriotic observance of the Monday closing, if the florists are not exempted from the order of January 17. Businesses more essential to the life of the community than flowers for funerals have been refused exemption in the present emergency."

UNITED STATES FUEL ADMINISTRATION,
By P. B. Noyes, Director of Conservation.

Trade Acceptances.

A trade acceptance, as defined by the regulation of the Federal Reserve Board under date of July 15, 1915, is a bill of exchange, drawn to order and having a definite maturity and payable in the coin of the United States. This obligation to pay has been accepted by an acknowledgment, written or stamped, and signed across the face by the person, firm, company or corporation upon whom it is drawn, such agreement to be to the effect that the acceptor will pay at maturity according to the tenor of such draft or bill without qualifying conditions.

The instrument described herein is simply a draft, as we understand it. The same has been used in business for years, the only difference I can see being that the trade acceptance extends the time of payment for the buyer for 30, 60 or 90 days, and must be for goods purchased, when the bank draft, in the trade sense, would be drawn at sight.

The commercial florist never took kindly to sight drafts, and very few will honor them when presented by the bank, when in fact it is the simplest means possible of paying a bill. The promissory note seems to be more acceptable and more easily secured from the debtor.

I am of the opinion that if we could establish the practice of giving and receiving trade acceptances it would put into circulation a large amount of money that remains on the books as "accounts receivable." The buyer would have fully as much time extended to him in which to settle his bills and the seller would have the use of the money through the process of discounts at his local bank, which discounts are approved by the Federal Reserve Bank.

The great trouble today in doing business is that bills for flowers, as well as other goods, are not paid promptly. If they were we would have no occasion to resort to the trade acceptance or to any other means—not even the promissory note.

Trade acceptances cannot be issued for any kind of a debt. They must be for goods sold. They cannot be issued for money loaned—they will not be negotiable.

The intention of the Federal Reserve Bank in giving its approval to this form of a draft is that if a seller should dispose of a large bill of goods to a buyer, instead of keeping the account open for 60 or 90 days, by the purchaser accepting a draft at the time of sale, the money can become available for use, not only for the benefit of the seller, but such a transaction will help the government in the winning of the war by making use of or placing in circulation millions of dollars that heretofore have been laying dormant as open book accounts, depending on frozen credit, assignments of receivership and kindred business evils.

Should it prove that by the adoption of this system as explained above, its operation may bring about integrity, and economy consisting of safety and business efficiency among those engaged in commercial horticulture, we certainly ought to give it a trial.

PATRICK WELCH.

Iowa Florists' Fuel Committee.

January 29, a florists' conference was held at the Iowa State College, Ames, in connection with the annual short course. Due to the severe weather and other circumstances, there were a number of florists who were unable to attend.

George Asmus, Leonard H. Vaughan, J. S. Wilson and A. N. Smith introduced various subjects which brought out considerable discussion. It was a war-time conference, and the present day problems in which every florist is vitally interested occupied the entire attention of those present.

The fuel question, in particular, received much attention, and the information which Mr. Asmus gave out on this subject was greatly appreciated. It was decided that the florists ought to have a fuel committee to represent the interests of the florists of Iowa, and the following committee has been named: J. S. Wilson, Des Moines, chairman; I. O. Kemble, Marshalltown; Blaine Wilcox, Council Bluffs.

Gude's Service Flag.

The Washington Times in its issue of February 3, under a portrait of Charles H. De Shields, student army aviator, son-in-law of Adolph Gude, senior member of the well-known florist firm of Gude Bros. Co. of that city, tells of the miraculous escape of the young man in a fall of 500 feet, after a collision with another aeroplane at the training grounds at Lake Charles, La. He was unhurt in spite of the fact that his plane was smashed into more than 500 pieces. Adolph Gude has three sons in the service, two of them not yet 20 years old, while Wm. F. Gude has one son in the regular army. In addition, there are 11 employes of Gude Bros. Co. with the colors, making a total of 16 of the Gude forces who are serving their country.

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The date on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscription promptly on expiration to make certain of receiving your copy of each issue.

Wants, For Sale, Etc.

**One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.**
Where answers are to be mailed from this office
enclose 10 cents extra to cover postage, etc.

Situation Wanted—By Scotchman, 30 years of age, experienced in all branches. Married, have one child. Private place preferred. Address
Key 860, care American Florist.

Situation Wanted—Experienced designer, decorator and salesman is open for engagement in Chicago. Married, over draft age, sober, steady and reliable. Can furnish the best of references. For further particulars, address
Key XXX, care American Florist.

Situation Wanted—In the East, as working foreman in private or commercial establishment with chance for advancement; eight years' practical experience; college training in horticulture and design; best of references furnished; state salary and all particulars in first letter. Address
D. B. Nevin, Easton, Pa.

Help Wanted — General worker; handy man. State wages.
Levant Cole, Battle Creek, Mich.

Help Wanted—An artistic designer and decorator for a first-class retail store. Good salary to the right man.
Leikens, Madison Ave. and 55th St., New York.

Help Wanted—Man who understands vegetable gardening to take charge of 20 acres of finest muck land in Michigan. Write for particulars.
Lewis, Florist, Pontiac, Mich.

Help Wanted—Grower of pot plants to take charge of up-to-date conservatory and growing range on private estate in the east. Good opening for well posted young man of about 30 years; single preferred. Address
Key 867, care American Florist.

Help Wanted—Experienced saleslady, must be first class clerk and be well acquainted with all departments of the business. Reference and photograph must accompany application.
Simmons & Son, Yonge and Elm Sts., Toronto, Canada.

Wanted—Associates to start community flower farm. Experienced young men or women with little capital write
M. E. M., 1536 Iroquois Ave., Detroit, Mich.

For Sale—Some Skinner irrigation pipe lines complete, also some extra turn unions, roller bearing hooks, 1½-inch brass globe and angle valves and 4-inch galvanized pipe, all good as new at considerably low prices.
W. B. Davis & Co., Aurora, Ill.

SITUATION WANTED

By practical gardener and florist, experienced in botanical work, greenhouse and private estates. Can handle men and get results. Married and can give the best of references. Would prefer place as head gardener or superintendent of large estate where results count. State particulars and wages. Will be open after Jan. 15. Age 35 years. Address
Key 857, care American Florist.

Good Position Open

for competent greenhouse foreman in up-to-date establishment in prosperous southern city. Satisfactory salary to right party. Address at once.
Key 865, care American Florist.

WANTED

A thoroughly experienced seedsman to take charge of office end of wholesale department and traveling men of Wisconsin seed house. State nationality, experience, age and references. Communications held in strictest confidence. Address
Key 870, care American Florist.

Situation Wanted

By good grower, single; private place preferred. Address
Key 858, care American Florist.

Salesmen Wanted

We prefer greenhouse men for our salesmen. If you can make good selling an established line of greenhouse supplies, we have openings in our sales organization. Previous sales experience is desirable, but not necessary. What we want are greenhouse men who understand greenhouse problems and can talk intelligently to the greenhouse trade. In writing us, give age, references, salary expected and territory you are familiar with. Address
Key 868, care American Florist.

CANADIAN

wishing to locate in middle, western or southern states, would like to hear from large wholesale seed house. Advertiser is an executive and proven salesman, have charge of large department with wholesale house now, several years experience. Young man, married, has lots of initiative, and a worker. Position must afford good opportunity for advancement. Full information given. Address
Key 866, care American Florist.

Glazers Wanted

If you can do glazing work and are willing to travel, write us. We have openings for glazers to travel throughout the country doing glazing work on our contracts. The amount earned depends on the man on the job and there is an excellent chance for advancement to men of the right kind. Address
Key 869, care American Florist.

FOR SALE

Boilers—Two second hand steam boilers, 80 horsepower each, size 5 x 16 feet, with domes, full fronts, shaking grates, safety valves, blow-off valves and complete outfit, not a leak on them, good for 70 lbs. pressure. Do not need them since putting in our larger boilers.

W. B. DAVIS CO., Aurora, Ill.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2½ x 5¼ inches.
FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

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By RALPH L. WATTS

Dean of Pennsylvania State College School of Agriculture

A handy reference for professional growers, students and gardeners interested in growing vegetables under artificial conditions. Cloth bound. 400 pages and 158 illustrations covering a wide range of topics.

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Director, New York State School of Agriculture

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PRICE, - - - - \$1.60

AMERICAN FLORIST COMPANY

440 So. Dearborn Street, CHICAGO

Big Sale on Magnolia Wreaths

PLAIN

Brown
Purple
Green

Every Florist should have a stock of our Wreaths on hand or emergency use, which can be placed to order on short notice with the addition of a few flowers.

	Per Doz.		Per Doz.
18-inch, -	\$6.00	24-inch, -	\$12.00
21-inch, -	9.00	27-inch, -	15.60

Outside measurements.

Accessories for Washington's Birthday

RED, WHITE AND BLUE IMMORTELLS

CHIFFONS AND RIBBONS

NOVELTY HATCHETS, 4-in., 2½ cents each; 6-in., 5 cents each.

NEW NOVELTY

Hand-painted butterfly bows. Ready for use.

Per Dozen.....\$4.00

2 dozen assorted in box.

Our Special Assortment of

TUMBLER BASKETS

Our selection, including such baskets as Nos. 118 and 125. Each30c to 50c

OUR LEAD
50c each

RIVERSIDE NO. 2.

New full width in White, Pink, Scarlet, Nile, Yellow, Blue.

Per 50 Yards.....\$1.35

Fancy Corsage Ties

Made of:	Per doz.
No. 5 Novelty ribbon.....	\$1.00
No. 7 Ombre effect.....	1.50
No. 9 Ombre effect.....	2.00

Earl Corsage Ribbon

No. 7. Per bolt.....85c

Colors to match all flowers.

Order now for St. Patrick's Day Hughes' Shamrock Box

Two Plants to each box

\$3.50 per Dozen. \$25.00 per Hundred.



POEHLMA

72-74 E. Randolph St.

Fine Crop of CHIDS FOR ST. VALENTINE'S DAY

Particularly Phalaenopsis, Cypripedium and Cattleya Trianae. This stock is particularly fine and without equal for quality in this market.

Valley will also be in good crop with us for this occasion so place yours orders here.

Also large supply of

Fancy Lilies	White Carnations
Loosier Beauty	Killarney
Killarney Brilliant	White Killarney
Russell	Ophelia
Sunburst	Milady
	Richmond
	Ward

In addition to complete line of all the best standard and newer varieties of Roses we can supply you regularly with the market's best offerings in

s, Valley, Carnations, Jonquils, Ferns, Cecile Brunner, tum, Freesias, Plumosus, Leucothoe, Sprenger, Smilax, Paper Whites, Boxwood, Green and Bronze Galax.

PLANTS

CYCLAMEN.

pots...\$3.00, \$3.60 and \$4.20 per doz.
pots 6.00 per doz.

PANDANUS VEITCHII.

pots\$0.75 each
ubs\$3.00 and 3.50 each

BIRD'S NEST FERNS.

pots\$1.50 each

TABLE FERNS.

pots\$4.00 per 100

RUBBER PLANTS.

4-inch pots.....\$4.20 per doz.
5-inch pots..... 6.00 per doz.

HOLLY FERNS.

3-inch\$10.00 per 100
4-inch 15.00 per 100
5-inch\$3.00 and 4.20 per doz.
6-inch 6.00 per doz.

COLEUS CHRISTMAS GEM.

5-inch pots\$3.00 and \$4.20 per doz.

ASPARAGUS PLUMOSUS.

2½-inch\$3.50 per 100
6-inch, made up..... 4.20 per doz.

ENGLISH IVY.

4-inch\$15.00 per 100

COCOS WEDDELIANA.

2½-inch\$14.00 per 100

PYCHOSPERMA ALEXANDER.

3-inch pots\$15.00 per 100

SHAMROCKS, 2-inch pots, \$3.00 per 100.

I BROS. CO.

Distance Phone, **CHICAGO, ILL.**
Randolph 35.

Flowers for St. Valentine's Day

Beauties

Fancy Roses

Fancy Carnations

Spring Flowers

Tulips

Jonquils

Narcissus

Best quality in the market. The supply of Roses has been very much diminished in this market, but we are cutting a large quantity and while short stock is very scarce we can fill orders if received in time.

We spare no expense to give you the best service possible and this coupled with our choice grade of stock will surely prove satisfactory. Express shipping is gradually improving.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

SHORT ROSES ARE SCARCE.

Stock is none too plentiful at this writing, especially short roses, which are in good demand and in limited supply. Roses in the longer stemmed grades are plentiful, and while they are not moving as quickly as they might at the desired prices, they are cleaning up nicely. Carnations are moving better this week and do not appear to be any too plentiful. Sweet peas are in good supply and are selling well, but the severe cold weather has had a tendency to keep the prices down. Gardenias are seen in large number and the same holds true for orchids, which are not in any too brisk demand. Violets are in fair supply and so is lily of the valley. Lilies are seen in large quantities at several of the stores and are to be had at very reasonable figures. Paper White narcissus, stevias, jonquils, tulips, calendulas, pansies, fressias, anemones, daisies, mignonette, callas, snapdragons, irises, Romans, bouvardias, campanulas, and stocks are included in the daily offerings which give the retailer a large variety to select from. The demand is not as good as it should be, but no one is complaining, considering the present existing conditions. Business during January has shown a falling off in the total number of sales compared with the same month of last year, which is due considerably to the shortage of stock caused by the scarcity of coal and the shutting down of a number of greenhouses in this vicinity. The coal situation is still serious, and while the most dangerous point has been passed, practically all the growers are holding down their temperature as low as possible so as to conserve their supply until conditions are more favorable to warrant them in increasing

M. C. Gunterberg

—WHOLESALE FLORIST—

158 North Wabash Avenue,

CHICAGO

their firing. From present indications, it does not appear as if stock will be any too plentiful for St. Valentine's day unless the weather moderates sufficiently, for the grower is not likely to force any stock at the present high price of coal and the uncertainty of getting more to carry him safely through the season. All the retail florists will do well to bear this in mind and place their orders as early as possible so as to insure their supply and avoid disappointment. It was from 10 to 20 degrees below zero here February 4-5.

HORTICULTURAL SOCIETY.

The adjourned annual meeting of the horticultural society was held at the Art Institute, February 5, and officers elected as follows: J. C. Vaughan, president; Augustus Peabody, vice-president; E. A. Kanst, second vice-president; Louis A. Kuppenheimer, third vice-president; N. H. Carpenter, treasurer; L. M. Macauley, secretary; Chas. L. Hutchinson, W. C. Egan, John J. Glessner, Mrs. Francis Nilsson, Benjamin J. Rosenthal, Arch. E. Freer, Mrs. H. M. Wilmarth, Dr. Otto Schmidt, B. M. Winston, John F. Smulski, directors; E. Wienhoeber, M. Barker, Mrs. W. S. Brewster, Mrs. Hermon B. Butler, executive committee, two years; Henry Bartholemey, Philip C. Schupp, Jr., A. C. Simonds, executive committee, one year.

The programme this year includes monthly exhibitions of fruits, flowers and vegetables. Those having novelties or specimens otherwise noteworthy

or good examples of cultural skill are requested to display them at these shows. The dates will be announced later.

NOTES.

Poehlmann Bros. Co. will have a large crop of orchids for the St. Valentine's day trade particularly phalenopsis, of which there are several large houses in extra fine condition. Cattleya Trianae will also be in good supply with this firm, not to mention a large cut of lily of the valley. Some particularly fine lilies are seen here in large supply.

The heatless Mondays cannot be abandoned, as had been hoped, because storms and cold have so badly crippled the movements of fuel. It is now practically certain that the whole series of heatless Mondays, which, according to programme, ends March 25, will be gone through with.

Pyfer & Olsem have filed a petition in bankruptcy, with Wharton Plummer of Todd & Plummer as receiver; liabilities, \$73,000, estimated assets, \$73,000. At a meeting of creditors, February 4, a committee was appointed to co-operate with the receiver in conserving the stock.

Wieter Bros. are cutting a good supply of carnations in all the leading varieties as well as Killarney roses, which they continue to grow on a large scale.

Peter Reinberg has had good success with the new rose, Champ Welland, which is a leader at his establishment. Carnations are arriving in fair supply.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CHICAGO
CENTRAL 601 and 2846

Good Supply of Roses, Carnations
And All Other Seasonable Stock

For St. Valentine's Day

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

Specials	Per 100	\$25.00
Select		20.00
Medium	\$12.00 to	15.00
Short	6.00 to	10.00

RICHMOND

Specials	Per 100	\$12.00
Select		10.00
Medium		8.00
Shorts		6.00

MILADY

Specials	Per 100	\$12.00
Select		10.00
Medium		8.00
Shorts		6.00

Killarney		
White Killarney		
Killarney Brilliant	Specials	Per 100 \$12.00
Sunburst	Select	10.00
My Maryland	Medium	8.00
Ophelia	Short	5.00 to 6.00
Champ Wieland		

ROSES, OUR SELECTION

Carnations, fancy	Per 100	\$ 5.00
Harrisii		12.50 to 15.00
Valley		6.00 to 8.00
Violets		1.50 to 2.00
Stevia		1.50 to 2.00
Sweet Peas		1.50 to 2.00
Smilax	per doz. strings	2.00 to 2.50
Adiantum		1.00 to 1.50
Asparagus, per bunch		.50c to 75c
Ferns, per 1,000		\$3.00
Boxwood	per bunch	35c
Galax, bronze and green, per 1,000		\$1.25
Leucothoe Sprays		75c to 1.00

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association



182 North Wabash Avenue

L. D. Phone Randolph 681

CHICAGO

EVERYTHING IN LARGE SUPPLY FOR ST. VALENTINE'S DAY

Positively the finest stock obtainable in this market at the most reasonable prices. Protect your supply by placing your order here.

Roses, Carnations, Sweet Peas, Lilies, Orchids,
Stevia, Valley, Mignonette, Paper Whites, Violets,
Calendulas, Daisies, Romans, Freesias, Jonquills,
Tulips, Pansies, Pussy Willows, Greens, Etc.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

BEAUTIES--ROSES--CARNATIONS

EXTRA FANCY STOCK. ORDER HERE AND GET THE BEST.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.		Per doz.	SUNBURST and OPHELIA.		Per 100	CARNATIONS		Per 100
Long stems	\$6.00	Select	\$12.00			4.00
30-inch stems	6.00	Fancy	10.00			
24-inch stems	4.00	Medium	8.00			
RICHMOND.		Per 100	Short stems	6.00	MISCELLANEOUS.		Per 100
Select	\$12.00	WHITE and PINK KILLARNEY,					
Fancy	10.00	KILLARNEY BRILLIANT.			Per 100		
Medium	8.00	Fancy	\$10.00			
Short stems	6.00	Medium	8.00		Valley \$ 6.00 to 8.00
RUSSELL.		Per 100	Good	7.00		Lilies 12.50 to 15.00
Fancy stock	\$6.00 to \$25.00	Short stems	6.00		Ferns, per 1,000 3.00
ROSES, OUR SELECTION.		5.00	MINIATURE ROSES.			Per 100	Smilax, per doz. strings 2.00 to 2.50
			Baby Doll	\$2.00		Adiantum 1.00
			Elgar	2.00		Galax (bronze and green), per 1,000 1.25
							Asparagus Sprengerii, bunch50
							Asparagus Plumosus, bunch50
							Boxwood, per lb.35
							Other Green Goods Market Rates.	

The regular meeting of the florists' club will be held at the Bismarck Hotel, 175 West Randolph street, Thursday evening, February 7 at 8 p. m. The annual novelty show will be an added feature and the growers' committee, consisting of Peter Reinberg, chairman; C. L. Washburn and August F. Poehlmann, will make its report on the coal situation.

H. N. Bruns and son, Herman, are back from a business trip to New York. They visited several of the large greenhouse establishments while in the east, notwithstanding the severe cold weather, including that of the Julius Roehrs Co., at Riverton, N. J.

C. L. Washburn reports that Bassett & Washburn are experiencing trouble in filling all their rose orders, particularly in the shorter stemmed grades, which are exceedingly scarce in this market. Bulbous stock is seen in good supply at this establishment.

The Chicago Flower Growers' Association is handling a good supply of bulbous stock from the August Jurgens greenhouses, which includes fancy Golden Spur and Flamingo tulips and Paper White narcissus.

Percy Jones, Inc., is showing fine double violets in quantity. The stock from this firm's grower, number 85, is recognized as a leader in the market by many of the large city buyers.

Chas. Johnson, of the Johnson Basket Co., has the sympathy of the trade in the loss of his wife whose death occurred last week. The funeral was held at Racine, Wis., February 5.

Peter Pearson is shipping a fine supply of bulbous stock to Zech & Mann, among which are noted particularly fine Golden Spur, tulips and Paper White narcissus.

The A. T. Hey Floral Co. had several cars of coal confiscated recently, which forced the proprietors to close their greenhouses entirely for the remainder of the winter.

At A. T. Pyfer & Co.'s store the receipts of sweet peas have shown a marked improvement the past week in regard to quantity and quality.

Curtis Kindler reports that the Raedlein Basket Co. experienced a very satisfactory demand for St. Valentine's day baskets.

Hoerber Bros. are featuring splendidly grown snapdragons, for which they find a ready market.

C. L. Huffert is serving on the jury for two weeks.

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

DOUBLE VIOLETS

—FOR—

ST. VALENTINE'S DAY

Most wonderful New York Violets obtainable in this market.
The stock from our Number 85 grower will ship almost anywhere and please the most discriminating buyer.

O. A. & L. A. TONNER

ROSES--CARNATIONS

Freesias

Calendulas

Narcissi

FLORISTS' SUPPLIES

Magnolia Leaves-Magnolia Wreaths-Cycas Leaves, Etc.

30 East Randolph St.,

Chicago, Ill.

The American Bulb Co. unloaded a car of cannas, caladiums and tuberoses this week.

A. L. Vaughan & Co. are featuring a fine grade of spring flowers, particularly freesias.

J. C. Neilsen is back from a southern business trip for Poehlmann Bros. Co.

J. F. Kidwell reports that it was 20 degrees below zero at Downers Grove February 4.

Fritz Bahr, of Highland Park, is back from a pleasant visit to California.



Flower Pot Covers

Crepwood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

W. H. Kidwell & Son, 929 East Forty-third street, filed a voluntary petition in bankruptcy January 31, liabilities \$28,430 and assets \$22,214.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100	ROSES—Continued.		Per 100	MISCELLANEOUS		Per 100
Special		\$25.00	Killarney, special		12.00	Violets		\$ 0.75 to \$ 1.00
Select		20.00	" select		10.00	Valley		6.00 to 8.00
Medium		\$12.00 to 15.00	" medium		8.00	Easter Lilies		12.50 to 15.00
Short		6.00 to 10.00	" short		4.00 to 6.00	Stevia		1.00 to 2.00
Hoosier Beauty, extra special.		30.00	Mrs. Ward, special		12.00	Strawflowers	per bunch	.35 to .50
" " special		20.00 to 25.00	" select		10.00	Calendulas		2.00 to 4.00
" " select		10.00 to 15.00	" medium		8.00	Paper Whites		2.00 to 3.00
" " short		8.00	" short		4.00 to 6.00	Daisies		1.00 to 2.00
Richmond, special		12.00	Sunburst, special		12.00	Snaptagons	per bunch	1.00 to 1.50
" select		10.00	" select		10.00	Mignonette		6.00 to 8.00
" medium		8.00	" medium		8.00	Romans		2.00 to 4.00
" short		4.00 to 6.00	" short		4.00 to 6.00	Callas	per doz.	2.00
Milady, special		12.00	Cecile Brunner		2.00 to 3.00	Sweet Peas		1.00 to 2.00
" select		10.00	Elgar		2.00 to 3.00	Freesia		3.00 to 4.00
" medium		8.00	Baby Doll		2.00 to 3.00	Tulips		2.00 to 4.00
" short		4.00 to 6.00	ROSES, OUR SELECTION		\$6.00	Jonquils		2.00 to 4.00
Killarney Brilliant, special		12.00	Extra special roses billed accordingly.			GREENS.		
" select		10.00	CARNATIONS.			Asp. plumosus	per string \$	0.50 to \$ 0.75
" medium		8.00	Fancy		3.00 to 4.00	Asp. plumosus sprays	bunch	.35 to .50
" short		4.00 to 6.00	Splits		2.00	Sprenger	per bunch	.35 to .50
Ophelia, special		\$12.00	ORCHIDS.			Adiantum	per 100	1.00
" select		10.00	Cattleyas		\$12.00	Smilax, choice	per doz.	2.00
" medium		8.00				Fancy Ferns	per 1,000	3.00
" short		4.00 to 6.00				Galax leaves	per 1,000	1.25
White Killarney, special		\$12.00				Wild Smilax	per case	5.00
" select		10.00				Boxwood	per lb.	.35
" medium		8.00				Mexican Ivy		1.00
" short		4.00 to 6.00				Leucothoe Sprays		.75

If You Want Good Stock and Good Treatment

Send Your Orders To Us For

ROSES
STEVIA
FREESIAS

CARNATIONS
MIGNONETTE
SWEET PEAS

VALLEY
JONQUILS
NARCISSI

LILIES
VIOLETS
TULIPS

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

Chicago's most up-to-date and best located Wholesale Cut Flower House

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Fritz Bahr has leased a part of his Highland Park store to an auto concern for a sales and display room.

Milwaukee.

MANY FACTORS TO DULL TRADE.

The pronounced inactivity of social affairs, the fuelless Monday and the severe cold weather are the greatest causes for the lull in business locally. Funeral work, which has kept up well, is the only salvation of most of our retailers and has kept the wolf from the door since New Year's. With the exception of roses, which are very scarce at this time, the supply of all

varieties of cut flowers is fully up to requirements. The demand for carnations for McKinley day for shipping orders was good and helped to clean these up for once. Since then, due to the unfavorable weather, they have not been overly plentiful. The local graduation exercises of both public and high schools last week created quite a demand for all kinds of stock, especially roses. These, in the shades of red and pink, were to be had in very limited numbers only, so the other lines had to come to the rescue.

NOTES.

According to official reports of the

local weather bureau, January, 1918, will go on record as having had the coldest, warmest, snowiest and driest days of any thus far. The warmest period was January 25, the thermometer registering 34 above for one hour. The amount of snowfall for the month was more than 52½ inches. Some report, which the florists will not forget so soon.

The engagement of Miss Laura Kacuper to Alfred Locker, of Wauwatosa, was made February 3. Mr. Locker is the junior member of the firm of Hugo Locker & Sons, who at the present time are cutting sweet peas of especially fine quality daily.

Everything in Cut Flowers
For Valentine's Day
At Lowest Market Prices.

We are located in the heart
of the
Great Central Wholesale
Cut Flower Market.

A.T. Pyfer & Company
Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

The local press announced that February 3 was the first day of the mid-winter display of plants and flowers at the Mitchell park conservatories. Among other seasonable stock, the orchid is being well advertised.

The A. T. Kellner Co. had the decoration for the Turner mask ball at the West Side turner hall, February 2. Outside of greens, the national colors were lavishly displayed with good effect. E. O.

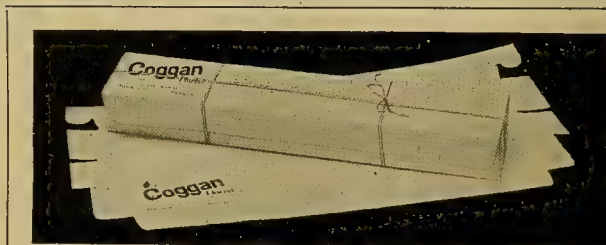
St. Louis.

MARKET CONDITIONS IMPROVED.

The market was in better condition the past week in every line. Roses are somewhat improved, although the supply is still limited. Sweet peas are still far short of regular supply for this season of the year. Violets are fine, but have little call. Lilies, rubrum and callas are equal to requirements. Bulbous stock is plentiful, with the first tulips showing on the market. Orchids and lily of the valley are also equal to the demand. Greens are in plentiful supply, with the exception of plumosus. Business in general the past week showed some improvement, due no doubt to the fact that we had a few fair days. With the weather opening up this month, trade conditions should improve. It is also a noticeable fact that funeral work this year during January was not as good as it was last January, when there were almost double the number of deaths over this year. Social work of all kinds is very scarce.

NOTES.

The local wholesale florists' association inaugurated a new credit system beginning February 1. It is announced that, beginning with this month, they would render their statements on the first and fifteenth of each month, bills to be payable within 10 days, or the customer would be placed on the C. O. D. list. This was evidently done within the spirit of the times, and on the face of it looks like a good thing. From the wholesaler's standpoint, it has put him in a better position to take care of his growers weekly and they will not have their money tied up so long. From the retailer's standpoint, it seems to be his best bet, because it will spur him on to get his money in on time and will eliminate the man



The Coggan One Piece Box

ECONOMY AND STYLE COMBINED.

24 x 4 x 3 \$2.00 per 100 20 x 4 x 3 \$1.90 per 100
The ideal box for local trade. Write for special circular.

THE JOHN HENRY COMPANY, Lansing, Mich.

who buys on long credit and undersells his competitor. In other words, it will help the retailer to maintain better prices and do away with some of the old-time cut-throat business. We feel sure that when things adjust themselves, after about a month's trial, everybody will appreciate the move.

In connection with the national advertising of the S. A. F., the three local trade societies formed a joint publicity committee, with J. J. Beneke as secretary and treasurer, who is to have charge of the funds. A fund of considerable size was raised to jointly advertise St. Valentine's day in the daily papers, and it is hoped that with the proper support from all interested in the trade this publicity will become a big factor in building up the trade here. The national publicity campaign has opened the way, and it is everybody's duty to do his bit toward supporting both the national and the local publicity committee for the betterment of our trade and bigger business. All together, now. Put your shoulder to the wheel.

Wm. C. Smith Wholesale Floral Co. had a fire a few days ago, and the damage is estimated at \$3,500. It has been unable to ascertain the exact cause of the fire, but evidently it was from crossed electric wires. They occupy a three-story building, and the fire

started on the third floor, in their wooden easel department, around midnight, and it was discovered by the bookkeeper, who happened to be working late.

The local executive committee of the national flower show wound up their business at a meeting last Wednesday and the various committees were discharged. The office will be kept open, with J. J. Beneke in charge for S. A. F. matters and the coming convention, and later for Secretary Young's use.

The ladies of the florists' club have a meeting scheduled for February 6, at the Scruggs, Vandervoort & Barney store, at a tea, when they will be addressed by L. P. Jensen. It is hoped that they will be able to form a permanent organization at this meeting.

J. J. W.

Springfield, O.

The retail business among the florists here is rather quiet in most instances. They blame it generally upon the extreme cold weather, people not getting out and buying only for funerals and weddings.

The coal situation does not ease up and while I have not found any one who is actually without coal, most of the growers can get only what they need from day to day. F.

For
Your
Supply of
CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

St. Valentine's Baskets



for Violets, Sweet Peas, etc., with heart shaped handles and other attractive designs.

Honest Quality — Honest Prices.

25 Assorted Baskets..... **\$6.50**

With metal liners, colored in red, violet, white and all the two-tone finishes.

Send for our catalogue.

RAEDLEIN BASKET CO.

713-17 Milwaukee Ave., CHICAGO, ILL.

Boston.

BUSINESS OUTLOOK IMPROVED.

Market conditions are improving and the outlook is better than ever. Growers are encouraged by receiving more coal, and a number of houses, which were on the verge of closing, are now being continued and the spring plants are being forced. A number of stores have already in stock, lilac, flowering apple, forsythia, and quince. Roses are shortening up and sell at good prices. Killarney Queen is very scarce and Ophelia is off crop. Eighteen-inch stock sells at 12½ cents; 24-inch, 20 cents. Hearst, Milady, Montrose and Shawyer are quite plentiful, selling at 12½, 16 and 20 cents each. Spring bulbs, jonquils, freesias, Paper White narcissus and Roman hyacinths command good prices, but do not move as well as in other years. Lily of the valley and gardenias are scarce and prices stay high. Sweet peas are more plentiful and sell very well at 75 cents and \$1.50 a hundred. Easter lilies are a drug on the market and the best price is \$8 a hundred.

NOTES.

J. M. Simpson, of Woburn, has been very fortunate in the coal situation and is shipping to market some extra good carnations. Among the best are Benora, Pink Delight and White Wonder; also, marguerites and calendulas.

Rice, of Lexington, is having great success this year with Orange King calendulas. This variety seems to adapt itself to the conditions at his houses. Other growers have tried it and have not been successful.

Thomas Roland, from his Revere houses, is cutting Killarney Queen, Ophelia, Ward and George Elgar roses and from his Nahant house, camellias, acacias, cyclamens and heather plants.

Wm. Nicholson, of Framingham, is shipping to market some of his prize winning carnations, giant mignonette, wallflowers, a very good strain of Purity freesia, myosotis and stevias.

THE RAPID RAPPER

is doing its bit in many florist establishments today. Satisfied users pronounce our wrapping outfits indispensable in the conduct of business during the present existing wartime conditions.



Most beautiful ornamental Plant Stand on the market. Write for special price on lots of 50 or more. Good proposition for Agents and Jobbers.

THE RAPID WRAPPER CO.

56 East Randolph Street, CHICAGO

Mention the American Florist when writing

Z E C H M A N N

30 E. Randolph St.
CHICAGO.

Long Distance Phones: Central 3283
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Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady.

Shawyer.

Sunburst.

Ward.

Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES.

Make arrangements with us for a regular supply. You should always have some on hand, especially now during the extreme shortage of other flowers.

Valley.

Callas.

Violets.

(Single and double)

Calendulas.

Cattleyas,

Sweet Peas.

Paper Whites.

Yellow Narcissus.

White Daisies.

Yellow Daisies.

Pansies.

Stevia.

Strawflowers.

Jonquils

Mignonette

Freesias

Tulips

Pansies

GREENS.

Plumosus.

Sprengeri.

Galax, bronze.

Galax, green.

Ferns.

Leucothoe Sprays.

Mexican Ivy.

Smilax.

Adiantum.

Wild Smilax.

Boxwood.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

St. Patrick's and Washington's Birthday Novelties

Tumbler Baskets, decorated with hatchets and cherries. **Loose Cherries**, \$1.00 per gross. **High Hats** to hold pots of Shamrocks for Paddy's Day. **Green Dye**, 50 cents per packet. **Easter Plant Baskets** in great variety. **Water Proof Crepe Paper Mats**, all colors. **New Fibre Luster Ribbon**. Send for our new illustrated price list.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Mention the American Florist when writing.

Welch Bros. Co. reports that trade was very good the past week. The stock of roses, lily of the valley and orchids never looked better.

George Arnold, of Arnold & Fisher, has started to sell their stock at the flower exchange. They were previously sold by Wm. McAlpine.

Wm. Leach, of North Easton, is shipping to his salesman, J. M. Cohen, an extra fine strain of Purity freesia.

B. A. Snyder & Co. reports business far ahead of last year. Their shipping trade has increased 100 per cent.

The Newtonville Conservatories have closed four of their rose houses.

S. K. G.

Providence, R. I.

FUEL SITUATION TROUBLESOME.

Trade during the past week has been brisk. Floral orders have been plentiful and there has been an ample supply of stock with the exception of roses, which are still short and sell at high prices. Daffodils are coming in faster than they can find a market. Tulips, both Murillo and Lorraine, are selling well and violets, during the past week, have had a good call, the double variety being most in favor. The coal situation continues acute, and unless relief comes soon a great deal of stock will be lost. Growers are having much trouble in getting any coal at all and many are burning wood.

NOTES.

The Cassidy Florists have closed out their business on Dorance street. Macnair is making improvements in his Broad street store.

H. A. T.

ROCHESTER, N. Y.—The ladies' auxiliary of the florists' club has elected the following officers for 1918: Mrs. E. P. Wilson, president; Mrs. E. R. Fry, vice-president; Mrs. W. L. Keller, treasurer; Mrs. H. W. Wilson, secretary. The organization is assisting the local Red Cross.

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of.....\$4.50.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.

J. E. POLLWORTH, Sec'y and Gen'l Mgr

Mention the American Florist when writing.

OAKLAND, CALIF.—Julius Seulberger, pioneer florist of this city, died recently, aged 67 years. The business, established 35 years ago, has been conducted by his son, Fred, for several years.

LOUISVILLE, KY.—Paid space is being used by the Kentucky Society of Florists in local papers, urging the placing of orders on Saturday as the members are co-operating with the fuel administration and are not open for business Mondays.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.



Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

**116-118 Seventh Street,
PITTSBURGH, PA.**

Growers of Quality Flowers.

Mention the American Florist when writing.

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162 North Wabash Avenue,

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KYLE & FOERSTER

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HOERBER BROS.

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Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
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Chicago

Mention the American Florist when writing

Joseph Ziska & Sons

169-175 N. Wabash Ave., CHICAGO

Wire Designs and Wholesale
Florists' Supplies

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173 N. Wabash Ave., CHICAGO

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A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.Wholesale Cut Flowers,
Florists' Supplies.

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George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Dozen
Roses, Beauty, specials.....	\$7 00
" " 38-in.	6 00
" " 30-in.	5 00
" " 24-in.	4 00
" Mrs. Chas. Russell.....	1 00@ 3 00
100	
" Hoosier Beauty	8 00@15 00
" Killarney Brilliant	6 00@15 00
" Killarney	6 00@12 00
" White Killarney	6 00@12 00
" Richmond	6 00@15 00
" Rhea Reid	6 00@15 00
" My Maryland	6 00@15 00
" Mrs. Geo. Shawyer.....	6 00@15 00
" Milady	6 00@15 00
" Sunburst	6 00@12 00
" Mrs. Aaron Ward.....	6 00@12 00
" Hadley	6 00@15 00
" Ophelia	6 00@12 00
" Double White Killarney.....	6 00@12 00
" Mrs. Moorefield Storey.....	6 00@12 00
" Champ Weiland	6 00@12 00
" Stanley	6 00@12 00
" Tipperary	3 00@10 00
" Francis Scott Key	6 00@15 00
" Bayard Thayer	6 00@15 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Nesbit	2 00@ 4 00
" Fireflame	6 00@ 8 00
" Our selection	5 00
Violets, per 100...\$1 00@ 1 50	
Carnations	3 00@ 4 00
Cattleyas per doz., \$9 00	
Daisies	1 00@ 2 00
Lilium Harrisii	12 50@15 00
Valley	6 00
Ferns	per 1000, \$3 00
Freestias	2.00@ 3.00
Tulips	3.00@ 4.00
Galax	1 00@ 1 25
Leucothoe	75
Mexican Ivy per 1000, 5 00@6 00	
Plumosa Strings, each, 60@ 75	
Smilax	per doz., 2 00@2 50
Sprengerl, Plumosa Sprays....	3 00
Boxwood, 35c per lb.	

D. H. FRERES

R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

Mention the American Florist when writing

WILD SMILAX, \$2.50 Per Case

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

E. A. BEAVEN, EVERGREEN,
ALABAMA

Mention the American Florist when writing

Wild Smilax, \$2.50 Per Case

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing

WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE 879 154 N. WABASH AVE. CHICAGO
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Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE

Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

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ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

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ROOTED CARNATION CUTTINGS

We have ready for immediate delivery a large supply of

**A. ROPER -- C. W. WARD -- MATCHLESS -- THEO -- BEACON --
ENCHANTRESS SUPREME -- BASSETT AND WASHBURN**

Special price on 1000 lots. Satisfaction guaranteed.

THE LEO NIESSEN CO., Wholesale Florists **1201-5 Race St., Philadelphia, Pa.**

Philadelphia.

BUSINESS UNDER TRYING CONDITIONS.

Winter weather, worse and more of it, has been ours all the past week. Monday opened up with a foot of snow on the level, which still lies, as severe cold weather has shown little signs of letting up. Under the trying weather and coal conditions, the supply of flowers keeps up surprisingly well with the demand, except in roses, of which the crop is very light. All short and medium lengths sell at sight at top prices for the season. This scarcity is likely to continue for the next month, as all rose houses are being run on an economy basis with low temperatures, which brings stock along slowly. Carnations are in oversupply; at least, they do not bring satisfactory prices. Sweet peas are a great factor; they are of splendid quality and sell as well as anything in the market. Easter lilies are in stock in all the houses and are bringing top prices for the season. They have grown to be one of the most staple flowers, being available for all funeral work, which latter is at least 50 per cent of the business now being done. Snapdragon is in good variety and finds buyers. There is quite a showing of spring flowers—calendulas, daisies, daffodils, freesias, mignonette and tulips. White tulips sell well, being used in place of scarce white roses in funeral work. Violets are draggy, as are also gardenias and cattleyas, the best price for the latter being \$4 per dozen. White lilac meets with a good call. The Monday closing was generally observed in this city. The store that remained open after the early morning work was out was gently reminded by the policeman on the beat that they had better close the door. A look around the flower shops, particularly in the residential portions of the city, finds most of the dealers in fairly good spirits. Some claim to be doing business even better than usual, while others say it is about as good as last year. A few reports are discouraging, but tempered with "It is much better than we expected."

CLUB MEETING.

The feature of the February meeting of the florists' club, which was held in the Grand Fraternity building, was the talk of Professor J. G. Saunders, state entomologist. His outline of the work of his department, especially that relating to greenhouse features, was very interesting. His lecture, originally scheduled for this meeting, was postponed until April. J. Otto Thilow will give his illustrated lecture on "Hawaii" at the March meeting. There was a good display of sweet peas, including excellent flowers from Elmer J. Weaver, Ronks, Pa., and E. C. Marshall and Edwin Reid staged a few vases of extra fine stock grown by K. Thompson, Kennett Square, Pa.

WITH THE WHOLESALE.

Samuel Lilley, of the Chalfont Cut Flower Co., is a master of economy. All the carnation strings of last season as used in the beds are saved and carefully cut into proper lengths and used for tying the bunches of this

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ransstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Feb. 6. Per 100		
American Beauty, per doz.,	1.00@	4.00
Roses, Killarney	4.00@	8.00
" Mrs. Chas. Russell	10.00@	25.00
" Ophelia	8.00@	15.00
" Richmond	6.00@	15.00
" Sunburst	6.00@	12.00
Lilium Giganteum		15.00
Carnations	2.00@	4.00
Valley	2.00@	7.00
Narcissus	2.00@	4.00
Sweet Peas		1.00
Violets50@	.75
Daffodils		4.00
Tulips	4.00@	5.00

BOSTON, Feb. 6. Per 100		
Roses, Beauty	10.00@	25.00
" Killarney Queen	2.00@	8.00
" White and Pink Killarney	4.00@	12.00
" Double White Killarney	2.00@	8.00
" Killarney Brilliant	4.00@	10.00
" Hadley	5.00@	25.00
" Cardinal	2.00@	8.00
" Mock	4.00@	12.00
" Mrs. Chas. Russell	3.00@	15.00
" Sunburst	10.00@	16.00
" Taft	4.00@	12.00
" Milady	2.00@	8.00
" Ward and Hillingdon	6.00@	8.00
" My Maryland	2.00@	8.00
Carnations	3.00@	4.00
Violets75@	1.00

BUFFALO, Feb. 6. Per 100		
Beauty Special	50.00@	60.00
" Fancy	30.00@	40.00
" Extra	25.00@	30.00
" 1st	10.00@	15.00
Roses, Killarney	6.00@	12.00
" My Maryland	4.00@	10.00
" Sunburst	4.00@	10.00
" Ward	3.00@	8.00
" Ophelia	5.00@	15.00
" Russell	6.00@	12.00
" Stanley	4.00@	8.00
" Mock	4.00@	8.00
" Shawyer	4.00@	12.00
Lily of the Valley	8.00@	10.00
Lilies	8.00@	12.00
Cattleyas	50.00@	60.00
Carnations	3.00@	5.00
Asparagus Sprengerl. .35@	.50	
Ferns	per 1000,	2.50
Smilax		15.00@20.00
Violets60@	.75
Sweet Peas	1.00@	2.50
Daffodils	2.00@	4.00
Tulips	3.00@	4.00
Romans	3.00@	4.00
Paper Whites	2.00@	3.00
Freesias	2.00@	4.00
Calendulas	2.00@	4.00

year's stock. The plants are doing well this year, but returns are considerably below those of last season.

Carl Korts, of the Jos. Heacock Co.'s wholesale department, reports light receipts in roses, and believes that short crops will continue for several weeks. He finds a good demand at good prices, many orders having to be cut down.

The Leo Niessen Co. is featuring spring flowers, as at this time they are receiving quantities of stock of this class. White lilac, Spencer sweet peas and bulbous stock are handled in large quantities.

Hitchings & Co., greenhouse builders, have closed their office in the Pennsyl-

Write For Our

Price List
On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.
Central Market
**ROSES, ORCHIDS, VALLEY
VIOLETS.**

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

vania building for the time being. J. M. Brown, the manager, is open for a position, and his services should be in demand.

The Jos. Neidinger Co. is busy with its Easter stock of plant baskets. There is a good demand for their St. Valentine novelties, vases and baskets. The hand-painted vases are ideal flower-holders.

Stuart Miller, of the Philadelphia Wholesale Florists' Exchange, says stock cleans up well every day. A very good supply of roses is received daily, which are bringing satisfactory prices.

The fruit department of the London Flower Shop has been found to add interest for visitors, and has proved a profitable investment. Bulbous and other flowering plants are a feature.

There will not be any of the Primula malacoides left by St. Valentine's day, at the rate they are going, is the word of Manager Liggett of the S. S. Pennock Co. plant department.

Easter lilies, daffodils, sweet peas and high-grade carnations are features of the Berger Brothers stock. A fairly good demand, at prices satisfactory for the conditions, is the report.

H. Bayersdorfer & Co. are much pleased with the demand for their St. Valentine's day novelties. They are going like hot cakes.

September Morn and Prima Donna roses are features with Eugene Bernheimer. Sweet peas and carnations are seen in quantity.

K.

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Pittsburgh.

BUSINESS DROPS WITH MERCURY.

Probably due to the severe weather, business shows considerable falling off. According to local weather reports, this has been the coldest January in history. The growers have suffered considerably and coal piles have been reduced. A moderation in the weather is expected soon, however. Roses are very scarce, but increased cuts are now expected. Carnations, while still plentiful, hold up to \$3 and \$4 per 100. Sweet peas sell fine every day and are about the only flower for which there is a real demand. The quality is the best seen here in many years. Violets are not moving at all, with large shipments arriving each day. Lilies are firm in price and the call is good. Paper Whites can be had at the buyer's own price, being in over-supply. Daffodils are very plentiful and are not in favor. Tulips are now seen in all colors. Bedding stock seems scarce and most of the growers are trying to buy cuttings. A number had the misfortune to have their stock frozen, which perhaps accounts for the shortage. The outlook for St. Valentine's day trade is very good.

NOTES.

The McCallum Co. is handling fine plants of *Primula malacoides*, which are exceptionally popular at this season. They will have an extra large quantity for St. Valentine's day.

John Harris spent several days in New York on important business.

E. J. Malone, of Cannonsburg, is recovering from his recent illness.

M.

CAMBRIDGE, MD.—The Peninsula Horticultural Society has elected the following officers for the ensuing year: W. C. Newton, Bridgeville, Del., president; W. B. Harris, Worton, Md., vice-president; Wesley Webb, Dover, Del., secretary-treasurer.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florists'" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Feb. 6. Per 100	
Roses, Beauty, special.....	35.00@50.00
" " fancy	15.00@25.00
" " extra	10.00@15.00
" " shorter grades	10.00@12.00
" Mrs. Chas. Russell.....	8.00@25.00
" Prima Donna	8.00@15.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Hadley	8.00@35.00
" Sunburst	6.00@12.00
" Wards	4.00@8.00
" Wards	3.00@8.00
Carnations	3.00@5.00
Cattleyas.....each	\$0.35@.50
Valley	10.00@12.00
Lilium Rubrum	5.00@6.00
Calendulas	2.00@3.00
Easter Lilies	10.00@12.50
Snappdragons	6.00@12.50
Violets, single and double.....	.75@1.00
Asparagus.....string or bunch,	.35@.50
Sweet Peas	1.50@3.00
Daffodils	3.00@4.00
Paper Whites	1.50@3.00
Tulips	3.00@4.00

PITTSBURGH, Feb. 6. Per 100	
Roses, Beauty, special.....	35.00
" " fancy	25.00
" " extra	12.00
" " No. 1	10.00
" Killarney	4.00@12.00
" My Maryland	4.00@12.00
" Sunburst	4.00@12.00
" Mrs. Aaron Ward.....	4.00@12.00
Cattleyas	50.00
Lilium Giganteum	10.00@12.00
Adiantum	1.25
Asparagus Sprenger, per bunch,	35@40
New Crop Green Galax, per 1000	\$1.25
Calendulas	4.00
Violets	3.00
Paper Whites	2.00@3.00
Daffodils	3.00@4.00
Freesia	4.00
Sweet Peas75@1.50
Tulips	3.00@4.00

MILWAUKEE, Feb. 6. Per 100	
Roses, Killarney, W. Killarney	5.00@12.00
" Ward	5.00@8.00
" Mrs. Chas. Russell	10.00@35.00
" Ophelia	6.00@12.00
" Hoosier Beauty	5.00@12.00
" Bon Silene	3.00
" Cecile Brunner	3.00
Carnations	1.50@4.00
Valley	4.00@6.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing

Fancy Raffia Mats

\$3.00 per doz.

W. Q. Potter Co., 421 High Ave.,
CLEVELAND, O.

Mention the American Florist when writing

EUGENE BERNHEIMER

—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia,
Carnations, Violets.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

ST. LOUIS, Feb. 6. Per 100	
Hadley	2.00@5.00
Killarney	2.00@4.00
White Killarney	2.00@4.00
Hoosier Beauty	3.00@15.00
Russell	4.00@25.00
Sunburst	3.00@10.00
Ward	3.00@6.00
Mrs. Shawyer	2.00@8.00
Ophelia	4.00@10.00
Carnations	3.00@4.00
Ferns.....per 1000,	\$2.50
Violets	1.00@1.50
Paper Whites	3.00
Stevia	2.00

New York.

LITTLE CHANGE IN MARKET CONDITIONS.

There has been but little change in the condition of the wholesale market since our letter of January 26 was written, but if there is any change, conditions seem just a little better. Roses continue to move freely at good prices. During the past week, there was but an occasional glimmer of sunshine and February 1 was a dark and chilly day. Under such conditions, the supply of all stocks materially diminished, and in carnations as well as roses, there was no surplus. In bulbous stock there was more than enough to supply the demand. Violets seem to be quite extensively used in funeral work, because that is about the only way they can be moved, and there has been much funeral work, which is about all a large number of the retailers are doing. Lilac, which has been a salable stock in past years, being largely used in table decorations, has gone bad this winter on account of many events, that have been unusual, being entirely cut out for this winter. For the same reason, orchids and some other decorative stocks are also slow. As a final word, considering all the unfortunate, and for the present, unavoidable conditions, the florists are not so badly off.

February 4.—This is emphatically a heatless Monday, with near 20 degrees of frost in the morning and a high wind. The sun is out, but the temperature rises very slowly. About all the florists can do is to care for their stock and some have closed their doors. It is not a question of business, but of getting through the day without loss. On the night of February 1 temperatures of 10 to 14 degrees below zero were reported from points on Long Island and in New Jersey. Regardless of the cold weather reducing the supply of stock, there is yet enough, and more than enough in some lines, to supply the demand. Roses continue to move well, but orchids and violets show little life.

NOTES.

So far as we could learn, there was little, if any, observance of "McKinley day" in this city, by the wearing of carnations. On the previous day, several local newspapers published notices to the effect that the "Carnation League"—whatever that is—had decided to dispense with carnations and wear a small flag this year. The flag manufacturers seem to have a clever press agent, but we did not notice many flags worn.

The George W. Crawbuck Co. has removed its wholesale business from 47 West 28th street to 151 Lawrence street, Brooklyn. They run an auto express to bring in the flowers from the extensive ranges of Blue Point, L. I., and vicinity, and find it much more convenient to have both their store and express headquarters in Brooklyn.

The Boulevard Floral Co., 2391 Broadway, advises us, that considering general conditions, they have no complaint to make about business. Dennis Harocopos, a member of this company, was recently discharged from a hospital where he had spent three weeks and underwent a severe operation. He is now greatly improved.

We have never noticed a finer stock than is being carried by the Colonial Florist at his main store, Broadway and 157th street. From orchids and special American Beauty roses, through the best of all the tea roses, to carnations, violets, narcissi and other spring flowers, the display is most complete.

On February 1, we noticed at the store of James Weir, Inc., 342 Fulton street, Brooklyn, a completed funeral pall 5x8 feet, in which 9,000 violets

For Immediate Delivery

LIL. GIGANTEUM

Of new crop.

7-9 in., \$55.00 per 1000.

In cases of 300 bulbs.



Chas. Schwake & Co., 90-92 West Broadway, New York

and 700 white roses were used on a groundwork of smilax and Asparagus plumosus. For the same funeral, a number of fine designs were arranged.

Philip F. Kessler, Jr., 14 years old, son of Philip F. Kessler, the wholesaler, had a wrist broken on January 31, while coasting near his Woodside, L. I., home. To avoid running down a small boy, he steered his sled against an iron post. He is in the Post-Graduate hospital, doing well.

Mrs. Charles H. Brown, wife of the well known retailer of 2366 Broadway, is now at Orlando, Florida. Mrs. Brown has been an invalid for nearly a year, suffering from a severe attack of rheumatism. Her many friends will be glad to learn that she is now improving.

Peter Velotas, a well known retailer, who retired from business for a time, has taken it up again and is back in his former store at 3544 Broadway, as the Washington Heights Florist. He thoroughly understands the business, keeps a fine stock and is doing well.

President Charles Schenk of the florists' club requests that every member attend the meeting on the evening of February 11. A large number of new candidates will be introduced and W. C. Freeman will address the club on "Publicity." It will be rose night.

George Vretakis, who had a retail store at the corner of Vanderbilt and Gates avenue, Brooklyn, was called in the selective draft. He gave up his store, and while awaiting orders, is assisting P. Velotas in his Washington Heights store.

The retail firm, formerly known as Siebrecht Brothers, at Madison avenue and 73d street, has gone out of business. Walter Siebrecht, the surviving member of the firm, is now engaged in orchid growing in California.

There has been quite an addition to the Phillips family of florists of 272 Fulton street, Brooklyn. On January 30, Mrs. William A. Phillips gave birth to twin daughters. We are glad to learn that all are doing well.

We have been reminded that the annual entertainment and ball of the Greek-American Florists' Association will be held in the Terrace Garden, Lexington avenue and 58th street, on the night of February 27.

William Mackie, who for over 20 years has been in the wholesale business and has been employed for long periods by several of the leading firms, has gone into business for himself at 105 West 28th street.

Henry L. Bantleman, 1875 Amsterdam avenue, is showing fine primroses and other plants, grown at his Yonkers, N. Y., range. He had plenty of coal and came through the cold spells without mishaps.

We have noticed at the store of the Henshaw Floral Co. a fine vase of the new pink rose Columbia, which were brought on from Richmond, Ind., by Joseph Hill on his recent visit to this city.

The retail firm of Suhrer & Gay, formerly located at 31 East 125th street, has mysteriously disappeared and a number of wholesalers are wondering where its members are.

LILY of the VALLEY

From New York Cold Storage.

\$40.00 per 1000.

In cases of 2000 and 4000 pips.



Mention the American Florist when writing

MY SPECIALTY

SWEET PEAS AND ALL

Flowers of Shipping Quality

Joseph S. Fenrich

51 West 28th Street, NEW YORK

Telephones—420-421-422 Farragut.



William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

John B. Nugent, of Young & Nugent, 42 West 28th street, has been confined to his home for two weeks by an attack of gripe, but is now improving.

John Colgan, formerly with Badgley & Bishop, the wholesalers of 34 West 28th street, is now with the Cadieux Co., 1003 Madison avenue.

John J. Curley, who has a good retail store at 532 Eighth avenue, advises us that he has recently been quite busy with funeral work.

William J. Egan & Co. have bought the retail business at 274 Flatbush avenue, Brooklyn, formerly conducted by John Fortune.

The Academy Floral Co., Broadway and 107th street, is making fine window displays in plants and spring flowers.

The Kervan Co., 119 West 28th street, is receiving a fine quality of Asparagus plumosus. A. F. F.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
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GEO. J. POLYKRANAS

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Everything in Cut Flowers

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25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

New York, Feb. 6. Per 100

Roses, Beauty, special	60.00@75.00
" " extra and fancy	35.00@40.00
" " No. 1 and No. 2	12.00@15.00
" Hadley	4.00@50.00
" Francis Scott Key	4.00@30.00
" Prima Donna	4.00@15.00
" Alice Stanley	4.00@15.00
" Mrs. Geo. Shawyer	4.00@15.00
" Double White Killarney	5.00@12.00
" Killarney, Special	12.00@15.00
" " No. 1 and No. 2	3.00@ 5.00
" " Queen	4.00@15.00
" " Brilliant	4.00@15.00
" Aaron Ward	4.00@15.00
" Sunburst	4.00@15.00
" J. L. Mock	4.00@20.00
" Ophelia	4.00@15.00
" Mrs. Chas. Russell	4.00@30.00
" Hoosier Beauty	4.00@15.00
Cattleya Orchids, special	25.00@35.00
Rubrum	3.00@ 5.00
Lilies, Longiflorum and Formosum	4.00@ 8.00
Lily of the Valley	4.00@ 6.00
Adiantum	
Hybridum	.75@ 1.00
Asparagus Plumosus	doz. bchs. 2.50@ 3.00
Smilax	doz. strings, 1.25@ 2.00
Carnations	2.00@ 3.00
Carnations, Fancy	4.00@ 5.00
Violets	.15@ .30
Snappedragons	4.00
Gardenias	per doz. 1.00@ 3.00
Narcissus, Yellow	per doz. 2.00
Tulips	1.50@ 4.00
Iris	per doz. 1.00@ 2.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other best products of the leading growers.

CONSIGNMENTS SOLICITED

Growers' Cut Flower Co., Inc.

E. J. VAN REYPER, Manager

Roses, Carnations, Violets

And all NOVELTIES in the Market.

LILIES AND VALLEY EVERY DAY IN THE YEAR

Consignments Solicited.

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Farragut { 3563

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Telephones { 4422 Farragut D. J. Pappas, Pres.
4423**United Cut Flower Co., Inc.**

WHOLESALE

111 W. 28th St., NEW YORK

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PHONE { 2335 FARRAGUT
2336**WM. KESSLER,**

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 28th, New York.

Open for Cut Flower Sales at 6 o'clock every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illustrated catalog of Greens and Florists' Supplies.

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WHOLESALE FLORIST

107 W. 28TH ST., NEW YORK

Telephone 5335 Farragut.

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The Right People to Deal With.

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34 West 28th Street, New York

Receivers and Distributors of Choicest Cut Flowers.

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GEO. B. HART

WHOLESALE FLORIST

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ROCHESTER, NEW YORK.

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The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in the market can always be relied upon.

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D. FEXY

Wholesale Commission Florist

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Consignments Solicited.

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VAUGHAN'S FLOWER SEEDS FOR EARLY SOWING.

ANTIRRHINUM				CENTAUREA			
	Trade Pkt.	Oz.			Trade Pkt.	Oz.	
Antirrhinum Majus				Gymnocarpa			
Golden King, yellow	1/4 oz., 25c	\$0.10	\$0.80	Candidissima (Dusty Miller)			
Queen Victoria, white shade cream with yellow lip		.10	.80	Cobaea Scandens, purple	lb., \$3.40	.10	.35
Brilliant Scarlet		.10	.60	Ipomoea Noctiflora (Moonflower), White Seeded	lb., 4.00	.10	.35
Dark Rose, coral red		.10	.60	LOBELIA			
Diana, semi-tall, rose pink, white throat		.10	.80	Erinus Pumila Splendens, Bedding Queen	1/4 oz., 40c.	.15	
Lovely, white with pink lip		.10	.60	Crystal Palace Compacta, true	1/8 oz., 30c.	.15	1.60
Delicate Pink, daybreak		.10	.60	Speciosa, dark flower and foliage, true	1/8 oz., 25c.	.10	
Amber Queen	1/4 oz., 25c.	.10		Emperor William, dwarf, choice strain	1/8 oz., 25c.	.10	
Rosy Morn, pale rosy pink		.15	1.00	Hamburgia, for hanging baskets, etc.		.25	
Wild Rose, light pink, white throat, yellow center, semi-tall		.20		Hybrida, Sapphire, best for hanging baskets		.25	
Large Flowering Pink		.10	.80	PETUNIA			
Vaughan's Special Mixture, extra		.10	.60	Large Single-Flowered Sorts			
ASPARAGUS				Large-Flowering, finest mixed	1-16 oz., \$1.80	Trade Pkt.	\$0.25
Plumosus Natus, Northern greenhouse grown. Price, per 100 seeds, 50c;				Fringed, mixed, extra choice	1-16 oz., 2.00		.25
250 seeds, \$1.00; 1,000 seeds \$3.50.				Giants of California, true	1-16 oz., 1.80		.25
Sprengeri. 100 seeds, 15c; 250 seeds, 25c; 1,000 seeds, 75c; 5,000 seeds, \$3.50; oz. 50c; lb., \$5.00.				Triumph of the Giants	1,000 seeds		.50
ASTER				Vaughan's Best Mixture of Large Flowering Single Petunias.			
Queen of Market. White, Pink, Crimson, Light Blue, Dark Blue, Lavender, Flesh. Each of the above, trade pkt., 10c; 1/4 oz., 30c; oz., \$1.00. Mixed, trade pkt., 10c; oz., 80c; lb., \$10.00.				Price Trade pkt. (1,000 seeds), 50c; 3 trade pkts., for \$1.35; 1-32 oz., \$2.00.			
The Royal. White, Shell Pink, Rose Pink, Lavender and Purple. Trade pkt., 25c; 1/4 oz., 45c; oz., \$1.50.				SALVIA			
BEGONIA					Trade Pkt.	Oz.	
Gracilis Luminosa	1-32 oz., \$1.50	\$0.25		Splendens, Clara Bedman or Bonfire		\$0.25	\$2.00
Atropurpurea Vernon. Red-leaved and red-flowered, 1/4 oz., 50c		.10		Drooping Spikes, very fine		.25	2.00
Prima Donna		.35		Zurich		.35	3.00
Erfordia		.35		Fireball, the best of all	1/4 oz., 75c.	.35	3.00
Melanie. White with pink edge		.35		Maroon Prince		.25	
Glory de Chatelaine. Silvery pink		.50		Ostrich Plume, new, very choice	1/2 oz., \$1.00	.50	
CANDYTUFT				Smilax	lb. \$4.00	.10	.35
Giant Hyacinth-Flowered White, select stock. lb., \$5.00		\$0.15	\$0.50	Solanum, Melvini, Berries do not drop easily		.10	.80
CELOSIA				VERBENA			
Cristata.				Mammoth, mixed		.10	.80
Nana. Dwarf sorts, mixed, extra choice best		\$0.25	\$1.75	White, extra choice		.15	.90
Nana, President Thiers. True		.25	2.00	Purple Shades		.10	.80
Empress. Extra choice dwarf, crimson		.25	2.40	Striped on red ground		.15	1.00
Plumosa. Triumph of the Exposition		.10	.40	Defiance. Brilliant scarlet, true		.10	1.00
Mixed, feathered varieties		.05	.25	Firefly. Brilliant scarlet, white eye		.15	1.50
Dwarf, mixed, for pots		.25		Hybrida Gigantea		.25	2.00
Childsi, Chinese Woolflower		.25		Mayflower. Beautiful pink		.15	1.00
				Erinoides		.10	.60
				Alba		.10	.60
				Vaughan's Best Mixed Verbenas. Trade pkt., 25c; 1/4 oz., 50c; oz., \$2.00; 2 oz., \$3.50.			
				Vinea. Roses, mixed		.10	.60
				Rosea, pink		.10	.60
				Rosea Fl. Alba Oculata		.10	.60
				Rosea Alba Pura, pure white		.10	.60
				Delicata, soft pink		.10	.60

10 PER CENT SPECIAL CASH DISCOUNT ON FLOWER SEEDS

On orders over \$2 for Flower Seeds, if cash is enclosed. The discount does not apply to Asparagus Seed. Cash Discount on this is 2 per cent.

43 Barclay Street,
NEW YORK

VAUGHAN'S SEED STORE,

31-33 W. Randolph Street
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VALENTINE AND EASTER BASKETS

Just the Thing for Valentine's Day

Almost any kind of a plant in these baskets with suitable trimming will make an appropriate and lasting Valentine.

The illustration is the smallest of our nest of No. 326—Three 7-8-9-inch, 18 to 24 inches high, with containers. Our special price is \$1.75 a nest. We have many other patterns suitable for this purpose. Order early to avoid delays.

Send for our illustrated price list.

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Prices Always Right. For Samples and Quotations write

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Send us your retail orders.

We Have the Best Facilities in the City
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Telegraph orders filled on short notice in St. Louis
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We are in the Heart of New York
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Careful attention given to all orders for
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611 FIFTH AVE., COR. 49TH STREET.

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to any part of the United States,
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CITY'S LARGEST FLOWER STORE

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Established 1874.

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AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Seattle's Leading Flower Shop

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FLORIST

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General designs—All flowers in season

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Amsterdam, N. Y.—John C. Hatcher.
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Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Teipel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
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Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
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Ft. Smith, Ark.—George Rye.
Grand Rapids, Mich.—Grand Rapids Floral Co.
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Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
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Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Palez.
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Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
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Montreal, Quebec—The Dominion Floral Co.
Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—Phillips Bros.
Newark, O.—Chas. A. Duerr.
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New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
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New York—Colonial Florist, Broadway at 15th.
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New York—Hessio.
New York—A. Meyer, 1062 Madison Ave.
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New York—Henry Hart, Inc.
New York—Kottmiller.
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New York—G. E. M. Stumpp.
New York—Young & Nugent.
Omaha, Neb.—Alfred Donaghue.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia—The London Flower Shop, Ltd.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
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St. Louis, Mo.—Mullanphy Florists.
St. Louis, Mo.—F. H. Weber.
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St. Paul, Minn.—L. L. May & Co.
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San Francisco—Podesta & Baldochli.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Syracuse, N. Y.—Miles S. Hencle.
Terre Haute, Ind.—J. G. Heisl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington—Geo. H. Cooke, Conn. Ave. and L.
Washington, D. C.—Louise Flower Shop.
Washington—Gude Bros.
Williamsport, Pa.—Evenden Bros. Co.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.
Members of Florists' Telegraph Delivery.

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Telephone
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HENRY HART, Inc.

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In the Heart of most exclusive residential section.

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1415 Farnum St.

PHONES:
1501 and L1582

Members of Florists' Telegraph Delivery.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

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Mention the American Florist when writing.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best Dunlop's

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

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Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Floral Corporation

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Philadelphia Orders

Chas. H. Grakelow

Broad St., at Cumberland

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to



Schiller The Florist
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

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Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store—334 Lewis Ave., No. 1150 Bedford
Telephone
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Hehl)
336 Superior St., Toledo, O.
Both Phones, 527

Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.
Mention the American Florist when writing

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS

25 Clinton Avenue N
Rochester Phone 506. Long Dist. Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON

1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Duluth, Minn.
J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Mention the American Florist when writing

Houston, Texas.
Robt C. Kerr
Floral Co.

Main and McKinney Phone Preston 160
Mention the American Florist when writing

St. Valentine's Day
Offerings of Flowers

From our stores are appropriate.

The Colonial Florist
Main Store,
Broadway at 157th Street.
5 Stores in Manhattan and the Bronx. New York

Chicago.
BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.
Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

San Francisco

Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

Kansas City, Mo.

A. Newell
FLORIST

Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

New York.
DRAKOS CO.
FLORISTS

2953 Broadway. Opp. Columbia College
Members of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones { 107 } { 420 } { 775 } Lenox

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing



QUALITY and PROMPTNESS
New Orleans La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Denver, Colo.

The Park
Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Members of Florists' Telegraph Delivery.

Cincinnati.
JULIUS BAER
FLOWERS

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

HACKENSACK, N. J.
House of Flowers

HENRY WEISSMANN, Manager.
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

WASHINGTON, D. C.
Louise Flower Shop
Connecticut Ave. at N. St. N. W.
Miss Louise W. Daugherty, Proprietress.
Phones—Franklin 3579, 3841, 3842.

Lang Floral & Nursery Co.
1214 Main Street, DALLAS, TEXAS.
Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.
Member of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Los Angeles, Calif.

O. C. SAAKE
FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

Mention the American Florist when writing

NASHVILLE, TENN.

JOY FLORAL COMPANY

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Los Angeles, Calif.

**Wolfskill Bros. and
Morris Goldenson**

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Mention the American Florist when writing.

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Little Rock, Ark.

PAUL M. PALEZ
FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Michigan.

Orders will be carefully
cared for by

HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.
Member of Florists' Telegraph Delivery.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCAUSLEN, Prop.

173 North Fourth Street

All Orders Promptly Executed.

Cleveland, O.

The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Friedman

...FLOWERS...

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery
in this section from the

LEADING FLORISTS OF THE NORTHWEST

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Omaha, Neb.

Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central
Pennsylvania.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers all New England Points

**KANSAS CITY,
MISSOURI.**

Rock's
FLOWERS

Members Florists' Telegraph Delivery Ass'n.

New York.

D. J. PAPPAS, Inc.

2751 Broadway, at 106th St.

The right place to buy.

FLOWERS OF QUALITY.

C. H. FREY Wholesale
and Retail
Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

C. Trauenerfeldt
FLORIST

3343 W. MADISON ST.

NEAR OAKFIELD PARK

CHICAGO

Mention the American Florist when writing.

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN,
WISCONSIN

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.



GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON D.C.

**WASHINGTON
D. C.**

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

St. Louis, Mo.

WIRE

Grimm & Gorly

Mention the American Florist when writing.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Mention the American Florist when writing

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Dankner

Albany, N. Y.



The best service
Our business is growing

Mention the American Florist when writing

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

Mention the American Florist when writing

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, States St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffman, N. Y.

Mention the American Florist when writing

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

A. MEYER,

Boston, Mass.

"Penn," The Telegraph Florist

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great Northwest. Daily deliveries to Superior, Wis

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF HEINL'S

San Antonio, Texas

Ave. C. at 8th St. EDWARD GREEN, Florist

Telegraph Orders a Specialty.

LITTLEFIELD, Florist

WORCESTER, MASS.

NEW YORK

1062 Madison Ave., near 80th St.

Phones, Lenox 2352-7019

Satisfaction Guaranteed.

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.

35 Broadway, DETROIT, MICH.

Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.

Every Flower in Season

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

Mention the American Florist when writing.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

THE daily newspapers are giving publicity to cables of January 29, announcing the sale of 11 pounds of celery seed in Holland for \$2,400.00.

A. H. GOODWIN, vice-president of the W. W. Barnard Co., Chicago, is taking his winter vacation at West Baden Springs, Indiana. Mr. Barnard is at Santa Barbara, Calif.

NEW CANTON, ILL.—The new warehouse of the Sny Island Seed Growers' Association was destroyed by fire January 26. The loss is estimated at from \$5,000 to \$7,000, covered by insurance.

THE California growers, according to advices dated February 1, are very much discouraged with the continued dry weather, and all seed crops will be seriously affected unless rain comes soon.

GRASS SEEDS.—Prices for grass seed on the Chicago Board of Trade February 6 were as follows: Timothy, \$7.50 to \$8.75 per 100 pounds; clover, at Toledo, \$25.00 to \$33.00 per 100 pounds.

STURGEON BAY, WIS.—The Reynolds Preserving Co., is going out of the pea canning business carried on here for the past 23 years, but will probably continue pea growing in other parts of the state.

LAWRENCE S. PAYNE, well known in this country as traveling representative for Simon Louis Freres & Co., Bruyeres-le-Chatel, (Seine-et-Oise.) France, has joined the colors as an artilleryman in the French army.

CLEVELAND, O.—James Fisher and W. E. Cook, formerly of the sales force of Stump & Walter Co., New York, have taken over the seed department of A. C. Fox, 10,504 St. Clair avenue, and have organized as W. E. Cook, Inc.

THE American Seeding Machine Co., of Springfield, O., is quoted as saying, if the coal and transportation situation does not clear soon, the spring trade will be lost with the result of showing poorer than a year ago.

JANUARY, with its terrific storms, was a month of high operating costs, but some agricultural authorities believe these snows will be worth millions to the crop-growing regions of the southwest, where more snow is on the ground than in many years.

FOREIGN TRADE—Dr. Gourvitch shows how Germany progressed through the most painstaking study of methods of accommodating the buyer. For example, she found what goods were needed and made them. Where other countries sold f. o. b., Germany sold c. i. f. Where others granted credits with hesitancy, Germany extended them freely. Where others sold chiefly to large houses, the German exporter searched for the small house of sound standing and made it his customer.

A JOBBER of field seeds and food grains is of the opinion that growers, not dealers, are now hoarding food grains to the disadvantage of the consumer, and that such growers should not be allowed to hoard or store any more than they normally carry in average years.

Lily Bulb Imports.

According to the United States department of commerce detailed information is not available regarding imports of lily bulbs, countries' of origin not being separately stated. One item, however, shows the importation of "Lily bulbs and calla bulbs, which total for the fiscal year 1917 in number 17,954,000 and in value \$419,542. Chinese statistics show exports approximately as follows: 351 tons in 1914; in 1915, 775 tons, and 698 tons in 1916. Japanese statistics do not show lily bulbs as a separate item.

Bulb Import Orders.

Some florists have noticed that Dutch bookings of bulbs for next August delivery are made f. o. b. New York docks. If buyers are foolish enough to sign orders reading this way their bulbs may lie around as in previous years for several weeks on the docks. Orders of this kind, to do justice to the buyer, should be made to read f. o. b. cars at New York city at usual delivery season, otherwise the hardships experienced by import buyers and planters in America in past seasons will be repeated the coming autumn.

Henry Field Seed Co.

In a recent issue of the Hamburg Reporter, Hamburg, Ia., one entire page with illustrations was devoted to the story of a visit to the extensive establishment of the Henry Field Seed Co. at Shenandoah, Ia., in which the writer describes in a very interesting way the work of the different departments and the splendid system that has made the concern known wide and far for prompt, efficient service and has been a great contributing factor in the constantly increasing business, which contributes two-thirds of the receipts of the local postoffice.

Catalogues Received.

Storrs & Harrison Co., Painesville, O., seeds, plants and nursery stock; H. F. Michell Co., Philadelphia, Pa., seeds; S. S. Skidelsky & Co., Philadelphia, Pa., bulbs, plants and seeds; E. G. Hill Co., Richmond, Ind., roses; Aggeler & Musser Seed Co., Los Angeles, Calif., seeds; Peter Henderson & Co., New York, seeds and garden accessories; Barteldes Seed Co., Lawrence, Kan., seeds; Aabing, Boyce Seed Co., Seattle, Wash., seeds; Holmes-Letherman Seed Co., Canton, O., seeds; Cole's Seed Store, Pella, Ia., seeds; Stark Bros. Nurseries and Orchards Co., Louisiana, Mo., nursery stock; S. M. Isbell & Co., Jack-

son, Mich., seeds; Livingston Seed Co., Columbus, O., seeds; J. J. H. Gregory & Son, Marblehead, Mass., seeds; Luther Burbank, Santa Rosa, Calif., seeds; Farmer Seed & Nursery Co., Faribault, Minn., seed and nursery stock; Schultz's Seed Store, Washington, D. C., seeds and garden supplies; William Tricker, Arlington, N. J., aquatics; G. H. Hunkel Co., Milwaukee, Wis., seeds and garden implements.

Kelway & Son, Langport, Eng., vegetable and flower seeds; W. W. Johnson & Son, Ltd., Boston, Eng., vegetable, flower and farm seeds; Warnaar & Co., Sassenheim, Holland, dahlias; Sjuis & Groot, Enkhuisen, Holland, flower seeds

Seed Shortage in Canada.

A Canadian trade journal says that owing to short crops and failure to secure supplies from European countries farmers will have to look to the United States for their seeds. Red clover in Canada was a failure, and the bulk of the seed supplies must be drawn from the United States. In vegetable seeds the same conditions prevail. A large percentage of both vegetable and garden seeds in years prior to the present war was brought from France, Holland, and Belgium, countries from which importations have almost ceased. The difficulty of transportation and matter of high rates has likewise affected prices and supplies.

Burpee Incorporation.

The W. Atlee Burpee Co., Philadelphia, Pa., was incorporated November 30, 1917, under the laws of the state of Pennsylvania, with a capital of \$1,000,000. The new company took over the entire business, including all real estate belonging to the business founded by the late W. Atlee Burpee. The officers of the company are: David Burpee, president; W. Atlee Burpee, secretary-treasurer; H. M. Earl, production manager; W. F. Therkildson, advertising manager; W. S. Carroll, superintendent of operations; G. W. Kerr, superintendent of seed trials; Edward Wadack, superintendent of Fordhook Farms; Harry Frazier, superintendent of Sunnysbrook vegetable seed farm; Harry Buckman, superintendent of Floradale Farm, Calif.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED, GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

Michell's New Crop Flower Seeds

FOR FLORISTS

Asparagus Plumosus Nanus

Northern Greenhouse Grown.
True to Name.

100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10 000 seeds, \$30.00.

Salvia America (New)

Dwarf, bushy compact growth, uniform
in height, literally aglow with large spikes
of brilliant scarlet flowers. Trade pkt.,
50c; ¼-oz., \$3.50; ½-oz., \$6.00; 1 oz., \$10.00.

Send for free wholesale list of everything
required by the progressive florist.

HENRY F. MICHELL CO.

518 Market St., Philadelphia, Pa.

Choice Flower Seeds For Florists

Cineraria, prize strains mixed, tall and
semi-dwarf.

Alyssum: Little Gem.

Calendula: Orange King; Lemon Queen.

Snapdragon: Silver Pink.

Begonia: Vernon.

J. M. THORBURN & CO.

53 Barclay Street, - New York

Growers and Specialists

Beans, Peas and Sweet Corn

Write us now for contract prices for
CROP OF 1918

Sioux City Seed Co.

SIOUX CITY, IOWA

Branch Office: Millington, Mich.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Tur-
nip, Radish, Beet, Etc.

Branches: Michigan,
Wisconsin and Idaho.

MILFORD, CONN.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale
Farm.

Bristol, Pa.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets,
and Seed Potatoes in variety. Also other items
of the short crop of this past season, as well
as a full line of Garden Seeds, will be quoted
you upon application to

S. D. WOODRUFF & SONS, 82 Dey St, NEW YORK
and ORANGE, CONN.

**WE CAN OFFER TO ADVANTAGE
ON SPOT—READY FOR IMMEDIATE SHIPMENT**

High Grade Tested Garden Seed

White Clover

Crested Dogstail

Rye Grasses

Orchard Grass Soja Beans

Prickly Seeded Spinach

Choice Recleaned Onion Sets

Write for our prices and samples.

J. BOLGIANO & SON, BALTIMORE, MD.

Founded 1818

We have won confidence for 100 years

Special Market Gardeners' and Florists' Catalogue on request

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS

IMPROVED VEGETABLE SEEDS

IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed **LANGPORT, Eng.**
GROWERS

Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and
Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

ASPARAGUS PLUMOSUS

2½-in. pots, strong plants, \$3.50 per 100.

Asparagus Sprengeri, 2½-in. pots, ready for
shift, \$3.50 per 100.

JAMES VICK'S SONS

ROCHESTER, - NEW YORK

SEED PACKETS

Flower Seed Sizes to Catalogue

Envelopes—Return Envelopes

The Brown Bag Filling Mach. Co.

FITCHBURG, MASS., U. S. A.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate de-
livery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

Rooted Carnation Cuttings

Large supply of fine well-rooted Carnation Cuttings in the following varieties ready for immediate delivery:

	Per 100	Per 1000		Per 100	Per 1000
Thenanthos	\$4.00	\$35.00	Enchantress	\$2.00	\$15.00
Beacon	2.50	20.00	Herald	2.00	15.00
Rose Pink Enchantress	2.00	15.00	Ward	2.00	15.00
White Enchantress	2.00	15.00			

PETER REINBERG

WHOLESALE FLORIST
2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

CHICAGO, ILL.

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

THE J.C. ROBINSON SEED CO. WATERLOO, NEBRASKA Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

THE G. HERBERT COY SEED CO. VALLEY, Douglas County, NEB. CONTRACT GROWERS OF HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corns.

Mention the American Florist when writing.

Grass Mixtures —FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

Mention the American Florist when writing.

We carry a reserve stock of the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Mention the American Florist when writing.

Arthur T. Boddington Co. Inc.

SEEDSMEN

128 Chambers St., New York

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists
and Market Gardeners.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato,
Vine Seed and Field Corn.
Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

Mention the American Florist when writing

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

I. N. Simon & Son Garden Seeds

438 MARKET STREET
Philadelphia, - Pa.

Mention the American Florist when writing.

Import Specialties

Write for import prices upon

DRACAENA CANES.
JAPANESE LILY BULBS.
KENTIA and other palm seeds.
PAPER WHITES and ROMANS.
DRIED ADIANTUM FRONDS.
JAP BAMBOO STAKES.
KENTIAS, for growing on.
FERNS IN FLATS.
NURSERY STOCK, from all sources.
AUSTRALIAN GRASS SEEDS.

Correspondence invited.

McHUTCHISON & CO.

The Import House
95 Chambers Street, NEW YORK

Mention the American Florist when writing.

WING'S SEEDS

Quality
Vegetable, Field and Flower Seeds

New and rare Specialties for Greenhouse.
Market Gardeners and Wholesale Growers.

We have a large collection of imported bulbs which we believe cannot be secured from any other American Seedsman. Write for special wholesale price list.

WING SEED CO.

Dept. A, Mechanicsburg, Ohio

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing.



American Grown GLADIOLUS

All strictly First Size. Prices good to Feb. 15. F. O. B. Chicago.

	Per 1000
America.....	\$20.00
Augusta.....	17.00
Panama.....	30.00
Mrs. Frank Pendleton.....	50.00
Europa (Grand White).....	60.00
Mrs. Francis King (Earliest).....	18.00
Chicago White.....	22.50
Myrtle (True).....	75.00
Halley.....	18.00
Schwaben.....	60.00

Medium sizes, fine stock, of above, 10 per cent less. Let us mail samples.

Tuberose

	Per 1000
Dwarf Pearl.....	\$10.00

First size, 4 to 6 inches.....

Lily of the Valley

Fresh New Crop Pips Ready

	Per 1000
Holland grown.....	\$25.00
Same out of Storage Ready Mar. 1.	

Paper White Narcissus for late planting. ASK FOR PRICES.

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LILY BULBS

Lilium Giganteum

	Per Case
7-9 inch, 300 to case.....	\$18.00
9-10 inch, 200 to case.....	25.00
11-12 inch, 130 to case.....	25.00

Lilium Auratum

	Per 100	Per 1000
8-9 inch, 160 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 100 to case.....	9.50	90.00
11-12 inch, 75 to case.....	17.00	160.00

Lilium Album

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 9.50	\$ 90.00
9-11 inch, 140 to case.....	12.00	110.00
11-12 inch, 90 to case.....	17.00	160.00

Lilium Rubrum (Magnificum)

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 140 to case.....	10.00	95.00
10-11 inch, 125 to case.....	12.00	110.00
11-12 inch, 100 to case.....	\$15.00	
11-13 inch, 90 to case.....	17.00	
12-14 inch, 72 to case.....	20.00	

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Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash,
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Seed and Field Corn, on Contract.

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ASPARAGUS PLUMOSUS—

2½-inch—Surplus; grand stock for
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Fern Dish grade, dwarf and full; \$3.50
per 100; \$30.00 per 1000.

1½-inch, \$2.00 per 100; \$17.50 per 1000.

ASPARAGUS SPRENGERI—

2-inch, \$2.50 per 100; \$20.00 per 1000.

2½-inch, \$3.00 per 100; \$25.00 per 1000.

3-inch, \$5.00 per 100.

BEGONIAS—

Chatelaine, 3-inch, \$10.00 per 100.

Sandersoni, 2½-inch, \$4.00 per 100.

DAISY (Marguerite)—

Reve d'Or (yellow), \$3.00 per 100.

Mrs. Sanders (double white), \$3.00 per
100.

FERNS (Fine Stock)—

Teddy, Jr., 4-inch.....\$20.00 per 100

Teddy, Jr., 5-inch.....35.00 per 100

Teddy, Jr., 6-inch.....50.00 per 100

Boston, 5-inch.....35.00 per 100

Boston, 6-inch.....50.00 per 100

DRACAENA TERMINALIS—

Beautifully colored, 4-inch, \$25.00 per
100.

5-inch (heavy), \$40.00 per 100.

LANTANAS (10 Varieties)—

2½-inch, all colors, \$4.00 per 100; \$35.00
per 1000.

COLEUS—

12 Market Sorts, including Trailing
Queen, 2½-inch, \$2.50 per 100; \$20.00
per 1000.

KENTIA BELMOREANA—

2½-inch, \$9.00 per 100; \$75.00 per 1000.

3-inch, \$15.00 per 100; \$140.00 per 1000.

SNAPDRAGON—

Large yellow, white and "Keystone"
(pink), 2½-inch pots, \$4.00 per 100.

VINCA VARIEGATA (Strong

Stock)—

4-inch pots, \$10.00 per 100; 3-inch pots,
\$7.00 per 100; 2½-inch pots, \$3.00 per
100. Can offer these in large quan-
tity.

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NURSERYMEN—FLORISTS—SEEDSMEN

PAINESVILLE,

OHIO

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

LE ROY, N. Y.—Preisach Bros. have announced that they will devote their range to vegetables instead of flowers this year.

THE American Peanut Corporation, Norfolk, Va., states the volume of tonnage has been reduced in their line, but has been increased about three times in money.

BULLETIN 194, issued by the Connecticut Experiment Station, New Haven, entitled "Manure from the Sea," contains much interesting information as to the value and use of seaweed as a substitute for commercial fertilizers.

Potato Stocks.

The bureau of crop estimates reports stocks of potatoes for market in 19 northern states at 147,585,000 bushels, against 59,946,000 bushels last year and 106,225,000 bushels two years ago. Of the total, 126,392,000 bushels are in growers' hands, against 45,751,000 bushels last year, and in dealers' hands 21,193,000 bushels, against 14,195,000 bushels last year.

Prices of Indoor Fruits and Vegetables.

Chicago, February 4.—Mushrooms, home-grown, No. 1, 20 to 25 cents per carton; lettuce, box, 22½ to 25 cents; radishes, 50 to 60 cents per dozen bunches; celery, \$1.25 to \$1.50 per box; tomatoes, per 6 baskets, \$2.50 to \$3.50; cucumbers, per box, \$2 to \$3.25.

New York, February 4.—Celery, dozen stalks, 20 to 50 cents; cucumbers, 60 cents to \$1.25 per dozen; mushrooms, \$1.20 to \$2.40 per 4-lb. basket; tomatoes, per pound, 15 to 30 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$2 to \$4.

Marketing Vegetable Plants.

We noticed last year that enormous quantities of plants were offered for sale and sold, that had no attention whatever in regard to transplanting, thinning or watering. In other words, the parties that produced them, made no effort to furnish value for the money—the plants were produced to sell to ignorant parties and to reap the largest possible profit. The fact that all such goods found a ready market makes us believe that this kind of thing will be done on a yet larger scale this season. Many florists and vegetable growers will no doubt resort to this method to recover losses they have suffered this winter, and it is hard telling if this business will not be demoralized this season. We have on the one hand, a great scarcity of skilled labor, hence transplanting will be an expensive, and sometimes, impossible job. Next, we will have to work with expensive seeds and every other item in the line of distribution will be more expensive; hence, it be-

hooves the grower to consider carefully before he jumps.

To those who wish to produce plants as above, we would say, be sure and test your seeds carefully before you need them; then sow sparingly and allow a fair spacing for the rows. Three-inch rows for cabbage and four-inch rows for tomato plants would do well; and when plants are well up, thin the heavier spots and finally grow all the plants rather dry and cool. Flats can be used for this purpose and these should not be too deep—two and a half inches is about right. These can be made out of cheap store boxes and sold, plants and all, as they are not durable for more than one season.

A large part of our out-put has been in common strawberry quarts, which we buy annually in the thousands. These are set out on the greenhouse benches, empty, screened full of soil, leveled off and planted directly full of seedling plants. We generally plant nine tomato plants or 12 cabbage plants into each quart basket; and for a better trade, six tomato plants is better. By using rich earth, and only

moderate moisture, most excellent plants can be produced, and it is certainly an ideal way of handing the product to the customer—plant, root, ground and all—so he can use them at his convenience. This part of our business has grown beyond our producing capacity—as it is limited to skilled operators. MARKETMAN.

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CONTRACT GROWERS OF VEGETABLE PLANTS

It will pay you to make your contracts now on Bermuda Onion, Frost-proof Cabbage, Celery, Sweet Potato, Tomato, Egg Plants and Pepper Plants. We are exclusive growers for Wholesale Trade. All our plants are strong and open field grown. Prices for future delivery on application. Our plants are expertly packed with roots well wrapped with southern wild moss. We are well equipped to supply you from our growing stations in Arkansas, Mississippi, Texas, and Georgia.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

If Food Will Win the War, Produce It.



Vegetable Seeds

FOR FORCING UNDER GLASS—

	Oz.	¼ lb.	Lb.
Lettuce, Grand Rapids Select	\$0.15	\$0.40	\$1.25
Cucumber, Davis Perfect, Stock Seed	1.00		
Radish, Scarlet Globe Select	.25	.80	3.00

FOR EARLY PLANTS—

Cabbage, Early Jersey			
Wakefield	.45	1.35	5.00
Cabbage, Charleston			
Wakefield	.45	1.35	5.00
Cauliflower, Snowball			
Vaughan's	2.50		
Egg Plant, New York Purple	.45	1.75	6.50
Pepper, Sweet Mountain	.60	2.00	
Pepper, Magnum Dulce	.75	2.50	
Tomato, Earliana	.40	1.20	
Tomato, New Stone	.30	.90	3.25

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DREER'S GRAND NEW CANNAS FOR 1918

Ten truly marvelous acquisitions, introducing new tones of color and showing the highest development in form and habit.

Carmine Beauty. Deep bright carmine flowers, freely produced high above the heavy dark-green foliage which has a narrow red margin. The flowers, while not as large as those of Olympic, are of a much brighter and more pleasing tone. 4½ ft. 75 cts. each; \$7.50 per doz.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety with its erect stems always topped with clusters of cheerful color held high above the foliage. 3½ ft. 35 cts. each; \$3.50 per doz.

Cloth of Gold. A very attractive dwarf, compact, growing, free-flowering golden yellow. 3 ft. 40 cts. each; \$4.00 per doz.

Dazzler. Time and again the past season the dark green foliage of this variety has been hidden beneath the mass of clusters of deep fire-red flowers. The intensity of coloring and freedom of blooming coupled with compact habit, make this variety the peer of the best for bedding purposes. 3½ ft. 35 cts. each; \$3.50 per doz.

Golden Eagle. A wonderfully intense golden-yellow. Very free upright grower. The large flowers are produced in great clusters well above the foliage. 4½ ft. 50 cts. each; \$5.00 per doz.

Harmony. Great clusters of good-sized, well-formed Geranium-red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. Altogether a dignified harmonious combination. 3½ ft. 50 cts. each; \$5.00 per doz.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 50 cts. each; \$5.00 per doz.

Salmon Queen. An entirely new color in Cannas. Rosy salmon-scarlet, blending to a rosy-carmine toward the center. The large substantial flowers are freely produced in great clusters high above heavy green foliage. Very effective in bedding. 5 ft. 40 cts. each; \$4.00 per doz.

Sensation. To get a sensational color-tone in a pink Canna is particularly noteworthy. Our first impulse was to call it "La France" because the color called to mind the La France Rose but the tone is even cleaner and purer; it being a lovely pale-rose. The foliage is a beautiful glaucous-green; the plant dwarf and compact. One of the most noteworthy additions to Cannas in recent years. 3 ft. 75 cts. each.

One each of the above Ten Novelties for \$4.00.

New Cannas From Other Sources

We offer here eight new varieties, which after several years' trial have proven themselves worthy of our commendation.

Cleopatra. A striking beauty. Wonderful deep carmine-crimson flowers surmounting the dark glaucous-bronze foliage. This variety stands out strongly in effectiveness. 4 ft., 50 cts. each; \$5 per doz.

Dragon. An incessant bloomer, continuing to produce new stalks of flowers until cut down by frost. Dark ox-blood red. 3 ft., 15 cts. each; \$1.50 per doz.

Flag of Truce. A large flowered creamy-white, with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka but quite distinct and valuable. 4 ft., 35 cts. each; \$3.50 per doz.

Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine. 4½ ft. 15 cts. each; \$1.50 per doz.

Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stand more erect and the plant grows taller. 5 ft. 30 cts. each; \$3.00 per doz.

One each of the Eight Varieties for \$2.00.

HENRY A. DREER,

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PHILADELPHIA, PA.

The Above Prices Are Intended for the Trade Only.



TYPE OF NEWER CANNAS.

Superb. This variety is unique in color and truly superb; having large, clean bright orange-scarlet blossoms of good substance, produced on strong stalks with glaucous-bronzy foliage giving a most pleasing effect. 5 ft. 40 cts. each; \$4.00 per doz.

Pocahontas. (Bronze-leaved Olympic.) Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze; one of the best recent introductions. 4 ft., 30 cts. each; \$3 per doz.

San Diego. Chinese-orange or Persian-yellow. The crimped petals are remarkable for substance which enables them to withstand the hot summer sun without wilting. Another charm lies in the dark bronze color of the buds which harmonize with the rich bronze foliage. 4 ft., 15 cts. each; \$1.50 per doz.

Varouna. We have tried this variety for several years and at all times the bright orange-scarlet flowers, combined with the good bronze foliage, has won our admiration. A free luxuriant grower, producing its flowers well above the plant. 4½ ft. 25 cts. each; \$2.50 per doz.

Union Smut Control.

Co-operative tests between growers in southeastern Wisconsin and plant disease specialists at the state college of agriculture have shown that the application of one ounce of formalde-

hyde to one gallon of water, by means of a liquid fertilizer attachment fastened to the seeder, gives excellent results in controlling union smut. One gallon to 185 feet of row, or about 200 gallons an acre, is considered sufficient. By allowing the solution to drip in the

row with the seed before it is covered, the fungus is killed in the surrounding soil for a slight distance.

SHARON HILL, PA.—Robert Scott & Son have closed down 11 rose houses as a coal conservation measure.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

NEWPORT, R. I.—James McLeish has been elected chairman of the park board.

LAPEER MICH.—N. D. Mason, proprietor of the Botanical Nursery, has the contract to clear a large estate at Birmingham, this state.

LOUISVILLE, KY.—W. S. Speed, landscape architect, has closed his office in the Starks building and joined the colors as captain of engineers.

MONROE, MICH.—David D. Winkworth, proprietor of the Michigan Nursery Co., of this city, died in Toledo, January 25, aged 72 years.

BUFFALO, N. Y.—William E. Harries, landscape architect, of this city, has been appointed park superintendent, succeeding David A. Seymour.

BOSTON, MASS.—The Massachusetts Nurserymen's Association has elected the following officers for 1918: John Kirkegaard, Boston, president; G. Thurlow, West Newbury, vice-president; W. H. Thurlow, re-elected secretary.

ROCK ISLAND, ILL.—Chris Gaethjer, superintendent of parks, has arranged for the installation of modern apparatus in the children's playground. Parks and boulevards will be made as beautiful as possible this summer, seeds and bulbs having been purchased for the purpose.

WASHINGTON, D. C.—James McHutchison, of New York, who is much interested in the defeat of Senate bill 3344, prohibiting nursery imports, attention to which was called in our issue of January 19, page 38, passed through this city February 4 on his way to California via New Orleans.

New England Nurserymen's Association.

At the second day's session of the New England Nurserymen's Association, report of the proceedings of the opening meeting of the seventh annual convention at Boston, Mass., January 29-30, will be found in our issue of February 2, page 134, the following officers were elected: A. E. Robinson, Lexington, Mass., president; C. R. Burr, Manchester, Conn., vice-president; R. M. Wyman, Framingham, Mass, secretary; V. A. Vanicek, Newport, R. I. treasurer.

Tennessee State Nurserymen's Ass'n.

The annual meeting of the above organization was held at Nashville, January 31, and was a great success in every way. The programme included papers by some of the state's best known authorities and experts from other points, all of whom were liberal in giving their brother nurserymen the benefit of their experience. Among the speakers were: H. K. Bryson, state commissioner of agricul-

ture; Rutledge Smith, state chairman of conservation; Howe Peyton, president of the N. C. & St. Louis Railway; O. J. Howard, Pomona, N. C.; R. C. Chase, Chase, Ala.; W. B. Bell, Huntsville, Ala.; Samuel Adams, Chicago; Paul C. Stark, Louisiana, Mo.; W. F. Bohlender, Tippecanoe City, O.

A very important resolution was adopted by the convention requesting state aid to advance horticultural development in Tennessee. The accredited apple production of 1917 was 1,667,000 barrels, of which only 150,000 barrels were marketed. The state thereby losing several million dollars annually through imperfect methods in apple growing, falling behind other states who give aid to horticulture. A committee was appointed to urge this matter before the legislature of 1918 in this state. The officers of the association are: George W. Poague, Graysville, president; vice-presidents, A. N. Hill, of Luttrell, for East Tennessee; Harry Nicholsen, of Winchester, for Middle Tennessee; Robert Fiser, of Humboldt, for West Tennessee; G. M. Bentley, of Knoxville, secretary-treasurer.

M. C. D.

Illinois State Nurserymen's Association.

As announced in our issue of January 19, page 38, an urgent invitation is given to the nurserymen of the state to attend the first meeting of the Illinois State Nurserymen's Association, which will be held at the Hotel Sherman, Chicago, February 14-15. It is the plan of those having the programme in charge to conduct the meeting in the nature of a round table discussion, asking all present to assist. Short papers will be presented, followed by a general discussion. The following are a few of the papers promised: "Aims of our State Nurserymen's Association," J. A. Young, Aurora; "Propagation of Ornamental Shrubs, and the Varieties Which Should Be Grown for Use in Illinois," F. W. Von Oven, Naperville; "Perennials, the Varieties and Sizes Best Suited for Landscape Plantings," B. F. Gage, Chicago; "Inspection of Nurseries, Home Grounds, City Trees, Parks, Etc.," P. A. Glenn, state inspector, Urbana; "The Propagation of Conifers," Thos. A. McBeth, Springfield, O.; "The Correlation Which Should Exist Between Prices and the Cost of Producing, Selling and Distributing Nursery Products," Alvin Nelson, Chicago; "Some New Varieties of Fruit That Should Be of Interest to Nurserymen," A. M. Augustine, Normal; "How to Properly Pack Nursery Products," paper and discussion led by A. H. Cultra, Onarga.

The complete programme will be printed in a few days and will be mailed to all of the nurserymen in the state.

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Princeton.

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Whole field clumps, \$5.00
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Price list now ready.

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Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

**Fresh
Cut**

CANNAS

**Northern
Grown**

Dry roots—which will be divided fresh for your order; thus doing away with all chance of your getting dried-up, shriveled roots. Some of these varieties may be new to you, but they are better in many ways than corresponding older types.

SPECIAL LIST

All varieties have green leaves unless noted.

	Per 100
Alphonse Bouvier, 5-6 ft. Deep Cardinal	\$2.50
Black Prince, 5 ft. Crimson Scarlet overlaid Maroon.....	2.50
Burbank, 6 ft. Lemon Yellow, Spotted Throat.....	2.50
Crimson Bedder, 3-4 ft. Dazzling Crimson Scarlet.....	2.50
Duke of Marlborough, 5 ft. Rich Crimson-Maroon	2.50
Dwarf Florence Vaughan, 3 ft. Yellow Speckled Red.....	2.50
Eldorado, 3½ ft. Yellow, faintly Dotted Red.....	2.50
Firebird, 3-4 ft. Absolutely pure Scarlet; very large, free and attractive	7.50
Florence Vaughan, 4 ft. Speckled Yellow and Red.....	2.50
Goethe, 4½ ft. Bronzy Orange Yellow	5.00
Gold Bird, 4 ft. Massive Fluted Petals of Pure Gold; fit companion to Firebird.....	12.00
Golden Gate, 4 ft. Gold, rayed with Orange and Rose.....	5.00
Graf M. Tolstoi (bronze foliage), 4 ft. Mottled Crimson	5.00
Gustav Gumpfer, 3-4 ft. Rich Orange Yellow.....	2.50



	Per 100
Hungaria, 3½ to 4 ft. Magnificent "Paul Neyron" Pink...	4.50
Indiana, 6 ft. Soft Orange suffused Rose and Gold.....	2.50
Julius Koch, 3 ft. Brilliant Blood-red	3.00
Kate F. Deemer, 5 ft. Yellow Bleaching White, Red Throat	3.00
Long Branch, 5 ft. Glorified "Queen Charlotte".....	3.00
Louisiana, 6 ft. Darkest Red Orchid-Flowered Canna.....	2.50
Mascagni, 4 ft. Brilliant Orange Scarlet	5.00
Meteor, 4 ft. Immense Heads, Brilliant Crimson.....	3.00
Mrs. Kate Gray, 6 ft. Deep Orange, shaded Carmine.....	2.50
Orange Bedder, 4 ft. "Tango Tints"	3.00
Panama, 3 ft. Butterfly effect Cream, Yellow and Red.....	3.00
Papa Nardy, 4 ft. Lively Carmine-Rose	3.00
Prince Wied, 4 ft. Deep Crimson, a fine bedder.....	2.50
Rheinstein, 3 ft. Large Heads, Bright Carmine.....	5.00
Richard Wallace, 5 ft. Best Canary Yellow.....	2.50
Venus, 4 ft. Beautifully Mottled Rose, Cream and White....	3.00
Wintzer's Colossal, 5 ft. Mammoth Orchid Flowered, Crimson	6.00
Wyoming (Purplish Bronze Leaves), 7 ft. Orange Flaked Rose	3.00
Yellow King Humbert, 4-4½ ft. Bright Green Leaves, Rich Yellow Flowers, Spotted Red. A grand novelty.....	7.00

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From 2 and 2½-in. pots—Sand Rooted. A. Ricard, Beauty Poitevine, S. A. Nutt, Buchner, Montmore, Perkins, Vland, etc., \$2.75 per 100, \$25.00 per 1,000.

2½-in. Marguerites, Fuchsias' Heliotropes, Lantanas, \$3.00 per 100, \$27.50 per 1,000. 3 and 4-in. Cyclamens, \$8.00 and \$26.00 per 100. Abundance of other stock. Correspondence Solicited.

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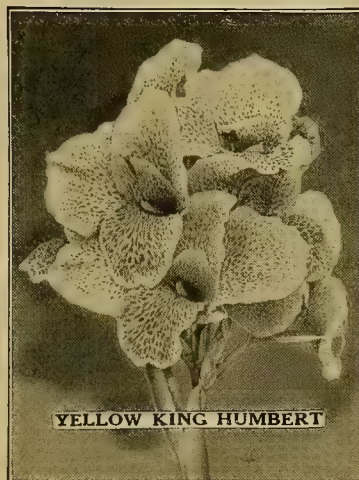
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S. A. Nutt and Buchner, per 1000, \$15.00
Ricard and Poitevine... per 1000, 17.50
Asparagus Plumosus, 2½-in. 100, 3.00
Asparagus Sprengeri, 4-in. 100, 7.50
Good stock, ask any of my customers, names furnished if desired.

ALBERT M. HERR, LANCASTER, PA.

CANNAS, DRY ROOTS

Sound Two-Eye Stock, True to Name



YELLOW KING HUMBERT

	Per 100	Per 1000
Allemania	\$3.00	\$22.50
Beaute Poitevine	3.50	30.00
Burbank	3.00	22.50
David Harum	3.50	30.00
Florence Vaughan	3.00	22.50
Frederick Benary	3.00	22.50
Gustave Gompers	4.00	35.00
Hungaria	6.00	50.00
Improved Mont Blanc.....	5.00	45.00
King Humbert	4.00	35.00
Louisiana	3.00	22.50
Madam Crozy	3.00	22.50
Milwaukee	3.50	30.00
Mrs. A. Conard	6.00	50.00
Multiflora	3.00	22.50
New Chicago	5.00	45.00
Queen Charlotte	3.50	30.00
Souv. de A. Crozy	3.00	22.50
The Express	3.50	30.00
Venus	3.00	22.50
Chas. Henderson	3.00	22.50
Firebird	10.00	80.00
Yellow King Humbert. ..	9.00	80.00

Yellow King Humbert Is the Most Effective Novelty.

WRITE FOR OUR SPRING "BOOK FOR FLORISTS."

Chicago **Vaughan's Seed Store** New York

CANNAS

Just Received-- A Car of Splendid Stock

Fresh, strong, select roots, 2-3 eyes. Plant now and grow cool, to have nice strong 4-in. plants for Spring sales. To introduce the famous new varieties, we offer, at reasonable prices. Yellow King Humbert, Rosea Gigantea, Firebird, Hungaria, Mrs. A. F. Conard, Meteor and Panama. For prices and descriptions, refer to list below:

	Per 100
A. Bouvier, Deep Crimson, green foliage, 4-ft.	\$ 2.25
Allemania, Orchid flowered, yellow, overlaid blood orange, 4½-ft.	2.25
Austria, Deep golden yellow, 6-ft.	2.25
Charles Henderson, Crimson, green foliage	2.25
Crimson Bedder, Crimson, green foliage	2.25
D. A. Crozy, Scarlet bordered yellow	2.25
David Harum, Scarlet	2.25
Firebird, Brilliant scarlet, green foliage, one of the best, 3½-ft.	8.00
Florence Vaughan, Yellow spotted red, 4-ft.	2.25
Gladiator, Scarlet with orange edge, splashed golden yellow, 4-ft.	2.25
Hungaria, Soft Salmon Rose, 3-ft.	3.50
Indiana, Soft orange splashed gold margined deep rose, 6-ft.	2.25
CALADIUMS, Very Scarce	Per 100
5-7	\$ 2.00
7-9	4.50
9-11	8.00
11-12	20.00
12-14	20.00
Jumbo Caladiums	35.00

	Per 100
Italia, Scarlet broadly edged yellow, 6-ft.	2.25
Imp. Mont Blanc, Pure White	3.50
Mrs. A. F. Conard, Soft Salmon Pink	5.25
King Humbert, Bronze foliage, orange red, 4-ft.	3.50
Meteor, Bright red, compact grower, green foliage, 4½-ft.	5.50
Mlle. Berat, Rose Carmine	2.25
Martha Washington, Bright Rosy Pink	2.25
Pennsylvania, Orange Scarlet	2.25
Rosea Gigantea, Rich Rose Pink, very fine	5.50
Wyoming, Orange Red, bronze foliage	2.25
Yellow King Humbert, Golden Yellow dotted red, green foliage, 4-ft.	7.50
Egandale, Bronze, currant red, ¾-ft.	2.25
Duke of Marlborough, Deep Crimson Maroon	2.25
Louisiana, Darkest red with large flowers, 6-ft.	2.25

TUBEROSES

	Per 1000
Dwarf Excelsior Pearl, True dwarf double 4-6 in., first size	\$ 9.50
Dwarf Excelsior Pearl, True dwarf double 6-8 in., mammoth	15.00
Armstrong, single, everblooming, sweet scented, large bulbs	15.00

AMERICAN BULB CO.,

172 North Wabash Avenue,
Phone Randolph 3316

Chicago

Primula Malacoides Townsendii

**PLEASING LILAC ROSE
A REVOLUTION IN THE BABY TYPE**

First-class certificates of merit awarded by New York Florists' Club, Nassau County Horticultural Society and Oyster Bay Hort. Society.

Out of 2-in. pots, \$1.50 per doz.;
\$10.00 per 100; 3-in. pots,
\$2.00 per doz.; \$15.00 per 100.

Individual flowers as large as a 25c-piece.

A. L. MILLER,

JAMAICA, - NEW YORK

Ready for Immediate Shipment

Chrysanthemum Stock Plants

Rosea, Pink	\$ 5.00 per 100
Smith's Advance, White	5.00 per 100
Unaka, Pink	5.00 per 100
Golden Queen, Yellow	5.00 per 100
Oconto, White	5.00 per 100
Chrysolora, Yellow	5.00 per 100
C. C. Pollworth, Yellow	10.00 per 100

ELI CROSS

150 Monroe Ave., Grand Rapids, Mich.

Belle Washburn

Rooted carnation cuttings, fine stock now ready, \$3.00 per 100; \$25.00 per 1000.

**PENINSULA NURSERY
SAN MATEO, CALIF.**

FEVERFEW

Extra strong plants from 3 inch pots, \$5.00 per 100. Cash.

**H. N. EATON
SO. SUDBURY, - MASS.**

Bargain in California Privet

Can ship now or hold in storage until spring.

6-12 inch	\$ 6.00 per 1000
12-18 inch	10.00 per 1000
18-24 inch	12.50 per 1000

**SOUTHERN NURSERY CO.
WINCHESTER, TENN.**

Decorative Palms

A splendid lot of **Kentia Forsteriana**, single specimens, with good spread, making a much better showing than the so-called made-up plants often seen. This stock is hard and well finished, will give satisfaction and stand store treatment.

36 inches high, \$3.50
48 inches high, 6.00
60 inches high, 12.00

72 inches high, \$15.00
84 inches high, 17.50

ALL IN GOOD GREEN TUBS.

**THE STORRS & HARRISON CO.,
PAINESVILLE, OHIO.**

KENTIAS

Write for Prices

JOSEPH HEACOCK CO.,

Wyncote, Pa.

Smith's Revised Chrysanthemum Manual

(Third Edition)

The best work on Chrysanthemum Culture. Both amateurs and florists have been provided with articles for their special needs. One hundred and six pages.

Only 50c postpaid.

ELMER D. SMITH & CO., Adrian, Mich.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty

VINCA VARIEGATA

Our strong 2-in. Vinca will make you good 4-in. plants for spring sales. Our special sale at \$1.75 per 100 or \$17.00 per 1,000 will be continued a short time.

Geraniums, Nutt, Ricard, and Pottvine, 2-in., \$2.00 per 100; \$18.00 per 1000.

Mrs. F. Sander Daisy, 2-in., \$2.00 per 100.

**ELMER RAWLINGS, Wholesale Grower
ALLEGANY N. Y.**

Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus plumosus seedlings, \$1.25 per 100; 2-in., \$3.00 per 100; \$25.00 per 1,000. Asparagus Sprengeri, \$1.00 per 100; 2-in., \$2.50 per 100, \$20.00 per 1,000; Hatcheri, 2-in., \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

Asparagus plumosus, 2½-in., \$3.50 per 100; \$30 per 1,000; 1½-in., \$2.50 per 100, \$20 per 1,000. Sprengeri, 2½-in., \$3.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprengeri, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

ASPARAGUS plumosus, extra fine, 3-in., \$5 per 100. Sprengeri, 3-in., \$4.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Plumosus, \$3.00 per 100. Albert M. Herr, Lancaster, Pa.

Asparagus Sprengeri, 3-in. pot busters, 4c each. ODOR GREENHOUSES, Iola, Kans.

AZALEAS.

Azaleas, mostly Mad. Van der Cruyssen, 10-12-in., \$1.25; 12-14-in., \$1.50; 14-16-in., \$2.00 each. Well budded. ERNEST ROBER, Wilmette, Ill.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BEGONIAS.

Begonias, Gracilis Rosea, Erfordl and Vernon type, 2-in., \$2.00 per 100; 3-in., \$3.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Begonia Chatelaine, 3-in., \$10 per 100; Sandersoni, 2½-in., \$4 per 100; 3-in., \$7.00 per 100. The Storrs & Harrison Co., Painesville, O.

Rex Begonia, strong plants, 2½-in. pots, \$4 per 100. James Vick's Sons, Rochester, N. Y.

BULBS.

Bulbs. First size gladioli for forcing; ready for immediate shipment. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

BULBS.

Lily bulbs. For immediate use or later delivery. Lillium Giganteum, L. Auratum, L. Album and L. rubrum. For size and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Dahlia, whole field clumps, \$5.00 per 100 to \$1.00 each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALADIUMS

Caladiums. These are very scarce so order at once. For sizes and prices see advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, transplanted seedlings, \$4.00 per 100; 2-in., \$3 per 100. ERNEST ROBER, Wilmette, Ill.

CANNAS.

Cannas, dormant roots, 2-3 eyes. Austria, yellow, J. D. Eisele, red; David Harum, red, brown leaves, \$2.00 per 100, \$18.00 per 1,000. Cash. G. E. BERTHOLD.

Nebraska City, Neb.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Fresh, strong, select roots, 2-3 eyes. For varieties and prices see advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Cannas. Fresh cut, northern grown. For varieties, sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock, ready for immediate delivery.

	100	1,000
Rosette	\$2.00	\$18.00
Carnegie	2.00	15.00
Victory	2.00	15.00
Bonfire	2.50	20.00
Matchless	3.00	25.00
Alice	2.00	15.00
Pink Enchantress	2.00	18.00
White Enchantress	2.00	18.00
Thenanthos	3.00	25.00
Ward	2.50	20.00

WIECTOR BROS.,

L. D. Phone 2081,

162 N. Wabash Ave. Chicago.

ROOTED CARNATION CUTTINGS.

	100	1,000
Superb	\$6.00	\$50.00
Ench. Supreme	3.00	25.00
Alice	3.00	25.00
Matchless	3.00	25.00
Wh. Wonder	3.00	25.00
Aviator	3.00	25.00
Wh. Enchantress	2.50	20.00
Enchantress	2.50	20.00
Mrs. C. W. Ward	2.50	20.00
Mrs. Akehurst	2.50	20.00

CHICAGO CARNATION COMPANY, Joliet, Illinois

CARNATIONS.

ROOTED CARNATION CUTTINGS

Choice Stock.

Well rooted and very strong of Belle Washburn, Alice, Matchless, White Enchantress and White Wonder. Price, \$3.50 per 100 or \$30.00 per 1,000. We bill 250 at the thousand rate.

RASSETT & WASHBURN

178 N. Wabash Ave. Chicago

Greenhouses: Hinsdale, Ill.

Rooted carnation cuttings. Large supply of fine stock ready for immediate delivery. Good Cheer, Thenanthos, \$4 per 100, \$35 per 1,000; Alice, White Wonder, Beacon, \$2.50 per 100, \$20 per 1,000. Rose Pink Enchantress, White Enchantress, Herald, Ward, \$2 per 100, \$15 per 1,000. Peter Reinberg, 30 East Randolph St., Chicago.

Carnation rooted cuttings, clean strong, dependable stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Carnations. Pink Enchantress and White Wonder, \$4.00 per 100. Peerless Pink, \$35.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum stock plants ready for immediate shipment. Rosea, Smith's Advance, Unaka, Golden Queen, Oconto and Chrysolora, \$5 per 100; C. C. Pollworth, \$10 per 100. EMI Cross, Grand Rapids, Mich.

CINERARIA.

Cinerarias, 2, 3 and 4-in., \$4, \$6 and \$10 per 100. Transplanted, \$2 per 100. Ernest Rober, Wilmette, Ill.

CYCLAMEN.

Cyclamen gig., Wandsbek type, 2½-in., \$5.00 per 100; 3-in., \$8.00 and \$10.00 per 100; 4-in., \$20.00 per 100; 5-in., \$35.00 and \$50.00 per 100. Seedlings, six varieties of Wandsbek type equally divided, \$5.00 per 100, \$45.00 per 1,000. Salmon and Rococo, separate, \$6.00 per 1,000, \$55.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN. 3-in., \$10.00; 4-in., \$20.00 per 100; 5-in., 35c to 50c each; 6-in., 75c to \$1.00 each. Larger plants, \$1.50 to \$2.00 each. Good colors. With buds and bloom. HENRY SMITH, Grand Rapids, Mich.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Cyclamens, 3 and 4-in., \$8 and \$20.00 per 100. Alonzo J. Bryan, Washington, N. J.

COLEUS.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

DAHLIAS.

Dahlias. Best new and standard varieties; strong, well ripened field-grown roots, at right prices. Send for special wholesale list. Spring Lake Dahlia Farm, Box 332, Spring Lake, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

DRACAENA INDIVISA. 4-in., 12c; 5-in., 20c and 25c; 6-in., 50c. ERNEST ROBER, Wilmette, Illinois.

FERNS.

FERNS

	Per 100
Roosevelt, 2 1/4-in.	\$ 4.50
Boston, 2 1/4-in.	4.50
Scholz, 2 1/4-in.	4.50
Teddy, Jr., 2 1/4-in.	5.00
Roosevelt, 4-in.	15.00
Boston, 4-in.	15.00

THE REESER PLANT COMPANY,

Springfield, Ohio

Ferns for Fern Dishes. Good strong plants, in 2 1/4-in. pots. Aspidium, Holly, Mayll, Wilsoni and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

FERNS. Adiantum Cuneatum, 2-in., \$3; 3-in., \$5 per 100. Croweanum, 2-in., \$6; 3-in., \$8 per 100. Cryptomium Rockfordianum, 4-in., \$15 per 100. Assorted table ferns, 2-in., \$3 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Boston, fine stock, 4-in., \$2.50 per doz., \$16.00 per 100; heavy bushy plants, 5-in., \$3.50 per doz.; \$22.50 per 100. Extra heavy, 6-in., \$5.00 per doz., \$30 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2 1/4-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Teddy Jr., 4-in., \$20; 5-in., \$35; 6-in., \$50 per 100. Boston, 5-in., \$35; 6-in., \$50 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsias. Extra heavy summer propagated ready for shift. Black Prince, Minnesota. Souv. de H. Henkel (bronze foliage), 3-in., \$3.00 per 100; 2-in., \$2.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

GERANIUMS.

GERANIUMS.

	2-inch 2 1/4-in. per 100	per 100
Beaute Portevine	\$2.50	3.00
S. A. Nutt and double Gen. Grant 2.25	2.50	
Mme. Sallerol	2.00

EVANSVILLE NURSERIES.

Evansville, Ind.

ROOTED GERANIUM CUTTINGS

The "Big Four" Bedders. Strong, selected top cuttings only. S. A. Nutt, Gen. Grant, Mme. Buchner, \$1.50 per 100, \$14.00 per 1,000; Beaute Poitevine, \$2.00 per 100, \$18.00 per 1,000. The W. T. Buckley Co., Springfield, Ill.

Geraniums, from 2 and 2 1/4-in. pots, sand rooted. A. Ricard, Beauty Poitevine, S. A. Nutt, Buchner, Montmore, Perkins, Viand, etc., \$2.75 per 100, \$25 per 1,000. Alonzo J. Bryan, Washington, N. J.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums. Rooted cuttings ready now. S. A. Nutt, \$12.50 per 1,000; Scarlet Bedder, \$2 per 100. Albert M. Herr, Lancaster, Pa.

GLADIOLUS.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GLADIOLI BULBS.

All Sizes.

B. HAMMOND TRACY, Wenham, Mass.

GREENS.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.) \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HYDRANGEAS.

HYDRANGEA, Otaksa, 3-in., \$5 per 100. HENRY SMITH, Grand Rapids, Mich.

IVIES.

English Ivy, 4-in., \$15 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

MANETTI.

Manetti Stocks. French, extra size, per 1,000, \$25.00. F. O. B. Chicago. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas, Laello—Cattleyas our Specialty. One trial order solicited.

Orchids. Prices quoted upon application. Francisco Delgado, Q. Bogota, P. O. Box 937, Colombia.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Kentia Forsteriana, single specimens; good spread, make better showing than so-called made-up plants. Stock hard and well finished; will give satisfaction and stand store treatment. All in green tubs. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES—100,000 pansies, Sept. sown, cold frame grown. Vaughan's Chicago Parks bedding. Popular Price mixture and Paris Market, per 1,000, \$2.50. Vaughan's Giant mixture and separate colors, per 1,000, \$3.50. ODOR GREENHOUSES, Iola, Kans.

PRIMULAS.

PRIMULA Obconica, 2 1/4-in. strong, \$4; 4-in., \$12.50; 6-in., \$25 per 100; Chinensis, 4-in., \$12.50, 6-in., \$25 per 100; Malacoides, 2 1/4-in., \$3; 4-in., \$10; 6-in., \$20 per 100. 4 and 6-in. well in bloom. All varieties. HENRY SMITH, Grand Rapids, Mich.

Primula Malacoides Townsendii. Pleasing lilac rose, 2-in., \$1.50 per doz., \$10 per 100; 3-in., \$2 per doz., \$15 per 100. A. L. Miller, Jamaica, N. Y.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4, \$7 and \$10 per 100. Ernest Rober, Wilmette, Ill.

PRIMULAS.

Primula Malacoides. Strong 5-in. lavender in bloom; none better. \$20 per 100. Cash. JOHN EITEL & SON, Greencastle, Ind.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

PUSSY WILLOWS.

Pussy Willow, Salix Caprea, branches for forcing; well budded. Light 3 to 4 feet, \$1.25 per doz., \$2.50 per 250; \$8.00 per 1000. Strong 4 to 5 feet, \$1.50 per doz.; \$3.25 per 250; \$11.00 per 1000. By express. CHAS. BLACK, Hightstown, N. J.

ROSES.

ROSE PLANTS.

Two-year-old bench stock.

	1,000
Russell	\$100.00
Ophelia	75.00
Sunburst	85.00
Richmond	60.00

PYFER & OLSEM,

Wilmette, Illinois.

Roses. Field-grown, extra fine, 2-yr.-old, own roots, dormant roses. Satisfaction guaranteed. WESTERN ROSE CO., Pasadena, Calif.

Roses. Hardy climbing field-grown and 2 1/4 and 4-in. pot grown. Write for prices. The Leedle Floral Co., Springfield, O.

For Sale. American Beauty bench plants. \$10.00 per 100, \$95.00 per 1,000. WM. DITTMAN, New Castle, Ind.

SCHIZANTHUS.

SCHIZANTHUS. Best colors, fine plants, 2 1/4-in., \$4.00; 4-in., \$12.50; 6-in., \$25.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

Seeds, vegetables, both for forcing under glass and for early plants. Lettuce, cucumber, radish, cabbage, cauliflower, egg plant, pepper and tomato. For prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Pansy, gig. finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fire-ball, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

Seeds. Asparagus plumosus nanus, northern greenhouse grown, true to name. Salvia Americana, new. Finest, brightest salvia to date. For prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

PANSY SEED. Northern American grown, crop 1917. Lake Forest Mixture, undoubtedly the best mixture to be had. Also separate colors. Trade pkg., 50c, 1/4 oz., \$1.50. STANDARD SEED CO., Racine, Wis.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Asters, Petunias, Sweet Peas and Nasturtiums, etc. Write for our special offer, 1917 crop. John Bodger & Sons Co., Station B, Los Angeles, Calif.

Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Flower, vegetable and farm. 74 years unrivaled reputation. Hurst & Son, 152 Houndsditch, London, England.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Choice flower for florists. For varieties see advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., N. Y.

Seeds, wholesale field and garden seeds. J. Belgiano & Son, Light, Pratt & Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds. Beans, peas and sweet corn. Write for contract prices for 1918 crop. Sioux City Seed Co., Sioux City, Iowa.

Seeds, specialties; beets, mangoes, carrots, cabbages, celeries, parsleys, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Rontzahn Seed Co., Arroyo Grande, Calif.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brazilian Seed Growers' Company, San Jose, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

SNAPDRAGONS.

SNAPDRAGONS. Seedlings. Keystone, Pink and White, 2½-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

VEGETABLE PLANTS.

Vegetable plants grown for wholesale trade only. Bermuda onion, frost-proof cabbage, celery, sweet potato, tomato, egg and pepper plants. Prices for future delivery on application. Ozark Seed & Plant Co., Nashville, Ark.

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VINCAS.

100,000 extra strong Vinca variegata ready for a shift from 2-in. pots, \$1.75 per 100, \$17.00 per 1,000; 10,000 year-old cut back, 4-in. pots, \$5 per 100. Elmer Rawlings, Allegany, N. Y.

Vinca variegata, strong stock, 4-in., \$10; 3-in., \$7; 2½-in., \$3 per 100. The Storrs & Harrison Co., Painesville, O.

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Greenhouse glass. Heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

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Glass cloth. A transparent, waterproof fabric for hotbeds, coldframes, etc. Sample 3x6 feet, 60c., prepaid. Turner Bros., Bladen, Neb.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

MISCELLANEOUS.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hall storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastic for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchinson & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros., Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

ARTIFICIAL FLOWERS. Walter Vollman, 2651 Orchard St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John O. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

POTS AND PANS.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

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Neponset Flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Red pots. Before buying write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

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Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphs Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.**SUPERIOR CARNATION STAPLES.**

Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE,
264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

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Cane Stakes, standard grade, 6 to 8 feet, per 100, 95c; per 500, \$4.00; \$6.50 per 1,000.

Pipe stems, 4 to 6 feet, per 100, 70c; per 1,000, \$4.00. Vaughan's Seed Store, Chicago.

WOOD LABELS.

Labels for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.

Angermueller, Geo. H., St. Louis, Mo.

Badgley & Bishop, Inc., New York.

Bassett & Washburn, Chicago.

Berger Bros., Philadelphia, Pa.

Bernheimer, Eugene, Philadelphia, Pa.

Berning, H. G., St. Louis, Mo.

Budlong, J. A., Chicago.

Chicago Flower Growers' Ass'n, Chicago.

Coan, J. J., New York.

Erne & Company, Chicago.

Fenrich, Joseph S., New York.

Fexy, D., New York.

Ford, M. C., New York.

Ford, William P., New York.

Freres-Windler Co., The, Chicago.

Froment, H. E., New York.

Goldstein & Futterman, New York.

Growers' Cut Flower Co., Inc., New York.

Gunterberg, M. C., Chicago.

Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.50.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.

The Vegetable Garden.—By Vilmorin-Andrieux & Co. Most complete book published. Profusely illustrated. 782 pages. Price, \$6.00.

The American Flower Garden.—By Nellie Blanchan. Well bound. 368 pages and 92 illustrations. Price, \$5.35.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.

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Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, \$6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.

Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.

Landscape Gardening.—By Sam'l Maynard. 333 pages, 165 illustrations. Price, \$1.50.

The Rose.—By H. B. Ellwanger. Its cultivation, varieties, etc. A complete guide. Price, \$1.25.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, \$1.20.

The Book of Water Gardening.—By Peter Blaset. 200 pages, 139 illustrations. Price, \$2.50.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, \$10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.50.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, \$1.25.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.30.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, \$1.50.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.

How to Grow Roses.—By Robert Pyle. 121 pages. Illustrated. Price, \$1.00.

Mushroom Growing.—By B. M. Duggar. 200 pages, fully illustrated. Price, \$1.50.

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WHOLESALE CUT FLOWERS.

Hart, George B., Rochester, N. Y.

Hentz & Nash, Inc., New York.

Hoerber Bros., Chicago.

Holton & Hunkel Co., Milwaukee, Wis.

Kasting Co., Wm. F., Buffalo, N. Y.

Kennicott Bros. Co., Chicago.

Kervan Co., The, New York.

Kessler, Wm. A., New York.

Kruchten, John, Chicago.

Kuehn, C. A., St. Louis, Mo.

Kuhl, Geo. A., Pekin, Ill.

Kusik & Co., Kansas City, Mo.

Kyle & Foerster, Chicago.

Mackie, William, New York.

McCallum Co., Pittsburgh, Pa.

Meconi, Paul, New York.

Miller & Musser, Chicago.

N. Y. Cut Flower Exchange, New York.

Niessen Co., The, Leo, Philadelphia, Pa.

Percy Jones, Inc., Chicago.

Philadelphia Wholesale Florists' Exchange.

Pierson, A. N., Cromwell, Conn.

Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Poehlmann Bros. Co., Chicago.

WHOLESALE CUT FLOWERS.

Pollworth Co., C. C., Milwaukee, Wis.

Polykranas, Geo. J., New York.

Pyfer & Co., A. T., Chicago.

Randall Co., A. L., Chicago.

Reid, Edward, Philadelphia, Pa.

Reinberg, Geo., Chicago.

Reinberg, Peter, Chicago.

Rice Bros., Minneapolis, Minn.

Riedel & Meyer, Inc., New York.

Rusch & Co., Gust, Milwaukee, Wis.

Sheridan, W. F., New York.

Siebrecht, Geo. C., New York.

Tonner, O. A. & L. A., Chicago.

Totty, Chas. H., Madison, N. J.

Traendly & Schenck, New York.

United Cut Flower Co., New York.

Vaughan, A. L. & Co., Chicago.

Weiland & Risch, Chicago.

Weiss, Herman, New York.

Wietor Bros., Chicago.

Wiltgen & Freres, Chicago.

Wittbold, Geo. Co., Chicago.

Young & Co., John, New York.

Zech & Mann, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

Nashville, Tenn.

STOCK GOOD AND MOVES WELL.

While the weather continues extremely cold, it seems to make more beautiful the flowers that are to be seen for every occasion. At a recent funeral the size and quality of the roses were particularly noticeable; Kaiserin, the size of teacups, and American Beauty, very large and in great profusion. While the social world is in a more or less quiescent state, the call for cut flowers continues very good, and the call for corsages is great; but, after all, it is the funeral work that uses up the bulk of the best flowers. Pot plants are excellent and there is a continuous call for them. Trade has been very good. If there is a slight lull for a day or two a great call comes and takes up all of the "left-overs."

NOTES.

The florists' convention here, January 29, was quite an event in floral circles. The exhibit in the loggia of the Hermitage hotel was quite beautiful, though not as large as last year. The exhibit of the Joy Floral Company consisted largely of carnations, very perfect and very beautiful specimen flowers of Rosalia, Enchantress, Belle Washburn, White Wonder and an exhibition of seedlings in 25 varieties. These were in the variegated white and pink, gold and pink, and several new pinks and reds. R. F. Smith, the grower of these carnations at the Joy range, also has charge of the chrysanthemums and sweet peas, of which they will soon have an abundance. They also had handsome pot cyclamens, very large and beautiful. The McIntyre Floral Company had a very beautiful display. Large vases of fine Champ Weiland, Pink and White Killarney, Richmond, Ophelia, and a fine lot of carnations. Geny Bros. staged large pot primroses and Dutch hyacinths and ferns. Chas. Tritchler had pot Primula obconica and the English primrose. J. A. Peterson & Sons, of Cincinnati, had an exquisite exhibit of Lorraine begonias, from a delicate pink in color to a deep red, all grown to perfection.

Mrs. W. G. Stewart and Mrs. Kate M. Wells, both of Gallatin, were more interested in the horticultural society and the canning. M. Gross, of New York, representing a Cleveland supply house, was present. Lyon & Co., of New York, also had a representative present with an exquisite exhibit of chiffons and ribbons.

Mrs. S. W. Jettin, of Murfreesboro, who has a small range, was an interested attendant at the convention; also Mrs. W. F. Jagers, of the same city, with small houses, but doing well in the business.

J. C. Anderson, of Lebanon, who has glass to the amount of 15,000 feet, was present at the convention. He does a good business in that city.

M. C. D.

Rochester, N. Y.

FUNERAL ORDERS BULK OF BUSINESS.

Spring flowers are now taking the place of winter staples, among the offerings being daffodils, jonquils, tulips, sweet peas, yellow daisies, etc., and there are excellent carnations and roses. Easter lilies and callas are scarce. Violets are very plentiful, but there is no great demand for them. The call for flowering plants is exceptionally brisk for the season. Funeral work is the big factor at present.

NOTES.

J. B. Keller Sons are featuring attractive baskets and vases arranged with orchids and cyclamens which are unusual for their size of bloom and



Sold by Seedsmen From New York to California.

Hammond's Paint and Slug Shot Works, Beacon, N. Y.

Garland Greenhouses Stand The Test

Write for Catalogue

Garland Manufacturing Company

LOUIS WITTBOLD, President.

DES PLAINES, ILLINOIS

fine foliage. They were grown at the firm's greenhouses on South street.

H. E. Wilson is specializing in 12-inch hyacinth pans, arranged with basket handles and decorated with crepe tissue and chiffon.

John Hall has been elected secretary-treasurer for the twenty-ninth time of the Horticultural Society of Western New York.

Geo. T. Boucher has an unusually good display of St. Valentine's day specialties with receptacles for flowers.

Salter Bros. are featuring birch bark baskets filled with cyclamen which sell at \$1.

H. P. Neun is growing excellent cinerarias, azaleas and primroses.

CHESTER.

Louisville, Ky.

Following orders from the county fuel committee retail florists shops have been ordered closed on Mondays, no sales to be made on that day of flowers or designs. This has been quite a loss to the shops as the stores have to be kept heated to protect stock and in consequence no coal is saved to counteract the loss in business. The local trade are, however, cheerfully complying with the order. Necessary heat is permitted in greenhouses to prevent injury from freezing.

Coal in this city is to be had, provided you do your own hauling. It is almost impossible to get it delivered. Kentucky mine run sells at the yards for 23 2-5 cents per 100 pounds.

H. G. W.

ROSEVILLE, CALIF.—A. J. Weaver has moved from Berkeley, Calif., to a more commodious establishment on Rural Route No. 1, this city.

ULTIMATELY

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MAGIC



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When Ordering Fertilizer
Of Your Supply House.

WHY NOT DO IT NOW.

CHICAGO FEED & FERTILIZER CO.,
U. S. YARDS, CHICAGO.

Eastern Office

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SPLIT CARNATIONS



Easily mended.
No tools required with

PILLSBURY'S
CARNATION
STAPLE

The Original Patented
Article.

"They are all right; best on the market."

Baumer Bros.

"They are all that is claimed for them."

Geo. E. Lasher.

1,000 for 35c; 3,000 for \$1.00, postpaid.

I. L. PILLSBURY, Galesburg, Ill.

Fort Wayne, Ind.

COAL SITUATION AGAIN SERIOUS.

A heavy snowstorm and windstorm February 3 makes the outlook on present conditions darker than ever. The coal situation was extremely serious all last week, the emergency office having to be re-established. This condition was relieved to a considerable extent by the arrival of 74 car loads of coal in this city on Saturday, February 2. But the present snowstorm will probably tie up traffic to a great extent, and transportation difficulties are again predicted. There is almost no call for flowers for social uses, and corsage work is conspicuous by its absence. A small stray wedding now and then, is all there is doing in this line of work. The supply, as far as locally grown stock is concerned, is ample for all demands, but the shipping facilities are poor and undependable. Business during the month of January was certainly up to expectations. Funeral work was, of course, the chief backbone of the trade. The death rate in January has been high, and the call for flowers has been unprecedented. The severe weather, with heavy snows, has interfered greatly with the transient trade during the month.

NOTES.

Edgar Wenninghoff had his share of funeral work, with magnolia wreaths combined with lilies and roses, making up a prominent part. He is receiving some excellent bulbous stock from his greenhouses, which he devotes exclusively to pot plants.

W. J. & M. S. Vesey are feeling the effects of the lack of transportation facilities, as their business is largely wholesale. A fine lot of cattleyas, cypripediums, and other seasonable varieties of orchids are being cut daily at their greenhouses.

The Flick Floral Co. sent out four casket blankets last week, and report funeral work dominating the trade, with wreaths and sprays in the lead. They are showing some excellent spring stock, and fine azalea and heather plants.

A large amount of funeral work has been sent out from the Markey Bros. store. Their bulbous stock, both cut and pot, is meeting with a brisk demand, especially for hospital orders.

F. J. Knecht & Co. are cutting a fine lot of roses in spite of the severe weather. Their carnations are also holding up well under the existing unfavorable conditions.

A large number of funeral pieces were sent out by A. J. Lanternier. He is receiving some fine roses and bulbous stock from the greenhouses, as well as azaleas.

Owing to present unfavorable conditions, the February meeting of the florists' club has been postponed until next month.

H. K.

Kansas City, Mo.

SUPPLY CLEANS UP NICELY.

Due largely to the brisk demand for funeral work, stock in this market cleans up very well. Roses are plentiful and improved in quality and carnations are better, both in flower and stem. Sweet peas are also in good form. Lilies are plentiful. In the bulbous line, jonquils, Romans and yellow narcissi are seen in quantity daily. Prospects for St. Valentine's day sales are very encouraging.

NOTES.

The W. L. Rock Flower Co. has heavy cuts of carnations, but roses are slowing up. The call for stock in all lines is good and the force is kept busy with funeral and hospital orders.



THE RENOWNED FOOD FOR PLANTS.

MANUFACTURED BY

CLAY & SON, STRATFORD, LONDON, ENGLAND

GREENHOUSE GLASS

We are the largest manufacturers of Greenhouse Glass west of the Mississippi River and carry at all times an adequate stock to enable us to make immediate shipment of your requirements. Our glass is heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write us for prices.

Okmulgee Window Glass Co., Okmulgee, Okla.

Aetna Brand Tankage Fertilizer

is the best balanced fertilizer manufactured. It contains the ten salts constituting soil. It is giving satisfactory results wherever used.

Farmers' and Florists' Fertilizer Co.
809 Exchange Ave., Room 5. Tel. Drover 1932.
U. S. YARDS, CHICAGO, ILL.

The Florists' Hall Association

rate of insurance from Nov. 1st, 1917, to Nov. 1st, 1918, will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars address

JOHN G. ESLER, Secretary, Saddle River, N. J.

H. Kusik & Co. report one of the best January business records in the history of the firm. They are handling a fine line of stock in all seasonable varieties.

W. J. Barnes had a very good week of funeral business and numerous hospital orders. He is showing pot plants of begonias, cinerarias and azaleas.

The Geo. M. Kellogg Flower & Plant Co. are cutting heavily in carnations and sweet peas, but roses are slowing up.

T. J. Noll & Co. experienced a shortage in some lines, but in the main conditions are satisfactory.

A. Newell had a heavy week of funeral work with the call in other lines also good.

Charles Thomas reports excellent funeral orders and pot plant sales.

E. J. B.

Paterson, N. J.

Practically all of the retailers had orders for the funeral of the late United States Senator Hughes, which was held in the Episcopal church, February 2. The pall of cattleyas and violets and many fine designs were made up by Edward Sceery. He used up an immense stock of orchids, roses, lilies, and violets. One standing wreath from his store was ordered by the Passaic county, N. J., bar association. It was eight feet high, and many orchids, roses, lilies and violets were used in its arrangement. He also had orders from the Masonic, Elks and Moose lodges. Other fine designs noticed were made up by William Thurston, A. J. Vescelius and James Smith.

The thermometer registered 10 degrees below zero here on the morning of February 2.

A. F. F.

USE WIZARD BRAND
TRADE MARK
CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

The Pulverized Manure Co.
No. 32 Union Stock Yards, Chicago.

Mention the American Florist when writing

Aphine
The Insecticide that kills plant Lice of many species

The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.
Quart, \$1.00 Gallon, \$2.50

FUNGINE.
For mildew, rust and other blights affecting flowers, fruits and vegetables.
Quart, \$1.00 Gallon, \$3.50

VERMINE.
For eel worms, angle worms and other worms working in the soil.
Quart, \$1.00 Gallon, \$3.00

Sold by Dealers,
APHINE MANUFACTURING COMPANY
MADISON, N. J.

Mention the American Florist when writing.

Established 1765

Incorporated 1904

HEWS STRONG RED POROUS POTS

POT MAKERS FOR A CENTURY AND A HALF.

Standard, Azalea, Bulb, Orchid, Fern, Hanging, Embossed, Rose, Carnation, Palm, Cyclamen, Cut Flower, Special Shapes to Order, Chicken Founts, Pigeon Nests, Bean Pots, Etc.

WORLD'S LARGEST MANUFACTURERS.

A. H. HEWS & Co., Inc., Cambridge, Mass.

WAREHOUSES:

Cambridge, Mass.

New York, N. Y.

Mention the American Florist when writing

Syracuse Red Pots Standard Pots

Azalea, or three-quarter
Pots. Pans, or half Pots

SYRACUSE POTTERY

L. Breitshwerth, Prop.
711-713 E. Division Street

Syracuse, - - N. Y.

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REED & KELLER, 122 W. 25th St., NEW YORK. FLORISTS' SUPPLIES

We manufacture all our
Metal Designs, Baskets, Wire Work
and Novelties, and are dealers in
Glassware, Pottery, Decorative Greens
and Florists' Requisites.

Mention the American Florist when writing

The Regan Printing House LARGE RUNS OF CATALOGUES

—OUR SPECIALTY—
WRITE FOR PRICES
523 Plymouth Ct., Chicago

Mention the American Florist when writing

Trade Directory

OF THE

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Price \$3.00, postpaid

AMERICAN FLORIST CO.
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GREENHOUSE LUMBER

LOCKLAND LUMBER CO., Lockland, O.

1866-1918

"ALL-HEART" CYPRESS
WORKED TO SHAPES.

HOTBED SASH.

PECKY CYPRESS.

SQUARE RED CEDAR POSTS.

Mention the American Florist when writing

DREER'S "RIVERTON SPECIAL" Plant Tubs



No.	Diam.	Ea.	Doz.	100
10	20 in.	\$2.75	\$30.00	\$230.00
20	18 in.	2.25	24.00	190.00
30	16 in.	1.75	19.00	152.00
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50	12 in.	1.00	1.00	88.00
60	10 in.	.70	7.75	62.00
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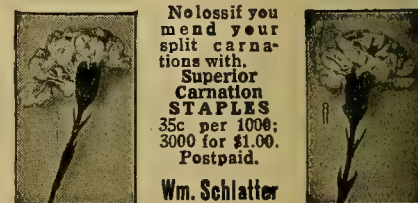


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THE AMERICAN FLORIST



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Vol. L.

CHICAGO AND NEW YORK, FEBRUARY 16, 1918.

No. 1550

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SUGGESTIONS FOR PLANT GROWERS.

Early Annuals.

During the warm days of June the carnations deteriorate very rapidly and there is often a great need for some flower to take their place, and an early bench of asters is a great boon at such a time, especially for those who have a good call for funeral work. Seed planted during February and grown in pots or flats until after Easter can be then transplanted to the benches in which the Easter crops are grown and they will be in bloom at the time when most desired. A good strain of early flowering varieties, either Comet or Victoria, should be selected and with good care a paying crop is assured. A sowing of candytuft by March 1 will also produce plants that can be benched after Easter in the same manner and a good cut for Memorial day be had. The strains of White Giant candytuft now offered make splendid spikes for the filling in of sprays at that great flower day. There are many annuals that can be grown for early spring blooming that are greatly appreciated by the trade, among which might be mentioned calendulas, nasturtiums, scabiosa, sweet sultans and bachelor's buttons.

Dahlias.

The forcing of early dahlias has been practiced successfully by growers the last few years, and roots started at this time will produce flowers for Memorial day and during June. A good deep bench, in a house not too warm, should be selected, and while the plants are great feeders in the open ground, it is better not to have the soil too rich in the houses, for the plants grow very tall inside, and with a rich soil make a strong, rampant growth, which will not bloom as early. They can be fed when the buds begin to form by giving them a mulch of half-decayed manure, which will materially assist the flowering and also provide a covering that will prevent evaporation. They will require

but little attention except that long, strong stakes will be necessary to keep the plants growing erect, to which they should be firmly tied, and then disbudded to produce the better blooms. Any varieties of which it is desired to increase the stock can be planted in the house and the young growths made into cuttings, which root easily at this time.

Marguerites.

As the warm days of spring approach the marguerite plants will bloom profusely and those in pots will have, to a great extent, exhausted the plant food in the soil, so to keep up the size of the flower and length of stem watering with liquid manure will be necessary. Liquid cow manure can be safely used in frequent waterings with no danger of any injury if the plants are in a healthy condition. The flowers should be cut daily and placed in water; they will keep much longer than if allowed to remain on the plants, where they quickly fade if not picked when the warm spring days come on. This should be prevented, for it not only gives the plant an untidy appearance but takes the strength of the plants and the following flowers are often much shorter in stem. A few well bloomed plants are very decorative at Easter, especially in churches, where they make a splendid showing. Propagation for next year's stock should now be carried on; the cuttings root easily and there are plenty to be obtained at this time. As soon as rooted they should be grown on in good soil, and to secure the best results another year given the best of culture.

Cannas.

One of the most decorative beds for summer, especially if it is of large size, is a bed of blooming cannas, for they are very showy and will bloom throughout the summer until frost cuts them down, and the varieties have been greatly improved during the last decade. To make the best

showing the plants should be started early enough to have good strong stock at bedding-out time in May and June. The plants should be started by March 1 and now is the time to procure stock of varieties of which the grower is short or which he has not on hand. The clumps when removed from the winter storage should have all the old soil shaken off, the dried up stalk and roots cut away. They are then cut up into small pieces and if the stock is plentiful two or three eyes can be left to each piece, but where stock is short they are cut up to single eyes, although with single eyes many weak plants will be introduced. Often the clumps have started into growth and where this has happened the eyes should be sorted, those already started being planted together and the dormant eyes by themselves. Have boxes all ready and place an inch of soil on the bottom and then place the divisions on this closely together and cover with light, sifted soil and then water thoroughly. Keep the varieties separate and properly labeled, each box to contain but one variety and the name plainly marked on the box, for labels are often lost or misplaced. Place the boxes in a warm location—where hot water heating is used they can be placed on the return pipes. In two or three weeks the plants will have made sufficient roots to be placed in 3½ or 4-inch pots, when they can be grown on in a house with a temperature of 50° to 60°. In planting cannas outside it should always be remembered that they are very tender and should not be set out until all danger of late frost is past.

The Hirsch Agricultural School.

In 1880, Baron de Hirsch founded an agricultural school at Woodbine, Cape May county, New Jersey, which was named in his honor. Five hundred acres of ground were purchased, on which were erected school buildings, dormitories, greenhouses, farm and dairy structures, barns, etc. The instruction was made as near practicable as possible, the work on the farm in all its branches being done by the students. There was a large palm house or conservatory, 80x80 feet, from which were two wings, 28x100 feet, one other 25x150 and 25x140 feet, respectively. There were also two fruit houses, 18x75 feet.

While every effort was made to make this work a success, the management was greatly handicapped by the sterility of the soil, which was for the most part sand and covered with scrub pine. There was a vineyard of 14 acres, from which considerable fruit was taken. Corn, sweet potatoes and melons also did fairly well. It has been found, however, to be too expensive to keep the land up and the institution is to be moved to Peekskill, N. Y., where new buildings are being erected. The greenhouses, which are, for the most part, in good condition, are for sale. The manager, F. C. Tesan, said that on account of the scarcity of coal and the urgent needs of the school buildings and dormitories, they had been obliged to let the greenhouses freeze up after disposing of as much stock as they could. As much land as is desired will be sold with the houses.

This is a very laudable enterprise, founded by Baron de Hirsch to assist young emigrants of his race and take them from the crowded sections of the large cities, to which they gravitated, particularly that of New York.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Washington's Birthday.

The 22nd of February is not of great importance as a floral holiday, but it presents an opportunity for decorative effect likely to attract attention and call forth favorable comment that has good advertising value. There is also considerable trade which may be worked up if the patriotic features and national colors of flowers are kept to the front. A good sized plaster bust of the Father of His Country may be

IMPORTANT

THIS PLANT left our store in perfect condition.

If, upon arrival, the pot should be broken or plant otherwise damaged, notify us, AT ONCE. No claim considered unless we are notified immediately upon receipt of plant. While we are anxious and willing to assist you in caring for same by giving you the benefit of our years of experience, the atmospheric conditions and care they receive are so varied in different homes, that we cannot guarantee them.

PENN, The Florist

Plant Tag.

Used by Penn, The Florist, Boston, Mass., to Overcome Complaints After Delivery in Good Condition.

purchased in any large city for from \$2.50 to \$5. This, if carefully put away after each celebration, will last for a long time. With this as the central idea, there are many ways in which the window can be attractively decorated to carry out the patriotic

idea of the day. Drape a good sized flag over a three or four foot pedestal, depending on the height of the floor of the window from the street. Place the bust in the middle of the field of stars on top of the pedestal. A large oval wreath of bronze magnolia leaves may enclose the bust as in a frame. A wreath of good sized sago leaves is also suitable for the same purpose. A large gilt picture frame, in which the bust is placed, with a dark velvet background illuminated with a concealed top light and draped with the flag, is also striking. Ferns and palms should then be arranged to give an artistic finish. A few small baskets of red, white and blue flowers tied with miniature flags or tri-color ribbons, with a small hatchet at the bow, may also be displayed to advantage. The fable of the ax and the cherry tree has, by long usage, become associated with the observance of the day and bobs up serenely each year. Jerusalem cherries in pots tied with tri-color ribbons carry out the idea, and an opportunity is presented to work off the left-over stock standing about the houses since Christmas.

The store man can get busy and make up a dozen or two of good small sized counterfeit trees, from selected twiggy branches, on which are wired artificial leaves and cherries. When placed in a six-inch pot, these answer the purpose very well. A hatchet, tied to the trunk of the tree with tri-colored ribbon, gives the necessary finish. Cut flower boxes are given a patriotic flavor by the addition, on the lid, of a branch on which are wired a few leaves and cherries, this to be tied with a hatchet and miniature flag or tri-color ribbons. Empty boxes trimmed and tied up as if ready for delivery make good window ornaments.

There are a number of candy box conceits, one of which—an ax with a hollow handle filled with candy—can be tied with red and white carnations and violets or cornflowers and tri-color ribbon—makes a salable novelty.

The day is celebrated by clubs and patriotic societies with banquets and in many private homes with gatherings of friends at dinner, at all of which



WASHINGTON'S BIRTHDAY SPECIALTIES.

Cut Flower Box with Spray of Cherries.

there are more or less decorations in which the national colors predominate. The inevitable cherry tree, sometimes of large proportions, with branches extending over the heads of the seated guests, in elaborate affairs, is a feature in most of the decorations. Plateaus or low pans of red, white and blue hyacinths are effective. Corsages for the ladies of red and white roses with cornflowers or violets and tied with tri-color ribbon are appropriate, with a red and white carnation and cornflower for the boutonnieres.

Next Week in the Flower Shop.

With St. Valentine's day out of the way, all the unsold boxes and special novelties should be carefully wrapped or boxed and packed away to be brought out next season. Far too often such goods are left standing about until so shopworn that they are unsalable.

The first week of the Lenten season is generally quiet, but as there has been so little social activity this season, the change will scarcely be noticed. One cannot go wrong in keeping spring flowers to the front at this time. Daffodils are now at their height. A daffodil special for the week end, if well advertised, should be productive of good business. Customers may come in just to get a few but the alert salesman will, with the inviting material at hand, get his customers interested and they carry off something in addition, costing perhaps twice the price of the original purchase.

The well arranged store, with all leading stocks featured in the order of their importance, will make many more sales than if these special efforts were not made. A jar of pussy willows has a decorative effect, but they do not say "take me." If done up in bunches of a dozen or half dozen sprays, particularly wrapped in wax paper and placed in a bowl not too closely together, with a price card, they are at once salable.

Daffodils and tulips, in bunches of one dozen, will be found more salable if displayed in this way. A special in sweet peas is also timely. They will be a great factor for the next two months. Arranged in the tumbler baskets, with a bit of ribbon on the handle, they are attractive and quick moving items. A good supply of bulbous stock in pots and pans, with crepe paper coverings, and a fibre ribbon touch of color, should be carried at this season.

Plan for a Washington's birthday window. There is considerable entertaining on this holiday, and if an earnest bid is made for the business, it is likely to come your way.

Work up a trade in plant baskets by keeping a few in stock. They are always attractive, and even if not sold, earn their keep or cost in the decorative effect they give the store, in addition to their cumulative advertising value.

A good advertising feature is a printed single leaflet, calling attention to a special sale, or simply a list of the flowers now in stock, and an invitation to call and inspect them. This should be inclosed in every package wrapped up or sent from the store. It is inexpensive and costs nothing for delivery.



WASHINGTON'S BIRTHDAY SPECIALTIES.

Miniature Cherry Tree.

Plant Tags.

The accompanying illustration is of a tag that is attached to every plant that leaves the establishment of Penn. The Florist, Boston, Mass., and which has accomplished excellent results in overcoming difficulties which have doubtless occurred to florists in various parts of the country, namely, plants being delivered from the store in perfect condition and at a time when they are not apt to suffer from being chilled, but which were a week or so later reported as being frozen and received in that condition, which while unjust, is a hard matter to adjust and one which cannot at the same time be ignored. In calling attention to the necessity of making immediate report, as suggested on the tag, much dissatisfaction can be eliminated and full confidence between the customer and the store maintained.

Violets at Rhinebeck, N. Y.

The unprecedented weather after Christmas caught many growers without coal enough to save their plants, with the result that the water had to

be withdrawn from the heating systems and a number of houses closed up. All growers suffered to a greater or less extent from frozen plants, but violets will stand this condition for a certain period, although it shortens the stems and checks the growth if continued for any length of time. With the continuance of cold weather throughout January, with nothing but green wood available for fuel, the plants have had little chance to recover and set new growth as they should as the days commence to lengthen. Snow or frost has been on the glass almost continuously for a month as it would be disastrous to the stock to run in enough heat to clear it in such severe weather. In a way, these conditions have brought about some good results in holding back the cut through January when the demand has not been strong, due to both the severe weather and war conditions. All are now looking forward, however, to a good St. Valentine's day demand and advance orders are beginning to come in satisfactorily. If favored with good weather during the coming two weeks, there will be a good crop for those who were fortunate in having fuel to save their plants.

With labor, coal and everything used in the industry at double former prices, very few, if any, of the growers have "broke even," figuring from May 1, which is the starting and finishing point of the violet season, and many who have not so far given up, will not start their houses for another season. The fuel administrator and dealers here have done their utmost to divide up the coal and save the violet industry, which is the backbone of the town. They have warned the farmers and others having available wood, to prepare for next winter as fuel conditions are expected to be as bad, if not worse, and as green wood gives only 60 per cent of heat as compared with that which is dry, it should be cut well in advance.

J. H. S.

THE CARNATION.

Carnation Features at Boston Show.

The seedlings and novelties exhibited at the annual exhibition of the American Carnation Society at Boston, Mass., January 30-31, were not as numerous as at some of the former exhibitions of this society, but the quality was of a very high grade, three of the varieties scoring 90 points or more, and several others getting very close up to this high score.

The Cottage Gardens Co., Queens, N. Y., won the Fred Dörner memorial gold medal with the white variety, Crystal White, scoring 92 points. This flower has every qualification of the highest type of the present day carnation. It is pure in color, the largest size, fine in form and the blooms are carried on long stiff stems. Seedling No. 809, also from the Cottage Gardens Co., is a fine clear yellow, which scored 90 points—very high scoring for a yellow seedling. It is a large-sized flower, pure in color and has a good stem. The Cottage Gardens Co. also exhibited a crimson seedling, No. 701. It is a fine large flower, but the judges considered it a little too dark in color and scored it 84 points.

The largest number of seedlings were exhibited by S. J. Goddard, Framingham, Mass., for Fred Dörner & Sons Co., Lafayette, Ind., the most prominent being the variety, Laddie, which won the American Carnation Society's gold medal, scoring 92 points. It is a deep salmon pink, a very beautiful flower of the largest size, good calyx and the best of stem. A bench of this variety, seen growing at Mr. Goddard's greenhouses showed the plant to be a vigorous grower and very productive for so large a flower, the bench being a mass of fine buds and blooms. Other very fine Dörner varieties shown were: No. 119 (12)—A light, flesh pink; scored 86 points; a very fine color and has the appearance of being a good producer. It is not as large a flower as some of the others, but fully up to the standard, commercial size. No. 167 (12)—One of the brightest scarlets in the show; scored 88 points; looks to be a fine acquisition in this color. As seen growing at S. J. Goddard's, it is very productive.

W. D. Howard, Milford, Mass., exhibited a crimson variety, named Bernice, which won first prize in the class calling for 100 blooms of this color. This is a very fine bright variety with enough scarlet in the color to live up to the crimson.

C. Warburton, Fall River, Mass., exhibited two scarlet seedlings under number for preliminary certificates. Both are very promising looking, bright in color, of good size, with lots of substance and fine stems.

A. A. Pembroke, Beverly, Mass., has a very promising white variety in his sport of Benora, named White Benora. It is a very pure, white flower of excellent form and substance.

Strout's, Biddeford, Me., staged two fine white varieties, named White Delight, a white sport of Pink Delight, and Snow White, a very free flowering, pure white variety which originated at the Mount Greenwood Cemetery greenhouses, Morgan Park, Chicago.

Littlefield & Wyman, North Abington, Mass., staged a very deep flaked variety on the order of the old Prosperity, but of smaller size, named Eastern Beauty. It is a very showy flower, especially for decorative work.

Baur & Steinkamp, Indianapolis, Ind., have a very promising looking



Carl Hagenburger, Mentor, O.

Vice-President Elect Amer. Carnation Society.

variety in their No. 414, pink. A large vase of it showed up well throughout the show, after traveling from that city.

The outstanding feature of the displays at the Boston exhibition was the average high quality of all the flowers and the complete range of colors. The extremes of colors in pink was well represented as were the scarlet, crimson, variegated and the white and yellow.

The following growers' blooms were fine: S. J. Goddard, Wm. Sim, W. D. Howard, Cottage Gardens Co., J. E. Nelson, Wm. Nicholson, A. A. Pembroke, Ernest Saunders, A. H. Knight, Strout's, and Littlefield & Wyman.

C. W. JOHNSON.

Kansas City, Mo.

MARKET FAR FROM SATISFACTORY.

The market has been very unsatisfactory, with conditions one-sided as far as local buyers were concerned. Carnations are the most plentiful stock, being seen in larger numbers than at any time since last spring. Roses are high in price, but the quality is excellent. Bulbous stock is coming in freely, but there is not enough of it to meet all requirements. Sweet peas are more plentiful and of better color.

NOTES.

The usual decorations in the stores for Easter and spring openings will be missed by the florists this year, it having been decided by most of the dry goods establishments to forego this feature this year.

W. J. Barnes had a good week of hospital orders and funeral work. Cineraria sales were exceptionally heavy. He is now cutting large quantities of carnations and narcissi.

A. F. Barbe reports a big crop of roses and carnations; also bulbous stock. He will soon start digging an oil well on his ground to supply fuel for next winter.

H. Kusik & Co. say they have never had such a brisk call for ferns. Carnations are plentiful, but the rose supply is falling off. Sweet peas are plentiful here.

During the recent fire in an adjoining building, Samuel Murray suffered loss by water in his basement, which damaged his stock of flower boxes.

T. J. Noll & Co. report extra heavy carnation sales. Roses are none too plentiful, and there is a heavy call for sweet peas and violets.

Ed Humfeld has a good stock of lilies and bulbous stock coming on for Easter.

John Stevens is bringing in large quantities of good carnations.

E. J. B.

Toledo.

BUSINESS RATHER QUIET.

What with the uncertainty caused by the closing order, blizzards retarding express shipments, war talk, etc., it is scarcely to be wondered at that florists who deal in what is to a great extent considered a luxury, should feel the effects in diminished business. Retailers here are now closing on Mondays after two weeks on which they remained open on that day. The loss of trade is, of course, considerable. However, most of them are pocketing the loss cheerfully and are using this day to catch up with necessary office work that easily slips by at other times. The market conditions are as favorable as could be expected and cut flowers are adequate to present needs. Carnations are plentiful and of good quality. Roses are sufficient to meet demand and of fair quality. Daffodils are coming in stronger. Bulbous stock is in fine condition and is much used for gifts to the sick and often for funeral work.

COAL SITUATION.

Growers of this city have been exceedingly fortunate during the long cold spell in getting coal, due in a great measure to the fact that this city is the gateway to the east and the west of tremendous shipments. Thus, while there has been a narrow margin at times, there have been no serious losses. Krueger Brothers, large growers of the east side, went so far in preparation as to purchase a coal mine, but have had difficulty in getting cars. The present mild weather, if it continues, will relieve the situation.

NOTES.

A. E. Warning started a very modest little floral establishment a few years ago on Broadway in a populous suburban district and, through dint of hard work and by giving his patrons satisfaction in floral service, now enjoys a very prosperous business. Trade is a little quiet now, but Mr. Warning looks forward to a lively spring demand.

Frank Schramm and Arthur C. Kneiel have returned from a two weeks' trip in northern Michigan, where they encountered nothing but blizzards and mountainous snow. Schramm Brothers are exhibiting their new delivery car at the auto show, giving them desirable publicity.

The Helmar Flower Shop, on Madison avenue, is pulling hard for a big St. Valentine's day business, and to call this day to the attention of the passers-

by, has put in a very attractive window display. The business of this progressive flower shop is growing nicely.

Robert Schramm, son of Frank Schramm, of Schramm Brothers, is recovering from a double attack of typhoid fever and pneumonia, which for a time threatened his life.

A. C. K.

Albany.

CLUB MEETING.

Discussions on a special meeting to be held Thursday evening, March 21, were a feature of the February meeting of the florists' club. It was decided to start at the March meeting, a

tention to the special features of interest to florists during the farmers' week programme at Ithaca, February 11-16. Private Christie, a member of the club, wrote from Camp Devens, Massachusetts, to thank the members for a box of cigars sent to him during the holidays. Three applications for membership were received and held over to be acted upon at the next meeting.

Following the adjournment, the members took note of an exhibit of plants and flowers staged under the direction of the special committee, William Newport, chairman. Among the displays was a vase of seedling carnations, red, from the grower, E. A. Richards, Sunny Dell Greenhouses, Green-

One of the neatest booklets issued by a local florist, is an eight-page article on "Wedding Etiquette," which is being distributed by William C. Gloeckner, 97 State street, to his customers. The subject is divided into paragraphs which deal fully and concisely with such details as the license, the ring, flowers and decorations, conveyances, gifts, rehearsal, the clergyman's fee, stationery, the order of the ceremony, after the ceremony, and going away.

R. D.

Cincinnati.

MARKET CLEANS UP FAIRLY WELL.

Business is fairly good. The demand is strong and active, and while it does not manage to take up all receipts, still it generally manages to clean them up fairly well. The supply of flowers peculiarly appropriate to St. Valentine's day this week is excellent. American Beauties of all sizes are in a supply that is fairly good. Other roses are still somewhat scarce, but with the warmer weather and sunshine that is at hand they should be much more plentiful during the coming fortnight than they have been during the past several weeks. Carnations are in a good supply. Lilies are plentiful, while callas and rubrum are each in a fair supply. Sweet peas are excellent and are fairly plentiful. The supply of Paper White narcissus is so large that it is impossible to move all, and many go to waste. Other bulbous stock, including tulips, daffodils, freesias, Dutch hyacinths and Poeticus, is proving good property. Other offerings are stevias, calendulas, baby primroses, forget-me-nots and violets.

NOTES.

Peter Weiland has been getting in excellent crops of callas that are cleaning up readily from day to day.

Frank & Sons, of Portland, Ind., are shipping some excellent Ophelia and Ward roses into the market.

P. J. Olinger has an excellent cut of flowers, particularly red carnations for St. Valentine's day.

Visitors: Julius Dilloff, representing Schloss Bros., New York; Horace Cheesman, representing A. Ward & Co., New York; W. J. Cox, representing the Sefton Manufacturing Co., Chicago, and M. O. Selby, Middletown, O.

H.



AMERICAN CARNATION SOCIETY'S SHOW AT BOSTON, MASS., JANUARY 30-31.

A. A. Pembroke's Elizabeth, Dark Sport of Benora.

campaign for the use of window boxes in the city, especially in the downtown business and hotel section. Samples of window boxes will be sought for display at the meeting, together with prices. In connection with the window boxes display, there will be an exhibition of flowers and plants by some of the local growers. The special committee in charge of the meeting is made up of F. A. Danker, George E. Nagengast, Jr., Edward P. Tracey and P. A. Yauch.

At the meeting, Edward P. Tracey reported that members of the club had ordered 3,500 St. Valentine's day posters, 3,500 Mothers' day posters, and 79 large St. Valentine's day and Mothers' day posters from the advertising committee of the Chicago Florists' Club. With the exception of the large Mothers' day posters all have been received and distributed. A copy of the Saturday Evening Post of February 9 was passed among the members to show the page advertisement inserted by the national publicity committee of the S. A. F. to promote the sale of flowers on St. Valentine's day and during the month of February. The advertisement received favorable comment, and a suggestion on the part of some that it would be still more impressive if printed in colors. Thomas F. Tracey reported that one of the members of the club died, February 4, John O. Graham, of Little Falls, who joined the club last August. Mr. Graham suffered a stroke of apoplexy. The club contributed a wreath for his funeral.

Communications were read from Prof. E. A. White, of Cornell University, and Private William Christie, of the Three Hundred Third Infantry, National Army. Prof. White called at-

field, Mass. Mr. Richards described the variety as, not a fancy one, but fine under all conditions and entitled to be called a bread and butter producer. George E. Nagengast, Jr., of this city, showed some choice specimens of cyclamens which called forth enthusiastic comment. James A. Reynolds, of Troy, had on view a new carnation, red, which he wrote was a sport of Benora.



AMERICAN CARNATION SOCIETY'S SHOW AT BOSTON, MASS., JANUARY 30-31.

Cottage Gardens Co.'s New Yellow Seedling No. 104.

Toronto, Ont.

SEVERE WEATHER A HANDICAP.

Severe weather conditions have handicapped the local florists to a considerable extent. For on a number of days it has been impossible to ship goods, owing to the cancelling of a number of the trains, so that a large part of the stock that arrives sometimes after 24 to 36 hours' delay, is not of much use. Acting upon the instructions of the fuel controller, all florists were closed February 9-11 and not a flower was sold in this city on

which are allowed to remain open, sell of the drug, fruit and grocery stores, cut flowers, and we ask you to prohibit the sale by these stores of cut flowers, as we the florists do not think it just that our special lines should be sold by these stores when we have to remain closed." In answer we received a telegram that the sale of flowers would be prohibited to all.

The coal situation does not improve; in fact, each day gets worse, and there are some close calls when anything that is burnable is used. Some of the industrial plants have come to the res-

Milwaukee.

BUSINESS OUTLOOK PROMISING.

There was not a great deal of difference in market conditions last week to that of the week previous. The continued shortage of roses is still on and the other lines of cut flowers are reaping the benefits. Due to more favorable growing conditions, the supply of cut flowers is on the increase, but at no time was there danger of an over supply of good stock. These conditions, too, are welcomed, inasmuch as the supply for St. Valentine's day will be heavier than anticipated. While February 3 proved to be the coldest day of this winter, the weather began to moderate on the evening of February 5, and continued so throughout the week, the thermometer reaching the 45° above mark, February 11. The sun was out all day, and it certainly was a sure sign that spring cannot be far off.

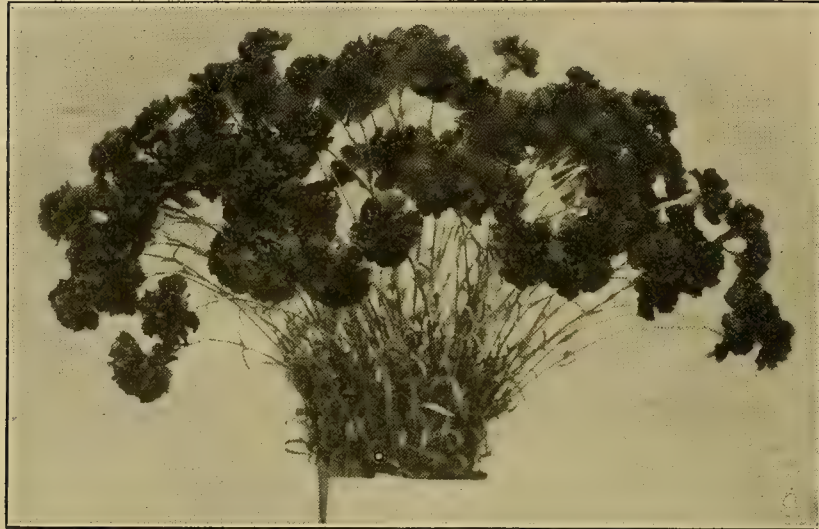
NOTES.

The regular club meeting, February 7, with President Kennedy in the chair, was well attended. Chas. E. Dettmann, of A. M. Dettmann & Son, 417 Auer avenue, was elected to membership. Those present, being in a patriotic mood, voted to use half of the club's cash to purchase thrift stamps. The committee, consisting of C. C. Pollworth, Fred H. Holton and Wm. C. Zimmermann, called on the trade in behalf of the local thrift stamp campaign. The Florists' Advertising Association, which was formed September 6, 1917, began to levy the proper percentage on all flowers bought and consigned through the wholesale houses in February and will continue for the remainder of the season. The first task of this community advertising in the local press will be for St. Valentine's day.

The state fair committee of the local club is now working out plans by which the arrangement of the horticultural building will present a most artistic view and not all straight lines as in the past.

Nic. Zweifel was a Chicago visitor on Monday, and again on Saturday night and Sunday.

E. O.



AMERICAN CARNATION SOCIETY'S SHOW AT BOSTON, MASS., JANUARY 30-31.

W. D. Howard's Bernice, First Prize Crimson.

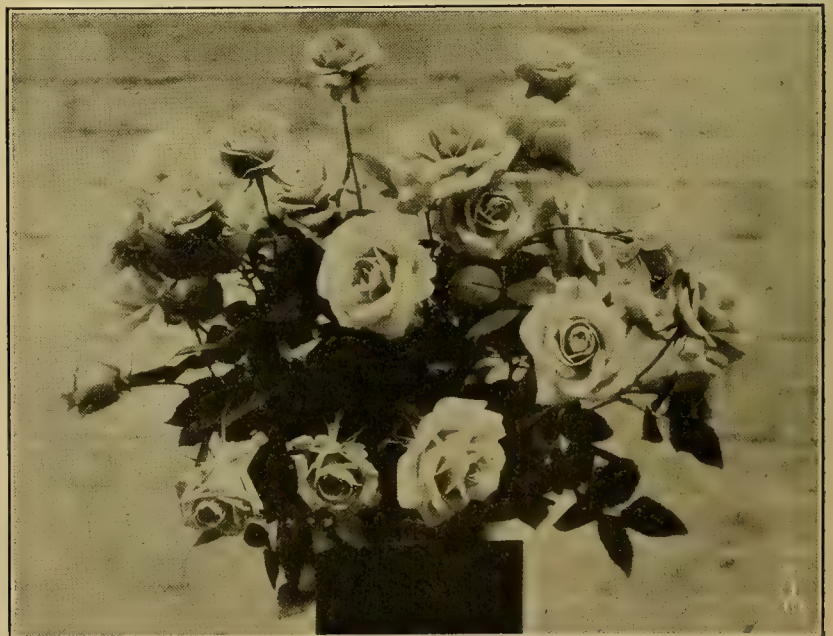
those days. The closing of the stores on Saturday caused us to lose a lot of business, for many people, wanting to use flowers on Monday, would not take a chance on having them delivered on Friday, and, as there was a possibility of a \$5,000 fine or six months in jail for making a sale, no one was willing to take the risk, even if his patriotic feeling was not strong enough. Stock is becoming more plentiful in the market, but roses still keep up to the near holiday figures. Some complaint is heard that the retailers do not buy enough of the No. 1 stock. When they have to pay \$20 per 100 for it, you can easily find the reason. Carnations are still listed at \$5 for No. 1 stock, but quite a number of the growers are not keeping to these prices to make sales. Orchids, violets, sweet peas and bulbous stocks are all fairly plentiful, so that the market lacks little.

The retail florists' association held a patriotic dance in the Metropolitan assembly rooms, and about 120 turned out to a most enjoyable evening. Cards were also indulged in and all had a good time. These social features have a way of bringing out the members, and from this good fellowship and organization, more good will result. As an instance of one of the benefits from sticking together, some of the stores here who handle other goods besides flowers, said they would not be bound by the fuel controller's order, as they would be allowed to remain open to sell their special lines and would also sell flowers. The following telegram was forwarded to Ottawa: "We, the Toronto Retail Florists, in executive meeting, assure you of our earnest co-operation in the closing of places of business on Saturday, Sunday and Monday, February 9-11, but would call to your attention that many

cue on a number of occasions, and as high as \$12.50 is paid a ton for soft coal, so that there will not be much margin left.

The gardeners' and florists' association held a social evening at St. George hall, February 6. A minstrel show was the drawing card, and 225 members and friends accepted the invitation.

H. G. D.



AMERICAN CARNATION SOCIETY'S SHOW AT BOSTON, MASS., JANUARY 30-31.

Dailledouze Bros.' Vase of Ophelia Suprême Roses.

Rochester, N. Y.

SEVERE WEATHER HURTS BUSINESS.

Severe winter weather, with the temperature 10 below zero, has caused business depression, with shipments badly frozen. The weather has moderated, however, with considerable sunshine. Roses, especially reds, are limited in supply, but the quality of Francis Scott Key, Hoosier Beauty and American Beauty is very good. Cecile Brunner is more plentiful, but the call is not very brisk. Carnations are seen in generous numbers and the stock is good. The supply of reds is short, however. There are good stocks of Easter and calla lilies, mignonette, freesias, cornflowers and yellow daisies. Violets are hard to get in good condition owing to shipping difficulties. A few sweet peas are being received.

NOTES.

At the first meeting of the creditors of Frank R. Bohnke, 84 Miller street, in proceedings in bankruptcy, George B. Draper was appointed trustee. The principal assets are represented by 15,000 early flowering bulbs, and since all have been planted the trustee will have the task of keeping them from freezing until marketable.

Two radiators at the store of H. E. Wilson burst February 10, due to the cold weather, resulted in some frozen stock and suspension of business for a few hours followed.

Max, The Florist, has been returned from Camp Gordon, on account of a weak arm and will open a store a few doors from his former place of business.

Mrs. Alma Keys has given up her store on Central avenue, it not proving a profitable venture.

Geo. B. Hart has installed an electric air brush for applying color to baskets, etc.

Salter Bros. are making a specialty of cocos and fine specimen holly ferns.

CHESTER.

St. Louis.

TRADE SHOWS IMPROVEMENT.

The past week showed improvement in the local market. Stock was a little easier and business showed some energy. Roses of all kinds are a little more plentiful. Ophelia and Russell are the best stock. Some very good Killarneys are also seen, particularly White Killarney. Sweet peas are beginning to arrive in quantities, and prices have dropped accordingly. Carnations have improved with the bright weather. Violets are in good supply and evidently will be for St. Valentine's day. Bulbous stock, such as narcissi, jonquils and tulips, are plentiful but the colored does not move so well. Lily of the valley is scarce, but orchids are in good supply. In novelties, the market is well supplied with calendulas, cut primroses, myosotis and daisies. Greens of all kinds are fairly plentiful, with the exception of southern smilax.

NOTES.

The local street car strike cut in quite heavily in the downtown retail florists' business last week. The outlying florists did not feel it so much, because most of their business is more or less over the telephone. However, everybody was glad to see it end so quickly, as it did not do the business any good.

W. A. Rowe is cutting very heavy in calendulas and yellow daisies. These should have a good call for St. Valentine's day as they combine very nicely with violets in boxes. Windler Wholesale Floral Co. handles the consignments.

D. S. Geddis, of the St. Louis Wholesale Cut Flower Co., states quite a

number of big orders for orchids are booked. They are also handling some very nice Russell and Ophelia from the Miligan establishment.

W. J. Pilcher's wife is at the St. Mary's infirmary where she underwent an operation February 9. Mr. Pilcher states she is doing very nicely, and he expects she will be out again within a couple of weeks.

Quite a few of the local retail florists have taken the cue and are connecting their local advertising up with the national publicity campaign. This sort of advertising should show results.

H. G. Berning and C. A. Kuehn, wholesale florists, are getting in some extra quality carnations. A number of their growers are prize carnation growers.

W. C. Smith Wholesale Floral Co. expects to have a big cut of violets this week, as some of the biggest violet growers are among their consignors.

Visitors: J. J. Karins of H. A. Dreer, Philadelphia, and T. D. Long of Vaughan's Seed Store, Chicago.

J. W.

Pittsburgh.

TRANSPORTATION DELAYS CAUSE TROUBLE.

In spite of cold weather, delays in shipments and other conditions, business has been fairly good. The wholesale houses have been especially handicapped in getting stock and making shipments, incoming supplies being from 12 to 24 hours late in some cases, meaning a long day's work for what could generally be accomplished in four or five hours. Roses are scarce, but the prospects for a good crop are fair. Carnations are still up in price, the best bringing \$4 and \$5 per 100. American Beauty sells fairly well and a good supply is received daily. The demand for sweet peas is exceptionally brisk and the quality excellent. Yellow daisies, freesias, daffodils, Paper Whites, snapdragons and some fine *Primula obconica* are seen in the market.

CLUB MEETING.

The meeting of the florists' club was held in its new location in the basement of the North Side Carnegie library on the night of February 5, and in spite of a biting northwest wind, with zero temperature, there was a large and enthusiastic attendance and the exhibition tables were a blaze of color. "Such perfect specimens of well flowered cyclamens were never before on our tables," said the oldest member. These, together with several well-grown, well-flowered *Primula obconica* came from the greenhouses on the old Campmeeting road, Leetsdale, Pa. Some carnation seedlings from Sewickley Heights were favorably commented on, and also a double spotted flower of the "Lily of the Nile" from Dixmont. The feature of the tables was a vase of the best *Nemesia strumosa* Suttonii ever seen in Pittsburgh. Gorgeous, red, orange and yellow beauties on 30-inch stems, with 12 to 14 blooms, and many of these measuring one and one-half inches across. Murphy says: "They are as easy to grow as snapdragon, and their keeping qualities as cut flowers are O. K." The *nemesias* came from "Oakledge," Sewickley Heights, as did also some splendid East Lottier stocks. A new plantsman in the Pittsburgh market, H. Wray, from Cambria, Ohio, staged some very good *Primula obconica*. It was election night, and the veteran officers were all given a third term.

NOTE.

Jas. Hill left for Camp Lee, Va., February 2, to take up his duties as a soldier in the National Army. M.

OBITUARY.

Theodore Krombach.

Theodore Krombach, a well-known retail florist, who for the past five years has conducted a store at 4519 Fifth avenue, Brooklyn, died February 10, aged 58 years. He was born in Brooklyn, and for some years was in the hotel business. He had been prominent in Masonic and other fraternal orders. He is survived by his widow and four sisters. Funeral services were held at the home on the evening of February 12, by Joppa Lodge 201, F. and A. M., burial being in Greenwood cemetery on the morning of February 13. A brother, Charles, who died several years ago; was for many years a prominent Brooklyn florist.

A. F. F.

Charles Edward Faxon.

Charles Edward Faxon, assistant director of the Arnold Arboretum since 1882, died in Boston, Mass., February 6, aged 72 years, as announced in last week's issue, page 154. He was formerly an instructor of botany at Harvard University. He was a noted botanical artist, and was selected by the Smithsonian Institution to make the illustrations for work on trees, afterward known as "Sargent's Silva of North America." It is stated that for this work he made nearly 750 drawings, with a prepared analysis for each subject. He was a fellow of the American Academy of Arts and Sciences.

A. F. F.

Mrs. Gertrude Fries.

Mrs. Gertrude Fries, wife of Thomas R. Fries, prominent retail florist of Lancaster, Pa., died in that city, January 27, of pneumonia. She was 43 years of age. The deceased is survived by her husband, her father, John J. Egge, four children and three brothers. Mrs. Fries was highly esteemed by all who knew her and the sympathy of a wide circle of friends is extended to the bereaved family.

A. M. H.

Detroit Florists' Co-Operative Publicity.

Florists of Detroit, Mich., alive as usual to every opportunity to put flowers to the front on every occasion, stimulated public interest for St. Valentine's day by placing posterettes on all outgoing bills, correspondence, packages, etc., with large size posters on delivery vehicles. The design showed a soldier and sailor behind a red heart upon which is the inscription "Flowers to My Valentine." Below was the date, February 14.

AKRON, O.—The flower shop of Frank F. Denison was totally destroyed by fire, January 1.

JACKSONVILLE, FLA.—C. D. Mills occupies a high place in the councils of the American Woodmen.

CLEBURNE, TEX.—A greenhouse belonging to D. Fudge was partially destroyed by fire, January 15.

WINNIPEG, MAN.—Fire recently destroyed a large stock of plants and cut flowers at the establishment of A. R. King on Hargrave street.

DAW, IA.—The Curtis Floral Co., with other establishments at Hampton and Webster City, has closed its business here on account of fuel shortage.

SAN DIEGO, CALIF.—Miss Alice M. Greer has been elected secretary of the floral association to fill the vacancy caused by the resignation of Winfield Hale.

THE AMERICAN FLORIST

ESTABLISHED-1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

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THE price of lead which recently declined has advanced from 6½ to 6¾ cents.

Illinois State Florists' Association.

The annual meeting of Illinois State Florists' Association will be held in the floricultural building, adjoining the greenhouses at the University of Illinois, Urbana, March 5-6. Every florist in the state is invited to attend. Better make your plans now to be there.

The inspection of the greenhouses and the experiments being carried on there will be profitable to every florist. Be sure to come and see them. If you have any trouble with plant diseases, let the university help you.

An interesting programme is being prepared, so come and take part in the discussions.

I. L. PILLSBURY, President.

ATLANTA, GA., and Birmingham, Ala., are making vigorous war garden drives.

THE government's \$10,000,000 supply of nitrate of soda is reported exhausted.

Canna Fiery Cross.

The W. Atlee Burpee Co., Philadelphia, Pa., writes as follows regarding this new canna, which it proposes offering the present season:

"Last year we were able to secure a most wonderful new canna to be known as Fiery Cross. It is a Firebird seedling and so vastly better than that variety that we have decided to introduce it this year, notwithstanding the fact it is apparently a bad year to put out a novelty, that must of necessity sell for a high price.

"This new canna is larger than Firebird, producing enormous heads, and is almost the identical color with Fiery Cross sweet peas. That is the reason we have decided on the name Fiery Cross."

Society of American Florists.

NOTICE TO THOSE WHO ISSUE CATALOGUES.

I am directed by President Totty to call a meeting of all in the trade who publish catalogues, to be held at the new offices of the society, 902-903 Johnson building, 1170 Broadway, New York, Thursday, February 21, at 2 p. m.

The object of the meeting is to be the consideration, in view of the adverse conditions now generally experienced in the trade, of the question whether or not a uniform clause should be embodied in all sales contracts, to the effect that all shipments of stock in transit travel at purchasers' risk.

Any catalogue publisher who cannot be present, either in person or by representative, is invited to present his or their views, in writing, through the secretary.

All who intend to be present, or represented, will please at once notify the secretary of such intention.

JOHN YOUNG, Sec'y.

Pot Makers Endorse Trade Acceptances.

The Pot Makers' Credit Association, composed of the flower pot manufacturers east of the Mississippi river, held their January meeting in New York and discussed the adoption of trade acceptances as outlined recently in THE AMERICAN FLORIST. These and general credit conditions were thoroughly discussed, and trade acceptances will be used as soon as full data can be obtained.

The publicity idea of advertising flowers was discussed, and the association ordered a check drawn for \$100 for one year's payment as evidence that they believe in advertising flowers, while several individual members expressed their willingness to join in this movement.

The potters are being hard hit on coal and labor, and also the shortage of ready cash due to the long use of the present liberal credit terms, and it was decided that these practices must cease if the potters expected to remain in business. The meeting was well attended, 95 per cent of the members being present or represented.

P. M. READ, Sec'y.

National Publicity for Flowers.

The promotion bureau of the S. A. F. has experienced a pleasing demand for electrotypes which it has prepared for use by retail florists in their local newspapers, connecting their establishments with the national advertising campaign now in progress. The electros sent out for St. Valentine's day as nearly as possible accentuated the features of the page advertisement in the Saturday Evening Post of February 9, so that identity would be fully evident, and the direct advertising by the individual productive of results such as aimed for by the use of the national magazine.

Other electrotyped advertisements linking up with the advertising in a selected coterie of national magazines are now available for Easter and Mothers' day, and, for regular use, calling attention to birthday and wedding requirements, and to the home use of flowers and plants. A "broadside" showing reproductions of these electrotyped advertisements, as well as of the magazine advertisements, has been mailed throughout the trade. Anyone not having received this should make request of the secretary for one.

A large number of orders have been received for the transfer signs, "Say It With Flowers," the handsome design for windows and doors, easily transfixed and permanent. These signs will be forwarded in a few days, the makers having required considerable time for their production. It will be two weeks before the same signs in glass form and with an easel back can be shipped. Those ordering any of these items, should be sure to send the cash price with the order, as the prices are near to the cost mark and based on remittances with orders.

On account of the enforced holidays, some late orders for electrotypes covering St. Valentine's day could not be filled to reach destinations in time. Order early your requirements for other special days.

All florists advertising in their local papers are urged to send in marked copies of the newspapers containing the advertisements, as this bureau is desirous of keeping a record of same.

Chairman Asmus, of the publicity finance committee, reports the following additional subscriptions annually for four years unless otherwise noted:

The Jones-Russell Co., Cleveland, O.....	\$ 100.00
A. R. King, Winnipeg, Man.....	10.00
Nussbaumer Fl. Co., San Angelo, Tex.....	5.00
Gust. W. Grossart, Belleville, Ill.....	5.00
Chopin Bros., Lincoln, Neb. (1 yr.).....	25.00
J. Sulberger & Co., Oakland, Calif.....	10.00
Kane Greenhouses, Kane, Pa.....	5.00
Park Flower Shop, Cleveland, O.....	50.00
W. J. Baker, Philadelphia, Pa.....	10.00
Eldridge Florist, Danville, Va.....	5.00
T. S. Metcalf, Hopkinsville, Ky.....	8.00
Paul M. Holbrooke, Newark, O.....	10.00
The Stiles Co., Oklahoma City, Okla.....	25.00
A. F. T. Lawritzen, Eau Claire, Wis.....	5.00
Tong & Weeks Fl. Co., Astabula, O.....	10.00
The Windmill Co., Mankato, Minn.....	5.00
Platteville Floral Co., Platteville, Wis.....	3.00
Theo. D. Frank, Buffalo, N. Y.....	3.50
Hans S. Jensen, Mitchell, S. D.....	5.00
Dole Floral Co., Beatrice, Neb.....	25.00
Wm. Lehr, Brooklyn, Md.....	10.00
Smedley Floral Co., Fargo, N. D.....	5.00
Mrs. Sam Brown, Tyler, Tex.....	10.00
Cole Bros., Peoria, Ill.....	25.00
Pierson Floral Co., Peoria, Ill.....	10.00
E. A. Walraven, Peoria, Ill.....	10.00
L. J. Becker, Peoria, Ill.....	15.00
Henry Baer, Peoria, Ill.....	15.00
V. Bezdek, Gross Point, Ill.....	10.00
Lombard Floral Co., Lombard, Ill.....	30.00
P. M. Read, Sec'y. Pot Mfrs. Assn.....	100.00
J. H. Sykes, Allentown, Pa. (1 yr.).....	5.00
C. C. Pollworth Co., Milwaukee, Wis.....	100.00
Henry Smith, Grand Rapids, Mich.....	25.00
Andrew Bros., Bristol, Conn.....	10.00
W. B. Terry, Bristol, Conn.....	5.00

Total\$ 709.50
Previously reported from all sources. 29,283.50

Grand Total\$29,993.00

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office
 enclose 10 cents extra to cover postage, etc.

Situation Wanted—Wholesale man is open for engagement in Chicago. Address
Key 874, care American Florist.

Situation Wanted—Good rose grower capable of taking charge. Can furnish all references. Chicago or immediate vicinity preferred. Address
Key 873, care American Florist.

Situation Wanted—By practical vegetable grower, single, middle-aged, sober and reliable. At present gardener at institution. West or south-west preferred. Address
Key 871, care American Florist.

Help Wanted—General worker; handy man. State wages.
Levant Cole, Battle Creek, Mich.

Help Wanted—Competent assistant florist for institution; \$40 per month; board, room, and laundry furnished. Address
Boys' Industrial School Lancaster, O.

Help Wanted—An artistic designer and decorator for a first-class retail store. Good salary to the right man.
Leikens, Madison Ave. and 55th St., New York.

Help Wanted—Man who understands vegetable gardening to take charge of 20 acres of finest muck land in Michigan. Write for particulars.
Lewis, Florist, Pontiac, Mich.

Help Wanted—Grower of pot plants to take charge of up-to-date conservatory and growing range on private estate in the east. Good opening for well posted young man of about 30 years; single preferred. Address
Key 867, care American Florist.

Help Wanted—Experienced saleslady, must be first class clerk and be well acquainted with all departments of the business. Reference and photograph must accompany application.
Simmons & Son, Yonge and Elm Sts., Toronto, Canada.

Wanted—Associates to start community flower farm. Experienced young men or women with little capital write
M. E. M., 1536 Iroquois Ave., Detroit, Mich.

For Sale—Retail store, established over eight years; located on north side of Chicago; price reasonable; good reasons for selling. Address
Key 872, care American Florist.

For Sale—Nine lots and three greenhouses, 10,000 sq. ft. of glass, double strength, iron frames, good business. Address
S. O. Johnson, 3129 W. 20th Ave., Denver, Colo.

Help Wanted

Experienced seedsmen wanted for filling orders and waiting on customers.

I. N. SIMON & SON
 438 Market Street, Philadelphia, Pa.

HELP WANTED

Working foreman, thoroughly familiar with propagation and sale of evergreen nursery stock, and competent to take charge of flower and vegetable gardens on new nursery proposition located in Connecticut about sixty miles from New York City. Permanent position with suitable living accommodation for satisfactory man who can furnish all references and prove himself systematic, economical, and able to handle help and produce results. Answer by letter, stating qualifications, salary wanted, etc.

L. D. CONLEY, 541 W. 25th St., New York

Situation Wanted

By good grower, single; private place preferred. Address

Key 858, care American Florist.

Seedsmen Wanted

Young man experienced in the seed line for counter trade, also for soliciting business from the wholesale trade.

ROBERT BUIST COMPANY
 4 and 6 S. Front St., Philadelphia, Pa.

Salesmen Wanted

We prefer greenhouse men for our salesmen. If you can make good selling an established line of greenhouse supplies, we have openings in our sales organization. Previous sales experience is desirable, but not necessary. What we want are greenhouse men who understand greenhouse problems and can talk intelligently to the greenhouse trade. In writing us, give age, references, salary expected and territory you are familiar with. Address

Key 868, care American Florist.

CANADIAN

wishing to locate in middle, western or southern states, would like to hear from large wholesale seed house. Advertiser is an executive and proven salesman, have charge of large department with wholesale house now, several years experience. Young man, married, has lots of initiative, and a worker. Position must afford good opportunity for advancement. Full information given. Address

Key 866, care American Florist.

Help Wanted

Capable and reliable man for city store; excellent position for the right man. Address

ANNA GRACE SAWYER
 Pansy Florist 4044 W. Madison Street
 Phone Kedzie 1017 CHICAGO

Glazers Wanted

If you can do glazing work and are willing to travel, write us. We have openings for glazers to travel throughout the country doing glazing work on our contracts. The amount earned depends on the man on the job and there is an excellent chance for advancement to men of the right kind. Address

Key 869, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches.
FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
 440 S. Dearborn St., CHICAGO

New Books--Just Issued

VEGETABLE FORCING

By RALPH L. WATTS

Dean of Pennsylvania State College School of Agriculture

A handy reference for professional growers, students and gardeners interested in growing vegetables under artificial conditions. Cloth bound. 400 pages and 158 illustrations covering a wide range of topics.

PRICE, \$2.00

Greenhouses: Their Construction and Equipment

By W. J. WRIGHT

Director, New York State School of Agriculture

Contains 286 pages of practical data with tables and estimates on different forms of construction, heating and equipment, based on observations and experiences of prominent greenhouse builders and owners extending over a number of years. Bound in cloth, 131 illustrations.

PRICE, \$1.60

AMERICAN FLORIST COMPANY

440 So. Dearborn Street, CHICAGO

DREER'S RELIABLE FLOWER SEEDS

Our Wholesale Catalogue which every florist should have, contains a complete list of the best things in flowers that can be grown from seed, including the following items which florists are sowing now:

	Trade packet	Oz.
Ageratum Blue Perfection, best dark blue.....	.15	.60
Alyssum Little Gem or Carpet of Snow, select stock very dwarf15	.50
	100	1.00
Asparagus Plumosus Nanus, Greenhouse grown.....	.50	3.50
Asparagus Sprengeri75
Asters. Only the very best sorts, see catalogue for varieties		
	Oz.	¼ lb.
Calendula, Orange King, Dark orange, extra fine.....	.15	.50
Candytuft Empress, The finest white, select stock.....	.30	1.00
	Trade packet	Oz.
Centaurea Double Blue, The best cornflower for cutting....	.15	.60
Cosmos Colossal Early-flowering, Pink, White, Crimson, each.	.15	.50
" " " " mixed colors15	.40
Dracaena Indivisa, A most useful variety.....	.10	.30
Ipomœa Grandiflora (Moonflower).....	.10	.30
Mignonette Defiance, A fine sort.....	.15	.40
" Goliath, giant spikes, extra fine.....	.15	.50
Petunia Rosy Morn, A useful pink sort.....	.50	2.50
" Dreer's Superb Single Fringed, the very best strain	.50	
	500	1.00
" " " Double Fringed, the very best strain	.75	1.50
	Trade packet	Oz.
Salvia Splendens (Scarlet Sage), tall grower.....	.25	1.25
" " Bonfire, a fine compact sort.....	.50	2.50
" " Globe of Fire, Dwarf of very even growth50	5.00
Smilax15	.40
Sweet Peas, We offer the very best Orchid-flowered and Grandiflora sorts. See catalogue.		
Verbena Mammoth, Pink, White, Blue, Purple, Scarlet and Striped, each.....	.30	1.50
" " Finest Mixed25	1.00
Vinca Rosea, Rose, White with rose eye and Pure White, each15	.60

If you have not received a copy of our Wholesale Catalogue we will be glad to send one to any florist.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.



Dracaena Indivisa.

Boston.

BUSINESS HOLDS UP WELL.

A noticeable change has come over the market the past week. Business has kept up in spite of the severe cold weather and stock is more plentiful, although an embargo on all goods over the Boston & Maine Railroad stirred up a little excitement in the shipping trade. That matter, however, has settled and all hands are pleased. Spring bulbs are arriving in large quantities, such as Thomas Moore, Flamingo, Cottage Maid and White Hawk tulips. Campanulas, Golden Spurs, Purity freesias and Roman hyacinths all find a ready market. Carnations are plentiful and selling for \$3, \$4 and \$5 per 100. Sweet peas are quoted at 75 cents and \$1, and moving slowly. Mignonette, English daisies, English primroses and myosotis are selling well, with a large demand for St. Valentine's day. Roses are not plentiful, and good American Beauties are hard to obtain at any price.

NOTES.

F. H. Houghton, formerly of the firm of Houghton & Clark, and who later opened a store in Melrose, is now with the firm of John O'Brian in his new store on Charles street, where he is meeting his old customers. Mr. O'Brian is having a good year and carries a heavy stock of flowering plants and a choice variety of cut flowers.

Henry R. Comley reports business extra good, although running short of help on account of his son joining the colors, and the scarcity of good salesmen. He is working from early morning until late at night getting orders out and arranging his store.

John J. Lee, of Jamaica Plain, one of our bulb specialists, is ill with a severe attack of the grippe. His overflow of cut flowers is being looked after

by M. Liebman at the Flower Exchange.

Penn. The Florist, has a very attractive window display of heart-shaped boxes tied with ribbon, a suggestion for St. Valentine's day. His other window is attractively arranged with genistas, cyclamens and azaleas.

Thomas Galvin's stores have been kept very busy with funeral work, and the entire force worked all night making up designs for John L. Sullivan's funeral. Over 200 pieces were delivered.

Since January 1, Welch Bros. Co. has done a wonderful business. Their shipping trade alone has doubled last year's. Their florists' supply trade is a trifle better than in 1917.

F. E. Palmer, of Brookline, is exhibiting some very good lilies and large white and salmon pink cyclamens. He is also cutting some large sprigs of *Acacia pubescens*.

B. A. Snyder & Co. report trade improving each day. The way they go about the work, they are deserving of a great deal of credit.

The Houghton & Gorney store is always artistic and the window is attractively arranged, old fashioned bouquets predominating.

Wm. Carr, salesman at the Flower Exchange, is receiving daily shipment of fancy snapdragons, Easter lilies and colored freesias.

Reports are coming in from all the retail stores for a large demand for St. Valentine's day trade.

George Arnold, of the firm of Arnold & Fisher, is ill at home with a severe cold. S. K. G.

PELHAM MANOR, N. Y.—John G. Gardner, for the past year in charge of the Frederick H. Allen estate here, died February 2.

Fort Wayne, Ind.

STOCK IS EXCEEDINGLY SCARCE.

We are all greatly relieved by the appearance of the present thaw, which we have anticipated for so long. Although we are told that it will not relieve the coal situation to any great extent, yet the strain on our coal piles at the greenhouses will be greatly lessened. Flowers have been exceedingly scarce. Roses are far from plentiful, especially in the short lengths. Carnations are just about equal to the demand, which is very active for them. Easter lilies and callas, although in large production, are not sufficient to meet the demand. Orchids are fairly plentiful. Lily of the valley and violets, in the singles and doubles, are more plentiful. Bulbous stock is just about meeting requirements. Spencer sweet peas are in good quantity, while snapdragon, calendulas, mignonette, hyacinths, stevia and pansies are all in limited supply. In blooming plants, primulas, and cyclamens are the most plentiful. The demand has been far greater than the supply the past week.

NOTES.

One of the most elaborate wedding decorations ever staged in this city, on February 11, called for numerous cases of southern smilax, used in the cathedral, on the marble altars, chancel rail, pulpit, and priex dieu, which formed a fine background for the thousands of Easter lilies and callas which banked the church, and which were clustered on the pews. The entire color scheme at the church was green and white. At the home, southern smilax covered the walls, doorways, arches, etc., and many thousands of Russell, Shawyer, Ophelia and Sunburst roses were banked and massed throughout the rooms, while spring flowers in all varieties, combined with pussy willows, were

**Fresh
Cut**

CANNAS

**Northern
Grown**

Dry roots—which will be divided fresh for your order; thus doing away with all chance of your getting dried-up, shriveled roots. Some of these varieties may be new to you, but they are better in many ways than corresponding older types.

SPECIAL LIST

All varieties have green leaves unless noted.

	Per 100
Alphonse Bouvier, 5-6 ft.. Deep Cardinal	\$2.50
Black Prince, 5 ft.. Crimson Scarlet overlaid Maroon.....	2.50
Burbank, 6 ft. Lemon Yellow. Spotted Throat.....	2.50
Crimson Bedder, 3-4 ft. Dazzling Crimson Scarlet.....	2.50
Duke of Marlborough, 5 ft. Rich Crimson-Maroon	2.50
Dwarf Florence Vaughan, 3 ft. Yellow Speckled Red.....	2.50
Eldorado, 3½ ft. Yellow, faintly Dotted Red.....	2.50
Firebird, 3-4 ft. Absolutely pure Scarlet; very large, free and attractive	7.50
Florence Vaughan, 4 ft. Speckled Yellow and Red.....	2.50
Goethe, 4½ ft. Bronzy Orange Yellow	5.00
Gold Bird, 4 ft. Massive Fluted Petals of Pure Gold; fit companion to Firebird.....	12.00
Golden Gate, 4 ft. Gold, rayed with Orange and Rose.....	5.00
Graf M. Tolstoi (bronze foliage), 4 ft. Mottled Crimson	5.00
Gustav Gumpfer, 3-4 ft. Rich Orange Yellow.....	2.50



	Per 100
Hungaria, 3½ to 4 ft. Magnificent "Paul Neyron" Pink...	4.50
Indiana, 6 ft. Soft Orange suffused Rose and Gold.....	2.50
Julius Koch, 3 ft. Brilliant Blood-red	3.00
Kate F. Deemer, 5 ft. Yellow Bleaching White, Red Throat	3.00
Long Branch, 5 ft. Glorified "Queen Charlotte".....	3.00
Louisiana, 6 ft. Darkest Red Orchid-Flowered Canna.....	2.50
Mascagni, 4 ft. Brilliant Orange Scarlet	5.00
Meteor, 4 ft. Immense Heads. Brilliant Crimson.....	3.00
Mrs. Kate Gray, 6 ft. Deep Orange, shaded Carmine.....	2.50
Orange Bedder, 4 ft. "Tango Tints"	3.00
Panama, 3 ft. Butterfly effect Cream, Yellow and Red.....	3.00
Papa Nardy, 4 ft. Lively Carmine-Rose	3.00
Prince Wied, 4 ft. Deep Crimson, a fine bedder.....	2.50
Rheinstein, 3 ft. Large Heads. Bright Carmine.....	5.00
Richard Wallace, 5 ft. Best Canary Yellow.....	2.50
Venus, 4 ft. Beautifully Mottled Rose, Cream and White....	3.00
Wintzer's Colossal, 5 ft. Mammoth Orchid Flowered. Crimson	6.00
Wyoming (Purplish Bronze Leaves). 7 ft. Orange Flaked Rose	3.00
Yellow King Humbert, 4-4½ ft. Bright Green Leaves. Rich Yellow Flowers. Spotted Red. A grand novelty.....	7.00

THE STORRS & HARRISON CO., PAINESVILLE, OHIO

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

3102-1308 W. Division St.,

CHICAGO

also used with fine effect. The bridal table was decorated with lily of the valley and Laelia Anceps orchids, white freesia, and white Killarneys. The Flick Floral Co. also sent out two casket blankets and a large number of other funeral pieces last week.

W. J. & M. S. Vesey report more business than they can take care of. This firm has closed down five houses in order to conserve coal. They are cutting some fine orchids, roses, and Easter and Calla lilies. Their bulbous stock is also coming in bloom in fine shape. They will have a good rose crop for St. Valentine's day.

Funeral work and advance orders for St. Valentine's day are keeping the force at A. J. Lanternier's busy. They are cutting good carnations, and quantities of bulbous stock at their range.

The New Haven Floral Co. is sending some fine Killarney roses and Spencer sweet peas to this market. The demand here is very heavy for all cut flowers and bulbous plants.

Carl Hagenburger, Mentor, O., is

ANY TROUBLE in making your GOLD LETTERS stick to the ribbons? Try our letters, gummed with our new improved gum; they will

stick the moment they are put on and will not come off unless you use force. The brightness of our GOLD LETTERS will dazzle you.

Ask your supply house for **LICHTENBERGER'S** Gold, Silver and Purple Letters and Scripts.

Sold at Wholesale Only.

Made in U. S. A



J. LICHTENBERGER, Manufacturer
1560 Avenue A, NEW YORK CITY

Mention the American Florist when writing

sending some excellent Russell roses and long stemmed freesias to this market.

H. K.

WASHINGTON, D. C.—George C. Shaffer, the well known florist, has been elected treasurer of the Optimist Club.

Big Sale on Magnolia Wreath

PLAIN

Brown**Purple****Green**

Every Florist should have a stock of our Wreaths on hand for emergency use, which can be placed to order on short notice with the addition of a few flowers

	Per Doz.		Per Doz.
18-inch, -	\$6.00	24-inch, -	\$12.00
21-inch, -	9.00	27-inch, -	15.60

Outside measurements.



OUR LEADER
50c each

Accessories for Washington's Birthday

RED, WHITE AND BLUE IMMORTELLS

CHIFFONS AND RIBBONS

NOVELTY HATCHETS, 4-in., 2½ cents each; 6-in., 5 cents each.

NEW NOVELTY

Hand-painted butterfly bows. Ready for use.

Per Dozen\$4.00

2 dozen assorted in box.

Our Special Assortment of

TUMBLER BASKETS

Our selection, including such baskets as Nos. 118 and 125. Each30c to 50c

RIVERSIDE NO. 2.

New full width in White, Pink, Scarlet, Nile, Yellow, Blue.

Per 50 Yards\$1.35

Fancy Corsage Ties

Made of:	Per doz.
No. 5 Novelty ribbon.....	\$1.00
No. 7 Ombre effect.....	1.50
No. 9 Ombre effect.....	2.00

Earl Corsage Ribbon

No. 7. Per bolt.....85c

Colors to match all flowers.



Order now for St. Patrick's Day Hughes' Shamrock Box

Two Plants to each box

\$3.50 per Dozen. \$25.00 per Hundred.

POEHLMAN

72-74 E. Randolph St.,



HOUSE OF PHALAEOPSIS AT OUR MORTON GROVE GREENHOUSES.

SPLENDID CROP OF ORCHIDS.

Phalaenopsis and Cattleya Trianae

We are in a position to supply extra fancy stock in this line at very reasonable prices. They are giving satisfaction wherever used and are what you need for your best trade.

FANCY LILIES AND VALLEY.

Tulips, Carnations, Jonquils, Ferns, Cecile Brunner, Freesias, Leucothoe, Sprenger, Smilax, Romans, Paper Whites, Boxwood, Green and Bronze Galax.

PLANTS

CYCLAMEN.

4-inch pots...\$3.00, \$3.60 and \$4.20 per doz.

6-inch pots 6.00 per doz.

PANDANUS VEITCHII.

4-inch pots\$0.75 each

6-inch tubs\$3.00 and 3.50 each

BIRD'S NEST FERNS.

4-inch pots\$1.50 each

TABLE FERNS.

6-inch pots\$4.00 per 100

RUBBER PLANTS.

4-inch pots.....\$4.20 per doz.

5-inch pots..... 6.00 per doz.

HOLLY FERNS.

3-inch\$10.00 per 100

4-inch 15.00 per 100

5-inch\$3.00 and 4.20 per doz.

6-inch 6.00 per doz.

COLEUS CHRISTMAS GEM.

5-inch pots\$3.00 and \$4.20 per doz.

ASPARAGUS PLUMOSUS.

2 1/4-inch\$3.50 per 100

6-inch, made up..... 4.20 per doz.

ENGLISH IVY.

4-inch\$15.00 per 100

COCOS WEDDELIANA.

2 1/4-inch\$14.00 per 100

PYTHOSPERMA ALEXANDER.

3-inch pots\$15.00 per 100

SHAMROCKS, 2-inch pots, \$3.00 per 100.

N BROS. CO.

Long Distance Phone,
Randolph 35.

CHICAGO, ILL.

Warmer Weather Brings In For Us A Big Fine Crop Of Roses; Also Beauties and Carnations. Bulb Stock Is Coming In Fast.

We spare no expense to give you the best service possible. This coupled with the superior quality of our stock and the advantage of buying direct of a large grower should induce a trial order.

Prices charged are the regular market price on day of shipment. We buy for our customers any stock which we do not grow.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

TRADE SHOWS SIGNS OF IMPROVEMENT.

Business has been fairly good the past week compared to last month, and according to some of the leading retail florists, their sales so far during February compare most favorably with those of the same period of 1917. The warm weather of the past week has helped business considerably and also saved thousands of dollars in fuel bills for the growers. It has also relieved the coal situation considerably, and while conditions are far from normal, they are better at this writing than they have been for several months. Roses are scarce, especially in the short and medium stemmed grades, and there is seldom a surplus in any variety when the wholesale houses close for the day. Carnations are in fair supply, but clean up nicely every day at good prices. Gardenias are not as plentiful as they have been and are commanding higher prices. Sweet peas are seen in large supply, but are in good demand and move quickly. Orchids are in heavy supply, consequently the price is within the reach of all. The offerings in this line include particularly fine *Cattleya Trianae*, *cypridiums*, and magnificent sprays of *Phalenopsis Schilleriana* and *P. amabilis*. Lily of the valley is in fair supply. Tulips, jonquils, narcissi and freesias are arriving in large quantities, but are moving satisfactorily at good prices. Some particularly fine iris and wall flowers are included in the daily offerings as well as splendidly grown double giant calendulas, Candytuft, violets, daisies, stocks, mignonette, Romans, stevias, snapdragons, bouvardias and pansies are also to be had in quantity. Lilies are seen in large numbers at several of the stores, and while

M. C. Gunterberg

—WHOLESALE FLORIST—

158 North Wabash Avenue,

CHICAGO

they are moving well, prices are none too good, considering the general market conditions. Many of the wholesale houses are now charging \$3.50 per 1000 for ferns, which became effective the first of this month. The outlook for St. Valentine's day is very bright, but the demand started in later than usual this year. It would not be at all surprising if the market cleaned up completely in all lines before the rush is over.

NOTES.

Kyle & Forester are experiencing a brisk demand for the pretty new seedling sweet pea, Chicago Jewel, grown by Kottrach Bros., proprietors of the Deerfield Nurseries. This variety was awarded a certificate of merit by the florists' club at the novelty show held at the Hotel Bismarck last week, where it attracted much favorable attention. Kottrach Bros. will be pleased to have seedsmen inspect this variety and arrange with a reliable firm to market their entire stock.

Allie Zech was well pleased with the St. Valentine's day demand at Zech & Mann's store, especially from out-of-town points, which was unusually heavy. Fred Ottenbacher, who has been with this house for a number of years, celebrated a birthday February 9. He has passed the 40 mark, but looks as young as ever.

Nicholas Admiral, owner of one of the earliest floral establishments at Danville, 25 years ago, died last week. In recent years he had been engineer and conductor on the C. & E. I. rail-

road, residing in this city. He is survived by his widow, Mrs. Virginia Admiral, and two step-daughters.

Bassett & Washburn are cutting quite heavily in roses, but report an early cleanup each day. C. L. Washburn says that their St. Valentine's day trade was good, but not equal to that of last year, which was exceptionally heavy.

A. L. Vaughan & Co. report a good St. Valentine's day business, with a heavy call for roses. Tulips, jonquils and all other spring flowers are leaders at this establishment.

H. B. Brandon, who has charge of the ferns and other green goods at the A. L. Randall Co.'s store, is back on the job after being on the sick list for three weeks.

H. C. Blewitt, of Des Plaines, who is making his headquarters at A. L. Vaughan & Co.'s store, is offering a good supply of fancy forget-me-nots.

William F. Schofield, the North State street florist, has plans under way for the building of a new store, flat, garage and conservatory.

J. A. Budlong is handling a regular supply of gardenias. Darwin tulips of fine quality are seen at this firm's store.

John Michelsen of the E. C. Amling Co., fell and sprained his right hand on the evening of February 8.

J. E. Yeats, of Champaign, spent a few days here last week on a combined business and pleasure trip.

A. Miller, of the American Bulb Co., is in New York on business.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CHICAGO
CENTRAL 601 and 2846

Good Supply of

ROSES, CARNATIONS

And All Other Seasonable Stock

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100	ROSES, OUR SELECTION.....		Per 100
Specials		\$25.00	Carnations, fancy		\$ 5.00
Select		20.00	Harrisll	12.50 to	15.00
Medium	\$12.00 to	15.00	Valley	6.00 to	8.00
Short	6.00 to	10.00	Violets	1.50 to	2.00
RICHMOND		Per 100	Stevia	1.50 to	2.00
Specials		\$12.00	Sweet Peas	1.50 to	2.00
Select		10.00	Smilax	per doz. strings	2.00 to 2.50
Medium		8.00	Adiantum	1.00 to	1.50
Shorts		6.00	Asparagus, per bunch.....	50c to 75c	
MILADY		Per 100	Ferns, per 1,000.....	\$3.50	
Specials		\$12.00	Boxwood	per bunch, 35c	
Select		10.00	Galax, bronze and green, per 1,000,	\$1.25	
Medium		8.00	Leucothoe Sprays	75c to	1.00
Shorts		6.00			
Killarney.....		Per 100			
White Killarney.....	Specials	\$12.00			
Killarney Brilliant.....	Select	10.00			
Sunburst.....	Medium	8.00			
My Maryland.....	Short	5.00 to 6.00			
Ophelia.....					
Champ Wieland.....					

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone Randolph 681

CHICAGO

FANCY ROSES

Short and medium-stemmed Roses are scarce in this market but we can furnish you with fancy long-stemmed stock at very reasonable prices.

Tulips, Jonquils, Freesia, Narcissus, and all other seasonable stock particularly Carnations, Sweet Peas, Lilies, Orchids, Stevia, Valley, Mignonette, Violets, Calendulas, Daisies, Romans, Pansies, Pussy Willows, Greens, Etc., Etc.

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

BEAUTIES--ROSES--CARNATIONS

EXTRA FANCY STOCK. ORDER HERE AND GET THE BEST.

CURRENT PRICE LIST

Subject to Change
Without Notice.

AMERICAN BEAUTIES.	
Long stems	Per doz. \$6.00
30-inch stems	5.00
24-inch stems	4.00
RICHMOND.	
Select	Per 100 \$12.00
Fancy	10.00
Medium	8.00
Short stems	6.00
RUSSELL.	
Fancy stock	Per 100 \$8.00 to \$25.00
ROSES, OUR SELECTION	5.00

SUNBURST and OPHELIA.	
Select	Per 100 \$12.00
Fancy	10.00
Medium	8.00
Short stems	6.00
WHITE and PINK KILLARNEY,	
KILLARNEY BRILLIANT.	
Fancy	Per 100 \$10.00
Medium	8.00
Good	7.00
Short stems	6.00
MINIATURE ROSES.	
Baby Doll	Per 100 \$2.00
Elgar	2.00

CARNATIONS	
Per 100	4.00
MISCELLANEOUS.	
Per 100	
Valley	\$ 6.00 to 8.00
Lilies	12.50 to 15.00
Ferns, per 1,000	3.50
Smilax, per doz. strings	2.00 to 2.50
Adiantum	1.00
Galax (bronze and green), per 1,000	1.25
Asparagus Sprengerii, bunch	.50
Asparagus Plumosus, bunch	.50
Boxwood, per lb.	.35
Other Green Goods Market Rates.	

Some of the west side retail florists held a meeting last week when they decided to co-operate with each other in every way possible hereafter. All those present agreed to close on Wednesday and Friday evenings at 6:30 o'clock and at noon on Sundays. This is a move in the right direction and it is gratifying to note that some of the retail florists especially those in the outlying districts are beginning to realize that it is not necessary to keep open day and night to earn a living.

Poehlmann Bros. Co. is headquarters for orchids this week, especially for cattleyas and phalaenopsis which are in splendid crop at the Morton Grove greenhouses and are in good demand at the store. Otto W. Freese reports that the demand for roses for St. Valentine's day was very heavy and that pink tulips also had a good call. T. E. Waters was pleased with the demand for Valentine boxes and succeeded in cleaning up all those the supply department had on hand.

The stockholders of Kennicott Bros. Co. held a meeting at their store on North Wabash avenue, Monday, January 11, when a 20 per cent cash dividend was declared. Joseph Kohout will represent the firm before the growers and act upon any subject that may present itself. The proprietors are more than pleased with the showing made by manager Pollworth the past year.

Second Lieutenant Fred W. Haeger, now stationed at Rockford, visited with his folks here this week. He was formerly with the A. L. Randall Co. and received his commission in the first officers' reserve training camp at Ft. Sheridan.

The Chicago Flower Growers' Association is handling large quantities of bulbous stock and a good supply of roses, particularly in the longer stemmed grades, which are moving nicely owing to the short and medium lengths.

Percy Jones, Inc., experienced a splendid demand for violets for St. Valentine's day as well as for other stocks, particularly roses. Callas of unusually fine quality are seen here in fair supply this week.

George Reinberg was well pleased with the car of coal that he received through the fuel administrator, which compared most favorably in quality to that obtained through his regular channel.

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Bill Says:

Van's 100% Service means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

O. A. & L. A. TONNER

ROSES--CARNATIONS

Freesias

Calendulas

Narcissi

FLORISTS' SUPPLIES

Magnolia Leaves-Magnolia Wreaths-Cycas Leaves, Etc.

30 East Randolph St., Chicago, Ill.

Mention the American Florist when writing.

Peter Reinberg reports a big improvement in business this week, owing to the St. Valentine's day demand, which caused a cleanup in stock at his establishment.

Erne & Company are having a good call for bulbous stock, which they are handling in quantity this season. Stevia is a leader with them.

A. T. Pyfer & Co. are featuring a splendid supply of lilies and sweet peas in addition to a complete line of bulbous stock.

Hoerber Bros. are experiencing no trouble in disposing of all the fancy snapdragon that they are cutting.



Flower Pot Covers

Crepwood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.
Mention the American Florist when writing.

O. A. & L. A. Tonner have their share of bulb stock to offer and report a good demand for same.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL Per 100			ROSES—Continued. Per 100			MISCELLANEOUS Per 100		
Special	\$25.00	Killarney, special	12.00	Violets	\$ 0.75 to \$ 1.00
Select	20.00	" " select	10.00	Valley	6.00 to 8.00
Medium	\$12.00 to 15.00	" " medium	8.00	Easter Lilies	12.50 to 15.00
Short	6.00 to 10.00	" " short	4.00 to 6.00	Stevia	1.00 to 2.00
Hoosier Beauty, extra special.	30.00	Mrs. Ward, special	12.00	Strawflowers per bunch	.35 to .50
" " special	20.00 to 25.00	" " select	10.00	Calendulas	2.00 to 4.00
" " select	10.00 to 15.00	" " medium	8.00	Paper Whites	2.00 to 3.00
" " short	8.00	" " short	4.00 to 6.00	Daisies	1.00 to 2.00
Richmond, special	12.00	Sunburst, special	12.00	Snapdragons per bunch	1.00 to 1.50
" " select	10.00	" " select	10.00	Mignonette	6.00 to 8.00
" " medium	8.00	" " medium	8.00	Romans	2.00 to 4.00
" " short	4.00 to 6.00	" " short	4.00 to 6.00	Callas per doz.	2.00
Milady, special	12.00	Cecile Brunner	2.00 to 3.00	Sweet Peas	1.00 to 2.00
" " select	10.00	Elgar	2.00 to 3.00	Freesia	2.00 to 4.00
" " medium	8.00	Baby Doll	2.00 to 3.00	Tulips	2.00 to 4.00
" " short	4.00 to 6.00	ROSES, OUR SELECTION	\$6.00	Jonquils	2.00 to 4.00
Killarney Brilliant, special.	12.00	Extra special roses billed accordingly.				
" " select	10.00	CARNATIONS.					
" " medium	8.00	Fancy	3.00 to 4.00	Asp. plumosus per string	\$ 0.50 to \$ 0.75
" " short	4.00 to 6.00	Splits	2.00	Asp. plumosus sprays bunch	.35 to .50
Ophelia, special	\$12.00	ORCHIDS.			Sprengerl per bunch	.35 to .50
" " select	10.00	Cattleyas	per doz. \$9.00	Adiantum per 100	1.00
" " medium	8.00				Smilax, choice per doz.	2.00
" " short	4.00 to 6.00				Fancy Ferns per 1,000	3.50
White Killarney, special	\$12.00				Galax leaves per 1,000	1.25
" " select	10.00				Wild Smilax per case	5.00
" " medium	8.00				Boxwood per lb.	.35
" " short	4.00 to 6.00				Mexican Ivy	1.00
						Leucothoe Sprays75

Stollery Bros. report that their sales so far during February have been very encouraging, but that their total sales in January were not up to expectations. Fred Stollery is rejoicing over the fact that they tore down their greenhouses when they did, otherwise he would be worrying about the coal supply like practically all the other growers in this vicinity.

The John Kruchten Co. is strong on carnations this week, among which are noted particularly fine Aviator. Henry Kruchten says that this variety not only is one of the best sellers at the Kruchten store, but the best producer at the greenhouses.

George Valke, of Minot, N. D., was here buying seeds for his spring trade this week. He reports that he has plenty of coal to carry him through the remainder of the season and that the remarkable part of it is that it is all eastern fuel.

Wietor Bros. are in good crop with carnations which they grow in quantity in all the leading varieties. They are having unusually good success with Rosette now arriving in large numbers in perfect condition.

Visitors: John Lapes, Cedar Rapids, Ia.; George Valke, Minot, N. D.; George Bischoff, Ft. Wayne, Ind.; E. S. Thompson, Benton Harbor, Mich.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Bismarck, February 7, President Lautenschlager in the chair. The novelty exhibition staged by Chairman Waters, of the good-of-the-club committee, was an interesting feature and attracted a good attendance. Two new members were elected, John E. Ebberts, and E. W. Young. Victor Bergman, 516 South Michigan avenue, and M. S. Smith, 233 West Madison street, were proposed for membership. The advertising committee made a highly favor-

EVERYTHING IN Cut Flowers and Greens

Sweet Peas, Roses, Carnations,
Tulips, Jonquils, Narcissus,
Lilies, Calendulas, Stevia, Etc.

A. T. Pyfer & Company

Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

Mention the American Florist when writing

Baskets for Bulbous Plants in Two Tone Colors.

FITTING PANS FROM 5 TO 8 INCHES.

12 Baskets . . . \$4.50

25 Baskets . . . 9.00

Honest Quality—Honest Prices.

RAEDLEIN BASKET CO.

713-17 Milwaukee Ave., CHICAGO, ILL.



If You Want Good Stock and Good Treatment Send Your Orders To Us For

ROSES CARNATIONS VALLEY LILIES GARDENIAS
STEVIA MIGNONETTE JONQUILS VIOLETS
FREESIAS SWEET PEAS NARCISSI TULIPS

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

Chicago's most up-to-date and best located Wholesale Cut Flower House

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

able preliminary report on the sales of St. Valentine and Mothers' day posterettes and on the motion of August Poehlmann the committee was instructed to continue the sale of the latter. The fuel committee, Peter Reinberg, C. L. Washburn and August Poehlmann, was accorded a standing vote of thanks for its splendid services in having some 65 cars of coal directed to florists in urgent need, and substantial compensation was voted E. A. Ollinger for his excellent services as greenhouse fuel administrator. A letter was read from W. N. Rudd, thanking the members for the floral offering sent his daughter, Miss Margaret Rudd, on hospital service in France. Vice-President Friedman has promised a great night of entertainment and amusement for the next regular meeting to be held March 7, and plans have been made for an elaborate Ladies' Night at the May meeting. A. K. Andersen, orchid grower for the Poehlmann Bros. Co., read a valuable paper on the culture and use of phalaenopsis, his firm exhibiting a number of grand sprays of P. amabilis and P. Schilleriana. Peter Pearson gave an account of his experiences in the home production of tulips and narcissus bulbs, saying it was not only possible, but that he had produced bulbs fully equal to those imported from Europe. George Walker, Minot, N. D., was a welcome visitor.

President Lautenschlager appointed P. W. Peterson and Victor Bergman as judges of supplies and C. W. Johnson and Albert Erickson, judges of floral exhibits. It was announced that the annual convention of the Illinois State Florists' Association will be held at Urbana March 5 and August Poehlmann, chairman, James Morton, P. J. Foley and E. A. Ollinger were appointed a committee to interest the trade and secure a large delegation, this work to be carried on in co-operation with the transportation committee. Paul Klingsporn was appointed chairman of a similar committee with the privilege of selecting other members of his committee to work up enthusiasm and a large delegation for the annual convention of the Society of American Florists, to be held at St. Louis, Mo., April 9-11.

Other committees announced were as follows: Publicity Committee—A.



The Coggan One Piece Box

ECONOMY AND STYLE COMBINED.

24 x 4 x 3..... \$2.00 per 100 20 x 4 x 3..... \$1.90 per 100
The ideal box for local trade. Write for special circular.

THE JOHN HENRY COMPANY, Lansing, Mich.

Lange, chairman; H. D. Schiller and Wm. Wienhoeber. Garden Committee—O. J. Friedman, chairman; Carl Cropp and George Sykes, Jr.

THE EXHIBITS.

Poehlmann Bros Co.—Large display of very fine spikes of phalaenopsis and a cattleya plant; highly commended. Also a large collection of Valentine novelties. The hand-painted Valentine Kewpie boy and girl with water container is especially suited for an inexpensive gift. A beautifully decorated little basket arranged for pin cushion with silk butterfly tied in handle was highly commended, also the red heart corsage box and an inexpensive folding Valentine box. The very latest novelty in hand painted panels, 2x5 feet, is made of Bebanos grass, and not forgetting a pretty little basket for St. Patrick's day on a clover leaf base with a potato-shaped container and twisted oval willow handle.

A. Lange.—A very effective heart and arrow on easle made of cape flowers. The heart and easle were red and the arrow white, which were trimmed with well-placed clusters of ribbons.

Alois Frey, Crown Point, Ind.—Vase of colored freesia, No. P. 44; certificate of merit, and L. No. 2, highly commended.

George Wienhoeber. — Wonderful basket of phalaenopsis, cattleyas, lavender freesias, roses and purple iris. Unusual ability shown in the blending of colors.

Deerfield Nurseries, Deerfield.—Vase of new seedling sweet pea, Chicago Jewel; awarded certificate of merit; also, vase of new seedling sweet pea, No. 00-12; highly commended.

Chicago Carnation Co., Joliet.—Vase of carnation, Superb; highly commended. Seedlings No. 178 and No. 161 pronounced two very promising varieties.

August Jurgens.—Twin tulips and narcissus. Also collection of named narcissi and jonquil; highly commended.

Peter Pearson.—Assorted tulips and narcissus grown from bulbs produced at Jefferson Park; vote of thanks.

William Copeland.—Display of tulips from bulbs produced at Jefferson Park; vote of thanks.

George Ball, Glen Ellyn.—Giant flowered double calendula, Victor; highly commended.

E. C. Amling Co.—Vase of English wall flowers, Cheiranthus Cheiri; vote of thanks.

Sam Pearce.—Vase of Iris Tingitana; highly commended.

For Your Supply of CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Pyfer & Olsem, Wilmette, Ill.

Pyfer & Olsem write as follows, February 12: "Referring to the statement published in your paper last week, regarding Pyfer & Olsem being bankrupt, we beg to state that this is not the case. In order to conserve the property for the protection of all concerned, H. E. Philpott has started foreclosure proceedings on his second mortgage and has had a receiver appointed to look after the best interests of all concerned. We think, however, that we will be able to have the receiver discharged before your paper goes to press. The creditors' committee is suggesting that we continue the business until July 1 under the management of Mr. Philpott.

New York Florists' Club.

The club met in its rooms in the Grand Opera House building on the night of February 11, President Schenck in the chair. New members, nominated at the January meeting were elected, and the following were present, and being introduced, spoke briefly: Otto Hauschild, Henry Dierks, Alex. M. Rymer, Bert H. McIlveen, Jacob Sprich, Felix C. Tam-aroglio and E. Bonnot. It was announced that P. F. McKenney had taken a life membership in the club. The following were nominated for membership: E. J. Hession, Madison avenue and 76th street, New York; F. McGovern, Brooklyn, N. Y.; Thos. Burns, New York; C. A. Peterson, Tarrytown, N. Y.; Paul Meconi, 55 West 26th street New York; J. McGovern, Brooklyn, N. Y.; C. Galuba, Woodlawn, N. Y.; Robert Roper, Jr., Chatham, N. J.; P. F. McKenney, Fifth avenue and 42nd street, New York; Joseph Trepel, 334 Lewis avenue, Brooklyn, N. Y.; Morris Christatos, New York; Albert Friedman, Woodlawn, N. Y.

Walter F. Sheridan, for the committee on the annual dinner, announced that it will be held at the Hotel McAlpin March 16, at \$5 per plate. At least 150 persons are expected to be present. Emil Schloss, for the committee to secure a new meeting place, reported on a hall near 42nd street; selection deferred. A. H. Langjahr, for committee to entertain soldiers who have been florists, when visiting the city, reported that few are in the city as no leaves are being granted at the cantonments. Charles Weathered, for the flower show committee, which had held a meeting in the afternoon, reported satisfactory progress. Secretary Young reported along similar lines. He expects to be able to report \$12,000 worth of space sold before the show opens. The ladies of the Red Cross are making great efforts to make their tea room more attractive than ever. Secretary Young announced that hereafter his office of the club and the Society of American

THE RAPID RAPPER

will be used more than ever this month. It will come in handy in wrapping your bulb stock and Easter plants. Write for free illustrated booklet.



Most beautiful ornamental Plant Stand on the market. Write for special price on lots of 50 or more. Good proposition for Agents and Jobbers.

THE RAPID WRAPPER CO.

56 East Randolph Street, CHICAGO

Florists will be at 1170 Broadway. He also referred to his recent trip to St. Louis. The club voted to increase his salary as secretary to \$500 per annum.

President Totty, of the Society of American Florists, made an interesting address on the affairs of the society and the trade in general. Referring to the action of the executive board in dropping the national flower show, he said it had met with general approval. He believes the coal situation much improved. He further stated that the traveling men in the trade are opposed to holding the convention earlier than August, and that a change in date may yet be made. He added some good words for the Washington representative, William F. Gude, who of late has been a tireless worker in the various interests of the society. President Schenck spoke highly of the hospitality of the St. Louis florists on his recent visit.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady.

Shawyer.

Sunburst.

Ward.

Killarney Brilliant.

Ophelia.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES.

Make arrangements with us for a regular supply. You should always have some on hand, especially now during the extreme shortage of other flowers.

Valley.

Violets.

Callas.

(Single and double)

Calendulas.

Cattleyas,

Sweet Peas.

Paper Whites.

Yellow Narcissus.

White Daisies.

Yellow Daisies.

Pansies.

Stevia.

Strawflowers.

Jonquils

Mignonette

Freesias

Tulips

Pansies

GREENS.

Plumosus.

Sprengeri.

Galax, bronze.

Galax, green.

Ferns.

Leucothoe Sprays.

Mexican Ivy.

Smilax.

Adiantum.

Wild Smilax.

Boxwood.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Now for Easter

Everything in accessories for this busy time. Plant Baskets in great variety, made to fit standard pots or larger sizes, all with containers.

How about Wire, Stemming Sticks, Letters, script or black; Chiffon, Wheat Sheaves and Magnolia Leaves. Don't let the stock run down in these every day needs. All the Novelties for Paddy's Day. Green Dye, 50c per package. High Hats for Shamrocks, etc.

Send for our illustrated Spring Price List.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

A. L. Miller, for the transportation committee to the St. Louis convention, reported that the fare would be about the same either over the New York Central or Pennsylvania railroads, to wit, \$24.89 one way for a party of not less than ten; \$26.73 for individual tickets. It is expected that two special cars will be taken.

William C. Freeman, business manager of the Advertising News, gave an interesting talk on publicity. He commended the publicity committee of the S. A. F. for its recent page advertisement in the Saturday Evening Post. In the discussion which followed, President Totty, Maurice Fuld, W. R. Pierson and E. C. Vick took part. In answer to a question, W. R. Pierson stated that the florists of this county do an annual business of \$100,000,000.

Chairman Kessler of the house committee was given a standing vote of thanks for his generous donation of abundant "eats" at the January meeting. A letter was received from the Brooklyn gardeners, employed in the city parks, who were recently classed as laborers, saying that they had been restored to the competitive list. It was announced that Frank H. Traendly and Robert Simpson and the committee had left for Ithaca, N. Y., to attend the meeting of the New York Federation of Horticultural Societies and Floral Clubs, February 12.

The following stock was exhibited: Pink rose, Bedford Belle, by the Bedford Floral Co., Bedford Hills, N. Y., committee wants to see it again. Rose Madame, Colette Martinetti, by A. N. Pierson, Inc., Cromwell, Conn.—highly commended. Iris Tirgitane, by P. W. Popp, Mamaroneck, N. Y., vote of thanks.

Joseph A. Manda spoke of his recent visit to his son, who is a soldier at Camp McLellan, Ala. He was well pleased with what he saw of the camps.

W. R. Pierson made a strong appeal for support of the American Rose Society which meets in connection with the flower show in this city, in March. Arthur Herrington, who will superintend the show, made a good talk for its success and said, among other



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.

J. E. POLLWORTH, Sec'y and Gen'l Mgr

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, PA.

Growers of Quality Flowers.

things, that he hoped it would be unnecessary to make any apologies for its essential features. There was a good attendance at the meeting.

The following committees are announced: Legislative—James McHutchison, chairman; Patrick O'Mara and F. R. Pierson. Flower show—C. B. Weathered, F. H. Traendly, John Young, L. J. Reuter, W. R. Pierson, C. H. Totty, G. E. M. Stumpp, P. W. Popp, Max Schling and Henry Weston. Exhibition—Charles W. Knight, chairman; H. C. Reidel, L. T. Rodman, E. W. Rodman and W. A. Rodman. New meeting rooms—Emil Schloss, chairman; Robert Koehne, Meyer Othile and John Young. Entertainment of soldiers—A. H. Langjahr, chairman; H. S. Maybie, Z. Tadema, Henry Weston and P. W. Popp. Awards—Joseph A. Manda, chairman; J. H. Fiesser, Arthur Herrington, Peter Duff, A. Kottmiller, S. G. Milosy, and Henry Weston. House and entertainment—Philip F. Kessler, chairman; Victor Alzen, Alex. H. Donaldson, Henry Hoffmann, Hamilton Henry. Annual banquet—Walter F. Sheridan, chairman; Philip F. Kessler, P. J. Smith. Essay and lecture—E. C. Vick, chairman; J. Harrison Dick, J. Austin

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

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440 So. Dearborn St.
CHICAGO.

Shaw, W. J. Stewart, J. B. Deamud. Special premiums flower show—L. W. C. Tuthill, chairman; A. T. Bunyard, J. J. Lane, J. R. Kervan, W. R. Cobb, Philip Cox, P. W. Popp. Publicity committee—E. C. Vick, chairman; George E. M. Stumpp and W. Albert Manda. Transportation committee—To arrange for travel of visitors and exhibits to the S. A. F. convention, St. Louis, April 9-11.—A. L. Miller, chairman; J. G. Esler, R. J. Irwin, T. B. De Forest and Emil Schloss.

A. F. F.

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162 North Wabash Avenue,

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L. D. Phone Central 8016-8017.

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Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

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WILD SMILAX, \$2.50 Per Case

NATURAL LOG MOSS
Per bag (100 square feet).....\$1.75PERPETUATED SHEET MOSS
Per bag (100 square feet).....\$3.50

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A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

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Florists' Supplies.

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George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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The Largest, Best Equipped,
Most Centrally LocatedWHOLESALE
CUT FLOWER HOUSE
IN CHICAGO

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CENTRAL 1977 and 1978.

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Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

Dozen

Roses, Beauty, specials.....	\$7 00
" " 36-in.	6 00
" " 30-in.	5 00
" " 24-in.	4 00
" Mrs. Chas. Russell.....	1 00@ 3 00
100	
" Hoosier Beauty	8 00@15 00
" Killarney Brilliant	6 00@15 00
" Killarney	6 00@12 00
" White Killarney	6 00@12 00
" Richmond	6 00@15 00
" Rhea Reid	6 00@15 00
" My Maryland	6 00@15 00
" Mrs. Geo. Sawyer.....	6 00@15 00
" Milady	6 00@15 00
" Sunburst	6 00@12 00
" Mrs. Aaron Ward.....	6 00@12 00
" Hadley	6 00@15 00
" Ophelia	6 00@12 00
" Double White Killarney..	6 00@12 00
" Mrs. Moorefield Storey..	6 00@12 00
" Champ Weiland	6 00@12 00
" Stanley	3 00@10 00
" Tipperary	6 00@15 00
" Francis Scott Key.....	6 00@15 00
" Bayard Thayer	6 00@15 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Nesbit	2 00@ 4 00
" Fireflame	6 00@ 8 00
" Our selection	5 00

Violets, per 100...\$1 00@ 1 50	
Carnations	3 00@ 4 00
Cattleyas per doz., \$9 00	
Daisies	1 00@ 2 00
Lilium Harrisii	12 50@15 00
Valley	6 00
Ferns	per 1000 \$3 00@ \$3 50
Freesias	2 00@ 3 00
Tulips	3 00@ 4 00
Jonquils	2 00@ 3 00
Galax	1 00@ 1 25
Leucothoe	75
Mexican Ivy per 1000, 5 00@6 00	
Plumous Strings, each, 60@ 75	
Smilax	per doz., 2 00@2 50
Sprenger, Plumous Sprays....	3 00
Boxwood, 35c per lb.	

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of.....\$4.50.

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1324 Pine Street, ST. LOUIS, MO.

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Wild Smilax, \$2.50 Per Case

Natural Log Moss, per bag (100 square feet), \$1.75.
Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co. EVERGREEN, ALA.

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WEILAND-RISCH Co. FLOWER GROWERS

TELEPHONE 154 N. WABASH AVE. CHICAGO ILLINOIS
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Have you received our catalogue?
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1349-51-53 S. Michigan Ave., CHICAGO, ILL.

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ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing.

ROOTED CARNATION CUTTINGS

We have ready for immediate delivery a large supply of

**A. ROPER -- C. W. WARD -- MATCHLESS -- THEO -- BEACON --
ENCHANTRESS SUPREME -- BASSETT AND WASHBURN**

Special price on 1000 lots. Satisfaction guaranteed.

THE LEO NIESSEN CO., Wholesale Florists **1201-5 Race St., Philadelphia, Pa.**

Philadelphia.

COAL SITUATION EASIER.

Extremes of weather has been our lot the past week, the temperature jumping from 14° below to 40° above zero in two days. The extremes, accompanied by high winds, overcame all the exertions of the greenhouse men to keep frost out of the houses, and quite a number have reported the glass showing 32° and below in cold ends exposed to the free force of the wind. As the winter is wearing away, with the sun getting strong enough to supply heat through the day, the anxiety of the coal problem is easing up. Growers have to still work very hard to get a supply, but, being satisfied with the lowest grades, such as rice and scrapings of the yard, which has to be mixed with coarser buckwheat and pea sizes, and burned with the aid of a blower, it produces heat, and they now all feel that the balance of the season may be tidied over. The situation in the market is much the same as that of last week. Roses are scarce, particularly the medium grades. While American Beauties are shy, there are special Russells which make a satisfactory substitute. This variety, which is good nearly all the season round, is carried by all the high class stores. Carnations are more than equal to the demand; the quality is good. The accumulation that goes to the street men on Saturday is not comforting to the growers. Sweet peas are the best stock in the market; excellent flowers, many of them first crops, are coming in from a number of growers. Daffodils and tulips are becoming plentiful, particularly the former; they are popular, however, and move off in large quantities. Cattleyas are above the demand. Lily of the valley of excellent quality is still to be had in limited quantities. Easter lilies are good stock; the market seems fairly full, but they bring the top price of 12½ to 15 cents, which will help out a little. Asparagus is away behind the demand and the despised southern stock is taken without question at highest prices. Hardy ferns give the dealers considerable trouble these days. The boxes are so long on the way that, with the freezing and thawing, many damaged and blackened fronds are formed in the bunches, which, with considerable time and labor, have to be sorted out and the leaves rebunched. Violets do not clean up as they should. They appear to be losing their popularity.

WITH THE WHOLESALERS.

Leo Niessen, in speaking of the rose, Mrs. Sawyer, says its natural long stem, without a pinch, gives it an advantage over many other sorts with knots in the stems, which many retail florists object to most strenuously. Fairly busy is the report here. Easter lilies, carnations, Russell roses and spring flowers are features.

The Joseph Heacock Co. does not at this time have enough roses to go around. Another two weeks will see the beginning of a new crop, with which Manager Cortis hopes to satisfy everybody.

The hot water system of the Philadelphia Wholesale Cut Flower Co. has

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Feb. 13. Per 100		
American Beauty, per doz.	1.00@	4.00
Roses, Killarney	4.00@ 8.00
" Mrs. Chas. Russell	10.00@25.00
" Ophelia	8.00@15.00
" Richmond	6.00@15.00
" Sunburst	6.00@12.00
Lilium Giganteum	15.00
Carnations	2.00@ 4.00
Valley	7.00
Narcissus	2.00@ 4.00
Sweet Peas	1.00
Violets50@ .75
Daffodils	4.00
Tulips	4.00@ 5.00

BOSTON, Feb. 13. Per 100		
Roses, Beauty	10.00@25.00
" Killarney Queen	2.00@ 8.00
" White and Pink Killarney	4.00@12.00
" Double White Killarney	2.00@ 8.00
" Killarney Brilliant	4.00@10.00
" Hadley	5.00@25.00
" Cardinal	2.00@ 8.00
" Mock	4.00@12.00
" Mrs. Chas. Russell	3.00@15.00
" Sunburst	10.00@16.00
" Taft	4.00@12.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	6.00@ 8.00
" My Maryland	2.00@ 8.00
Carnations	3.00@ 4.00
Violets75@ 1.00

BUFFALO Feb. 13. Per 100		
Beauty Special	50.00@60.00
" Fancy	30.00@40.00
" Extra	25.00@30.00
" 1st	10.00@15.00
Roses, Killarney	6.00@12.00
" My Maryland	4.00@10.00
" Sunburst	4.00@10.00
" Ward	3.00@ 6.00
" Ophelia	5.00@15.00
" Russell	6.00@12.00
" Stanley	4.00@ 8.00
" Mock	4.00@ 8.00
" Sawyer	4.00@12.00
Lilies	8.00@12.00
Cattleyas	50.00@60.00
Carnations	3.00@ 5.00
Asparagus Sprengerl.	.35@ .50	
Ferns.....per 1000,	2.50	
Smilax	15.00@20.00
Violets60@ .75
Sweet Peas	1.00@ 2.50
Daffodils	2.00@ 3.00
Tulips	3.00@ 4.00
Romans	2.00@ 4.00
Paper Whites	2.00@ 3.00
Freerias	2.00@ 4.00
Calendulas	2.00@ 4.00

at last been fixed up and all is now serene. High grade roses and carnations are seen here in quantity.

Edward Reid is handling superb sweet peas, the variety, Mrs. Gude, being particularly fine. Prima Donna, Maryland and Sunburst are features of his rose stock.

Spring flowers, Easter lilies and sweet peas are features of the Berger Brothers' Market. Very fair business for the season is reported as being done here.

A good supply of roses from the Florex Gardens is the feature of the Eugene Bernheimer stock. Easter lilies and sweet peas are also seen in quantity.

Write For Our

Price List
On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Central Market

**ROSES, ORCHIDS, VALLEY
VIOLETS.**

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St. Philadelphia, Pa.

NOTES.

Martin Reakauf, for over 30 years with H. Bayersdorfer & Co., is going into business on his own account, and has leased the building at 433 Callowhill street for his store and factory. He will open March 1 with an up-to-date stock of new goods in florists' supplies and hopes for a share of the patronage of the trade.

The team representing the florists' club in the ten pin tournament for the championship of the city are now the runners up, being in second place. George Moss, the captain of the previous championship teams, is coaching and rooting for them.

The St. Valentine kiddies of H. Bayersdorfer & Co. made a great hit. St. Patrick's day and Washington's birthday are the next novelty days for which there are many special features. Then all energies will be bent upon Easter.

The large Walnut street window of J. J. Habermehl's Sons is now gay with spring flowers. The Philapatrian ball,

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

one of the few held this season, was
handsomely decorated by this firm.

The London Flower Shop is display-
ing well arranged vases of sweet peas
and other spring flowers in its win-
dows. A goodly lot of orders are filed
for St. Valentine's day.

With more normal express facilities,
much young plant stock is being sent
out by the S. S. Pennock Co. All the
new and standard roses are being han-
dled in quantity.

J. M. Brown, late in charge of the
Hitchings Co.'s office in this city, has
secured a berth with the New York
Shipbuilding Co., of Camden, N. J.

Jos. G. Neidinger's men on the road
are turning in good orders for Easter.
Their special plant baskets are having
a good run. K.

Newark, N. J.

An attractive store recently opened
at 167 Market street, near Broad, is
that of the Rosery Floral Company.
Chris. Penek, one of several brothers
engaged in the retail business in this
city, is manager. The store is equip-
ped in the most up-to-date style and
seems to be doing a good business.

George Penek, Broad street, near the
Hudson terminal, has a good store
well stocked with everything in plants
and cut flowers, and calling recently,
we found him busy.

Regardless of hard-times talk, Phil-
lips Brothers, 938 Broad street, con-
tinue to do a good business and are
always showing attractive features.

Begerow's, 946 Broad street, is al-
ways an attractive store. In another
part of the city, they have a good
range.

Connolly & Plunket, Bloomfield and
Prospect avenues, are showing excel-
lent features in plants and cut flowers.

A. F. F.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Feb. 13. Per 100	
Roses, Beauty, special	35.00@50.00
" " fancy	15.00@25.00
" " extra	10.00@15.00
" " shorter grades	10.00@12.00
" Mrs. Chas. Russell	8.00@25.00
" Prima Donna	8.00@15.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Hadley	8.00@35.00
" Sunburst	6.00@12.00
" Wards	4.00@ 8.00
" Wards	3.00@ 8.00
Carnations	3.00@ 5.00
Cattleyas.....each	\$0.35@ .50
Valley	10.00@12.00
Lilium Rubrum	5.00@ 6.00
Calendulas	2.00@ 3.00
Easter Lilies	10.00@12.50
Snapdragons	6.00@12.50
Violets, single and double	.75@ 1.00
Asparagus.....string or bunch	.35@ .50
Sweet Peas	1.50@ 3.00
Daffodils	3.00@ 4.00
Paper Whites	1.50@ 3.00
Tulips	3.00@ 4.00

PITTSBURGH, Feb. 13. Per 100.	
Roses, Beauty, special	50.00
" " fancy	30.00
" " extra	20.00
" " No. 1	15.00
" Killarney	4.00@12.00
" My Maryland	4.00@12.00
" Sunburst	4.00@12.00
" Mrs. Aaron Ward	4.00@12.00
Cattleyas	50.00
Lilium Giganteum	10.00@12.00
Adiantum	1.25
Asparagus Sprengeri, per bunch	35@40
New Crop Green Galax, per 1000	\$1.25
Carnations	4.00@ 5.00
Calendulas	3.00
Violets	.50
Paper Whites	2.00@ 3.00
Daffodils	3.00@ 4.00
Freesia	4.00
Sweet Peas	1.00@ 2.00
Tulips	3.00@ 4.00

MILWAUKEE, Feb. 13. Per 100	
Roses, Killarney, W. Killarney	5.00@12.00
" Ward	5.00@ 8.00
" Mrs. Chas. Russell	10.00@35.00
" Ophelia	8.00@12.00
" Hoosier Beauty	5.00@12.00
" Bon Silene	3.00
" Cecile Brunner	3.00
Carnations	2.00@ 4.00
Valley	4.00@ 6.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing.

Fancy Raffia Mats

\$3.00 per doz.

W. Q. Potter Co., 421 High Ave.,
CLEVELAND, O.

Mention the American Florist when writing.

EUGENE BERNHEIMER

—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia.
Carnations, Violets.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

ST. LOUIS, Feb. 13. Per 100	
Hadley	2.00@ 5.00
Killarney	2.00@ 4.00
White Killarney	2.00@ 4.00
Hoosier Beauty	3.00@15.00
Russell	4.00@25.00
Sunburst	3.00@10.00
Ward	3.00@ 8.00
Mrs. Sawyer	2.00@ 8.00
Ophelia	4.00@10.00
Carnations	3.00@ 4.00
Ferns.....per 1000	\$2.50
Violets	1.00@ 1.50
Paper Whites	3.00
Stevia	2.00

New York.

MILDER WEATHER BENEFITS GROWERS.

We are always glad to mention even a slight improvement in the condition of the cut flower market, but along that line for the past week there is little or nothing that can be said. The one bright spot on the horizon, under present conditions, at least for the growers, was milder weather during the latter part of the week. It was not a real winter thaw of the old-fashioned kind, but it thawed some, for which we are truly thankful. On February 7, for a short time, the temperature was up to 49°, the highest since Thanksgiving. On February 8, there was light freezing, with another rise and rain on February 9. This made but little difference in the supply of roses, but it materially increased the receipts of carnations and bulbous stocks. In roses, American Beauties continue to arrive in light supply and good specials wholesale at the rate of \$75 per 100, but the shorter grades, No. 1s and 2s, are very poor and hard to move. In tea roses, on the other hand, there is a noticeable lagging in the call for fine specials, the principal call being for shorter and cheaper grades; in fact, all the buyers are looking for something cheap this winter, and as a rule they are getting it. On February 9, fair to good carnations could be bought for \$2 per 100. From now on, we expect to see an avalanche of carnations on the market and very low prices. Good tulips are now attractive features of the market; the best running from 40 to 50 cents per dozen, with possibly a few sales of Flamingo at 75 cents. Both yellow and Paper White narcissi are plentiful and hard to clean up. The best of the yellows bring \$1 for three dozen, but much of it goes cheaper; Paper White, 10 to 20 cents per dozen. Milder weather may somewhat stimulate the violet market, but it is also likely to increase the supply, and there is now plenty to go around. In orchids, gardenias, lilies, lily of the valley and various minor stocks, there is movement, but no increase in prices over our last quotations.

February 11.—This is a "heatless" Monday, but fortunately the weather is not cold. Tomorrow is a holiday in this state, and with fair weather there should be some business. The supply of carnations and bulbous stock continues to increase.

NOTES.

Charles Hornecker, of East Orange, N. J., a member of the 213th aero squadron, which was on the transport Tuscania, recently torpedoed off the Irish coast, was a member of a family of florists, well known in this city. He enlisted last November, soon after his twenty-first birthday, and was sent to the aviation field at Mineola, L. I. In his physical examination, he was passed as an almost perfect specimen of manhood. For four years previous to his enlistment, he had worked with his brother, Henry, who has a range and store in East Orange. The death of their father was duly recorded in THE AMERICAN FLORIST of January 12. On the morning of February 9, the Hornecker family had not heard directly from Charles, but a clergyman of Oyster Bay, L. I., had received a cablegram which stated that it was believed that all members of the 213th aero squadron were saved.—Later reports state that Charles Hornecker's name appears in the list of survivors.

William H. Foddy, the retailer of Flatbush and Seventh avenues, Brooklyn, now has two sons in the aviation service of the army, both volunteers. Howard K. volunteered some time ago and is now at Lake Charles, La. Har-

For Immediate Delivery

LIL. GIGANTEUM

Of new crop.

7-9 in., \$55.00 per 1000.

In cases of 300 bulbs.



Chas. Schwake & Co., 90-92 West Broadway, New York

LILY of the VALLEY

From New York Cold Storage.

\$40.00 per 1000.

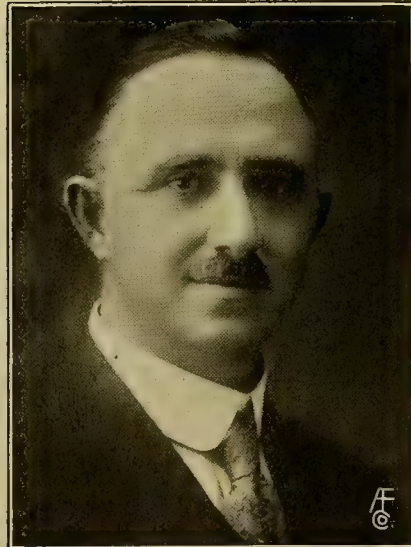
In cases of 2000 and 4000 pips.

old M., the latest recruit, is now in training at Princeton, N. J.

Chares Frost, the well-known pansy grower of Kenilworth, N. J., is sending in nice stock of Asparagus plumosus and forget-me-nots. We have an invitation to visit his place and see some pansies, "worth while," as soon as the weather warms up a bit.

A. H. Langjahr, for many years in the wholesale business, has removed from 47 West 28th street to the floor of the Cut Flower Exchange in the Coogan building, Sixth avenue and 26th street.

H. E. Froment, 148 West 28th street, continues to receive heavy shipments



P. W. Popp, Mamaroneck, N. Y.
Vice-President New York Florists' Club.

of all the best varieties of tea roses from the ranges of L. B. Coddington, Murray Hill, N. J.

Calling recently at the retail store of J. Chatmas, Eighth avenue and 145th street, we found him busy, and his store, a model of neatness and good taste.

In Philip F. Kessler's department of the Cut Flower Exchange, we have recently noticed a most complete assortment of tulips and other bulbous stock.

Joseph A. Millang, of the New York Cut Flower Co., is receiving fine special American Beauties from Paul M. Pierson's range, Briarcliff, N. Y.

Theodore Krombach, a well known florist of Brooklyn, died February 10. Further details will be found in this week's obituary column.

Christatos & Koster, 717 Madison avenue, advise us that, considering general conditions, they have thus far had a good season.

Joseph S. Fenrich, of 51 West 28th street, has greatly increased his facilities for handling cut flowers by a new and capacious ice box.



Mention the American Florist when writing

MY SPECIALTY SWEET PEAS AND ALL

Flowers of Shipping Quality

Joseph S. Fenrich

51 West 28th Street, NEW YORK

Telephones—420-421-422 Farragut.

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William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

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Clarence Slinn, of 28th street, is handling exceptionally fine pink snapdragons in addition to a large stock of carnations and violets.

William H. Long, the retailer of 412 Columbus avenue, was very busy during the past week with decorative and funeral work.

Jasper McMullen, of Whitestone, is bringing to the Cut Flower Exchange fine stock of Enchantress carnations. We have noticed at the store of J. K. Allen, fine Russell and Ophelia roses; also, a fine stock of freesias.

B. S. Slinn, of the Cut Flower Exchange, is recovering from a severe case of blood poisoning.

PAUL MECONI

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8864 Farragut.

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115 West 28th St., New York

Phones 5413 and 5891 Farragut

Everything in Cut Flowers

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All the NEW ROSES, CARNATIONS
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All the New and Standard Varieties of Roses,
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Riedel & Meyer, Inc.

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25 years' experience. Consignments solicited.

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Phones 4024 and 4025 Madison Square.

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NEW YORK, Feb 13. Per 100	
Roses, Beauty, special	60.00@75.00
" " extra and fancy	35.00@40.00
" " No. 1 and No. 2	8.00@8.00
" Hadley	4.00@50.00
" Francis Scott Key	4.00@30.00
" Prima Donna	4.00@15.00
" Alice Stanley	4.00@15.00
" Mrs. Geo. Sawyer	4.00@15.00
" Double White Killarney	5.00@12.00
" Killarney, Special	12.00@15.00
" " No. 1 and No. 2	3.00@5.00
" Queen	4.00@15.00
" " Brilliant	4.00@15.00
" Aaron Ward	4.00@15.00
" Sunburst	4.00@15.00
" J. L. Mock	4.00@20.00
" Ophelia	4.00@15.00
" Mrs. Chas. Russell	4.00@30.00
" Hoosier Beauty	4.00@15.00
Cattleya Orchids, special	25.00@40.00
Rubrum	3.00@5.00
Lilies, Longiflorum and Formosum	4.00@8.00
Lily of the Valley	4.00@6.00
Adiantum Croweanum and	
Hybridum	.75@1.00
Asparagus Plumosus	doz. bchs. 2.50@3.00
Smilax	doz. strings. 1.25@2.00
Carnations	2.00@3.00
Carnations, Fancy	4.00
Violets	.15@.35
Snapdragons	per doz. 2.00@4.00
Gardenias	per doz. 1.00@3.00
Narcissus, Yellow	2.00@2.50
Tulips	1.50@4.00
Iris	per doz. 1.00@2.00

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Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

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Orchids, Roses, Carnations, and all the other
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Roses, Carnations, Violets

And all NOVELTIES in the Market.

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WHOLESALE

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2336**WM. KESSLER,**
WHOLESALE FLORIST

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Open for Cut Flower Sales at 6 o'clock
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Desirable wall space to rent for advertising.

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Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-

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The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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VAUGHAN'S ASTER SEED FOR FLORISTS



NEW ASTER—Mammoth Non-lateral Branching

MAMMOTH NON-LATERAL BRANCHING

MAMMOTH NON-LATERAL BRANCHING WHITE. 2 ft. This is without doubt the largest Aster on the market. Many of the flowers will measure four inches in diameter. The plants grow about two feet high with a low branching habit, and the flowers which are borne on non-lateral stems are full, with petals curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching. $\frac{1}{4}$ oz., \$1.00 \$0.35
MAMMOTH NON-LATERAL BRANCHING BLUE. 2 ft. Very like the preceding except the flowers are a medium shade of blue $\frac{1}{4}$ oz., \$1.00 .35

OTHER AMERICAN ASTERS

LAVENDER GEM. One of the most charming sorts. The flowers are of a true lavender shade and the petals are gracefully curled and twisted, and the blooms are borne on long stems. .25 2.20
PEERLESS PINK. The flowers are enormous, globular in shape, many five inches across, of a most delightful and pleasing rich shell pink. First flowers appear about the middle of August, but the plant is at its zenith about four weeks later. .20 1.20
CRIMSON GIANT. This shade has been one which has seemed to lack intensity of color, but in this variety the blood red blossom is particularly bright. .20 1.20
SENSATION. The redder of all red asters, the color being a dark rich garnet or ox-blood red, which glistens in the sunshine like a live coal. The plants are of the free branching habit, about 18 inches high, the double flowers, averaging about 3 inches in diameter, are borne freely on stems about 12 inches long. .25 2.00

10 Per Cent cash discount, on orders of \$2.00 or over, when cash accompanies order. Florists' catalog is now being mailed.

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

Joseph L. Barnitt, a designer and decorator for Alexander McConnell, received a cablegram February 9 from his son, Joseph L. Barnitt, Jr., a member of Aero Squadron 213, who was on the torpedoed Tuscania, saying he was safe. Both father and son have been with Alex. McConnell for years and are well known and highly respected in the trade.

John Tryferos, of the retail firm of Tryferos Brothers, was married to Miss Tsolomiti, in Chicago, February 3. His friend, George Rondires, a retail florist of Eighth avenue, this city, accompanied him to Chicago and acted as best man. The happy couple are spending their honeymoon in the west.

A. Kottmiller, 426 Fifth avenue, arranged a handsome wedding decoration in the Ritz-Carlton hotel, February 12. Rubrum lilies, hanging baskets of Lorraine begonias and many spring flowers were used.

Henry Hoffman, who has been connected with the store of G. E. M. Stumpp for 24 years, has taken a position with Max Schling.

A meeting of the flower show committee was held in the Grand Central Palace, February 11.

A. N. Pierson, Cromwell, Conn., was a visitor to the wholesale district on January 9.

A. F. F.

Windler Whol. Floral Co. Elects Officers.

At the annual meeting of the Windler Wholesale Floral Co., St. Louis, Mo., January 31, officers for the ensuing year were re-elected as follows: Frank A. Windler, president; E. E. Windler, vice-president; A. W. Gumz, secretary-treasurer. At a meeting of the stockholders of the Natural Foliage Co., which followed, the above officers were unanimously elected to act in the same capacities for that company.

LA GRANGE, ILL.—The La Grange Floral & Seed Co. has been admitted to membership in the Florists' Telegraph Delivery.

QUEEN OF THE MARKET

The Standard Early Flowering Type Trade
 White, Crimson, Pink, Dark Blue, Flesh, Lavender, Light Blue. .10 .80
 Any of above, per lb. \$10.00, $\frac{1}{4}$ oz. 30c. \$0.10 \$1.00
 Mixed, all colors, lb., \$10.00 .10 .80

DAYBREAK (American Victoria)

Trade pkt. Oz.
 Purity, White. .25 2.40 Rose Pink .25
 Pink, Fine for pots. .25 Blue .25 2.60
 Salmon Pink .25 2.60 Lavender .25 2.60

THE ROYAL—Early-Flowering Branching

This type fills a gap between the Queen of the Market and the Late-Flowering Branching Asters. Sown early inside, and planted out with Queen of the Market, it follows that variety very closely.

White, Shell Pink, Rose Pink, Lavender, Purple.
 Any of the above. $\frac{1}{4}$ oz., 45c. .25 1.25
 Mixed, all colors $\frac{1}{4}$ oz., 45c. .25 1.50

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers. The graceful, long petals are thickly produced.

Light Pink, Dark Blue, Rose, White.
 Any of above. .20 1.20
 Mixed, all colors .20 1.20

SEMPLE'S BRANCHING

White, Lavender, Rose Pink, Crimson, Azure Blue, Daybreak (Mary Semple), Purple, Deep Violet.
 Any of above, lb., \$10.00, $\frac{1}{4}$ oz., 25c. .10 .80
 Mixed, all colors, lb., \$9.00; $\frac{1}{4}$ oz., 20c. .10 .70
 Upright Branching, White .15 1.00

CARLSON OR INVINCIBLE

White, Crimson, Purple, Lavender, Marquis Pink.
 Any of the above. $\frac{1}{4}$ oz., 35c. .20 1.20
 Mixed, all colors. $\frac{1}{4}$ oz., 35c. .20 1.20

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double the length of the older varieties and are twisted and curled into a very fluffy effect.

White, Shell Pink, Dark Pink, Lavender, Crimson, Azure Blue, Purple.
 Any of the above $\frac{1}{4}$ oz., 35c. .20 1.20
 Mixed, the above .15 1.00

Hohenzollern, Extra Early White .25 1.60
 Extra Early Rose .25 1.60

THE MIKADO

Petals are narrow, very long and gracefully reflexed. The outer petals show to their full extent, while gradually toward the center they bend and curl on each other in such magnificent disorder as to make the fluffiest aster we have ever seen.

White $\frac{1}{4}$ oz., 35c. .20 1.20
 Pink Rochester $\frac{1}{4}$ oz., 35c. .20 1.20

THE KING

The habit is similar to the popular Giant Branching, vigorous in growth, long, stiff stems. In form the flower is entirely distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader, those in the center being curled and incurved, completely covering the crown. In shape and size the bloom is round, full and very large.

Rose, Pink, Violet, White, Crimson.
 Any of the above. .20 1.40
 Mixed, all colors .20 1.20

AMERICAN BEAUTY

2½ ft. Is similar in type of flower and growth to the well-known Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. It is the first of a new strain of late branching habit, and of robust growth. The flowers are fully double to the last and are a most lovely shade of bright carmine-rose. Almost identical with the World-famous American Beauty Rose. Each plant forms a perfect bush. $\frac{1}{4}$ oz., 50c. .25 2.00

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857



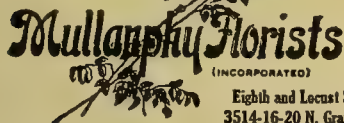
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We Have the Best Facilities in the City
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Telegraph orders filled on short notice in St. Louis and rest of Missouri.

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FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
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Deliveries to Steamers and All Eastern Points.
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Flowers and Service THE BELLEVUE-STRATFORD,
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To out-of-town florists: New York
We are in the Heart of New York
And give special attention to steamer and the-
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ALPHA FLORAL CO.

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Largest and most centrally located store in the
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Successor to Sievers & Boland

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Careful attention given to all orders for
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611 FIFTH AVE., COR. 49TH STREET.

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TELEGRAPH ORDERS forwarded
to any part of the United States,
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We cover all points in Maine.

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Established 1874.

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Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Seattle's Leading Flower Shop

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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General designs—All flowers in season

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A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

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The London Flower Shop, Ltd.

1800 Chestnut Street

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Rangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
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Cleveland, O.—Smith & Fetters Co.
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Omaha, Neb.—Hess & Swoboda, Farnam St.
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Philadelphia, Pa.—J. J. Habermehl's Sons.
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St. Louis, Mo.—F. H. Weber.
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St. Paul, Minn.—L. L. May & Co.
San Francisco—J. E. Boland, 80 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
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Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington—Geo. H. Cooke, Conn. Ave. and L.
Washington, D. C.—Louise Flower Shop.
Washington—Gude Bros.
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Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

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In the Heart of most exclusive residential section.

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Canada's best known and most reliable florist

Only the **Dunlop's**

Best 8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

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Flowers Delivered Anywhere. Phone, 1952 Bedford

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Brooklyn Representative of National Floral Corporation

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Send your orders for Chicago and Suburbs to



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JOSEPH TREPEL

BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store—334 Lewis Ave., No. 1150 Bedford
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Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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Special attention to mail and Telegraph Orders.
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FLORISTS**

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Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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**Robt C. Kerr
Floral Co.**

Main and McKinney Phone Preston 160

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The Best Service



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BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

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Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75th St.

Orders By Telegraph Promptly Filled

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JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

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Established over 20 years.

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Madison Ave. and 76th St.
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Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones { 107 } { 420 } { 775 } Lenox

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**The Park
Floral Co.**

B. E. GILLIS, President.
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San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.



Artistic Funeral Designs. Flowers for all occasions.

Tel. 1673 Hackensack MAIN and BRIDGE STS.

Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842.

Lang Floral & Nursery Co.

1214 Main Street, DALLAS, TEXAS.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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O. C. SAAKE
 FLORIST
 We Solicit Telegraph Orders.
 Regular Trade Discount.
 215 W. FOURTH STREET

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Los Angeles, Calif.
Wolfskill Bros. and Morris Goldenson
 Cut Flower Merchants
 We solicit telegraph orders. Regular trade discount.
 229 WEST THIRD STREET

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NASHVILLE, TENN.
JOY FLORAL COMPANY
 Members of Florists' Telegraph Delivery.

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Samuel Murray,
 1017 Grand Avenue
 Member of Florists' Telegraph Delivery.

Little Rock, Ark.
PAUL M. PALEZ
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All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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F. H. WEBER
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 Flowers delivered in city and state on short notice.
 Member of Florists' Telegraph Delivery.

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California Florists
 will take care of all telegraphic orders.

Michigan. Orders will be carefully cared for by
HENRY SMITH
 Wholesale and Retail Florist of Grand Rapids.
 Member of Florists' Telegraph Delivery.

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GRAND RAPIDS FLORAL CO.
 ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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 Orders Carefully Executed
Pikes Peak Floral Co.
 Wholesale and Retail
 Members of Florists' Telegraph Delivery.

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Steubenville, Ohio.
Huscroft's Flower Shop
 E. E. McCauslen, Prop.
 173 North Fourth Street
 All Orders Promptly Executed.

Cleveland, O.
The Smith & Feters Co.,
 LEADING FLORISTS
 735 Euclid Ave. CLEVELAND

Friedman
 ...FLOWERS...
 522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

St. Paul, Minn.
L. L. MAY & CO.
 Order Your Flowers for delivery in this section from the
 LEADING FLORISTS OF THE NORTHWEST

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MRS. E. A. WILLIAMS
 621 Penn Ave.
 Member of Florists' Telegraph Delivery.

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 1622 Harney St. Established 1866

CHARLES L. SCHMIDT
 313 Market St., Harrisburg, Pa.
 Night and day service in all Central Pennsylvania.

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 38 State Street, Newburyport, Mass.
 Covers all New England Points

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Rock's
FLOWERS
 Members Florists' Telegraph Delivery Ass'n.

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D. J. PAPPAS, Inc.
 2751 Broadway, at 106th St.
 The right place to buy.
FLOWERS OF QUALITY.

C. H. FREY Wholesale and Retail Florist
 1133 O St., LINCOLN, NEB.
 Will fill orders for the West on short notice
 Trade discounts. First-class stock.

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 3343 W. MADISON ST.
 NEAR GARFIELD PARK
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 Mention the American Florist when writing.

For Wisconsin Delivery
 OF
"Home Grown Flowers"
 Get in touch with
J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN
 Member of Florists' Telegraph Delivery.
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WASHINGTON D. C.
Gudes'
 Members of Florists' Telegraph Delivery.
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DES MOINES IOWA
ALFRED LOZIER ROSERY
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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Randall's Flower Shop

Member of Florists' Telegraph Delivery.

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New York

G. E. M. STUMPP

761 FIFTH AVENUE

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New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

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Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

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John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, States St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffman, N. Y.

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FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

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El Paso, Texas.

Potter Floral Co.

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A. MEYER,

Boston, Mass.

Penn. The Florist**"Penn, The Telegraph Florist"**

Member of Florists' Telegraph Delivery Ass'n.

124 TREMONT STREET

Yonkers, N. Y.

New York Floral Co.Cor. Manor House Square
and North Broadway

Springfield, Mass.

Wm. Schlatter & SonArtistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

Mention the American Florist when writing.

Randolph & McClements**Floral Experts**

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction. **DULUTH, MINN.**
We are the center of the great
Northwest. Daily deliveries to Superior, Wis

Mention the American Florist when writing.

Newark, Ohio.**CHAS. A. DUERR.**

Member of Florists' Telegraph Delivery.

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San Antonio, TexasAve. C. at 8th St. **EDWARD GREEN, Florist**

Telegraph Orders a Specialty.

LITTLEFIELD, Florist

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1062 Madison Ave., near 80th St.

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Satisfaction Guaranteed.

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Central Floral Co.

132 North State St., CHICAGO, ILL.

35 Broadway, DETROIT, MICH.

Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

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LOUISVILLE, KY.**AUGUST R. BAUMER,**

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

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DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"**IDLEWILD GREENHOUSES Memphis, Tenn.**

89 South Main St.

"Up-to-the-minute" Service and Execution.

Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in **Buffalo, Lockport**
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Members of Florists' Telegraph Delivery.

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GEO. H. COOKE**FLORIST**

Connecticut Avenue and L Street

Mention the American Florist when writing.

TERRE HAUTE, IND.**THINK OF HEINL'S**

Mention the American Florist when writing.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

ONION SETS are being shipped to the south by express.

PANSY seed (new crop) from Europe is showing very low germination.

A. T. FERRELL and family, of Saginaw, Mich., are expected at Belair, Ga.

VISITED CHICAGO: Francis C. Stokes, of Stokes Seed Farms Co., Philadelphia, Pa.

IT is reported that the ocean tariff from New York to London on bulbs is 55 shillings per ton.

CALIFORNIA seed growers report continuance of drought and that this with the labor situation renders conditions very serious.

J. C. VAUGHAN, Chicago, left February 9 to join Mrs. Vaughan and their daughter-in-law, Mrs. Dr. R. T. Vaughan, at Miami, Fla.

ROCHESTER, N. Y.—James Vick's Sons report much difficulty in securing seeds for early spring orders, especially timothy and clover.

FREESIAs in California look well and orders already placed with growers are said to greatly exceed those of the same date last year.

THE name of Maurice Blot, son of F. Blot, director of seed cultures for Vilmorin-Andrieux & Co., Paris, is added to the long list of those who have died in the service of France.

GRASS SEEDS.—Prices for grass seed on the Chicago Board of Trade February 13 were as follows: Timothy, \$7.50 to \$8.50 per 100 pounds; clover, at Toledo, \$25.00 to \$34.00 per 100 pounds.

NEW YORK.—Invoices are lacking for the cargo of the Nieuw Amsterdam and more trouble than with the last autumn Dutch importation is likely to be experienced because under present weather conditions all cases must be warehoused.

ST. PAUL, MINN.—A petition filed at the probate court January 23 names Mrs. May as executrix of the estate of the late L. L. May, valued at \$15,000. The seed warehouse is now in the hands of a canning concern, but it is understood the seed and cut flower business will be continued at the store under the management of L. L. May the Second, also the greenhouses and nursery.

WHILE there are some 10,000 cases of bulbs, roots and plants aboard the Nieuw Amsterdam, mostly in the names of brokers, thus far nothing has been learned as to the condition of the stock. The manifests available to the close of February 11 show no seeds in the cargo. The firms listed as having stock on the ship include Henry A. Dreer, Inc., Storrs & Harrison Co., Vaughan's Seed Store, Bobbink & Atkins and F. R. Pierson Co.

LA PARK, PA.—The La Park Seed and Floral Co. has succeeded to the Geo. W. Park seed and plant business, Mr. Park retaining the magazine which bears his name. Mr. Park, in his seventieth year, is now at his winter home in Florida.

Tulip Bulb Duty.

The litigation involving the tariff classification of tulip bulbs is now ended after having been twice before the customs court. The final decision holds tulip bulbs to be dutiable at 50 cents per thousand instead of \$1 per thousand as assessed. Refund will be made of the excess duties paid on shipments on which protest has been filed but on no other shipments. Shipments in the fall of 1918 can be entered for duty at 50 cents per thousand.

Strauss & Hodges represented the trade generally before the board of assessors in this case.

Seeds Exempted from Embargo.

A. H. Smith, regional director of eastern railroads, under date of January 30, 1918, issued a memorandum to presidents of railroads in official classification territory exempting certain important commodities from embargoes then in force. The list of the commodities exempted includes, among others, field and garden seeds, seed potatoes, nursery stock, insecticides and spraying materials, agricultural implements required for spring planting, fertilizers, and feed for animal or poultry consumption.—United States Seed Reporter.

National Cannery Association.

There was a large representative attendance at the annual convention of the National Cannery Association, held at the Copley-Plaza hotel, Boston, Mass., February 11-15. All seed stocks were in active demand, especially peas and sweet corn. Seedsmen represented included the following: W. W. Barnard Co., Chicago; J. Bolgiano & Sons, Baltimore, Md.; E. B. Clark Seed Co., Milford, Conn.; Hogg & Lytle, Toronto, Ont.; N. B. Keeney & Sons, Leroy, N. Y.; D. Landreth Seed Co., Bristol, Pa.; S. F. Leonard Seed Co., Chicago; Jerome B. Rice Seed Co., Cambridge, N. Y.; Rogers Bros., Alpena, Mich.; Western Reserve Seed Co., Norwalk, O.; F. H. Woodruff & Sons, Dowagiac, Mich.; S. D. Woodruff & Sons, Orange, Conn.

Catalogues Received.

Vaughan's Seed Store, Chicago and New York, seeds, plants and bulbs; Conard & Jones Co., West Grove, Pa., seeds, plants and bulbs; D. Hill Nursery Co., Dundee, Ill., evergreens; W. W. Wilmore, Denver, Colo., dahlias; Geo. S. Woodruff, Independence, Ia., gladioli; Giblin & Co., Utica, N. Y., greenhouse boilers.

New York Seed Trade.

There are consignments of bulbs and plants for all the leading seedsmen on the Holland-America liner Nieuw Amsterdam, which recently arrived at an American port, but on account of a most rigid inspection by United States government officials of both passengers and cargo, nothing can be stated at this writing relating to the condition of the cargo.

J. S. Wilson, who recently returned from a week's tour of the private estates, advises that he believes that if the war continues, most of the greenhouses on such places will be closed.

A. F. F.

Bulb Import Decisions.

In an opinion recently rendered by General Appraiser Waite, it was held that mother flowering gladiolus bulbs classified at 50 cents per 1,000 under paragraph 210, tariff act of 1913, were duty free under the same paragraph. On the authority of G. A. 8023 (T. D. 36998) grape hyacinth (muscaria) bulbs were held by the same appraiser to be dutiable at 50 cents per 1,000 under paragraph 210, as "all other bulbs."

Forage Plant Seed Imports.

The following table prepared in the seed laboratory of the bureau of plant industry, United States department of agriculture, shows the amount of the various kinds of forage plant seeds subject to the seed importation act permitted entry into the United States during the month of January, 1918, as compared with January, 1917:

Kind of seed	January, 1917.	January, 1918.
	Pounds.	Pounds.
Alfalfa	206,600	289,900
Blue grass: Canada		
Clover:		
Alsike	360,000	375,700
Crimson	319,100	107,400
Red	582,900	
White		1,700
Clover mixtures: Alsike and timothy		13,200
Millet:		
Broom corn	20,000	42,300
Hungarian	10,100	
Mixture, grass	27,500	
Orchard grass	132,100	
Rape	301,300	1,232,500
Rye grass:		
English	327,200	225,100
Italian	48,100	64,500
Vetch: Hairy	7,600	9,700

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Mention the American Florist when writing.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED, GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed

100 seeds, 50c; 1000 seeds, \$3.50;

5000 seeds, \$15.50;

10 000 seeds, \$30.00.

25,000 seeds, \$72.50.

Also all other seasonal seeds, Bulbs and Supplies.

Wholesale Price List Free.

HENRY F. MICHELL CO.

518 Market St., Philadelphia, Pa.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing.

Retail Prices on Vegetable Seeds.

The following table has been compiled from a large number of retail mail order catalogues, received from representative seedsmen, according to the United States Seed Reporter. The prices given after each crop represent retail prices of standard varieties for 1918, and for the same varieties in 1917. So-called novelties were not included because their prices would disturb normal comparisons. It will be seen that all prices in 1918 are higher than those in 1917. The increases range from about five per cent on celery up to 260 per cent on Swede turnip. The average increase in catalogue prices on all the vegetable crops listed as shown by this table is about 60 per cent.

A study of the catalogues shows that some seedsmen have endeavored to maintain prices on many items approximately the same as or but slightly above those of last year, while other seedsmen have raised their prices materially on practically all the items. Prices given are in cents:

Crop.	1918		1917	
	Oz.	Lb.	Oz.	Lb.
Beet, Gdn.	20	234	13	132
Beet, Mangel	13	132	8	57
Cabbage	45	505	25	298
Carrot	22	223	14	142
Celery	54	635	52	597
Cucumber	14	177	11	93
Lettuce	15	141	14	134
Muskmelon	17	152	16	117
Watermelon	12	97	11	79
Onion Seed	55	516	23	250
Parsley	13	107	11	38
Parsnips	18	176	10	68
Radish	21	167	10	67
Spinach	19	212	11	89
Squash, Summer	14	138	10	94
Squash, Winter	15	148	12	96
Tomato	38	411	29	297
Turnip, English	18	196	10	69
Turnip, Swede	22	235	9	65
Beans, Dwarf Snap	Qt.	Lb.	Qt.	Lb.
Beans, Garden Pole	76	41	45	26
Peas, Garden	61	37	43	23
Sweet Corn	61	38	47	26

SEEDS Specially Prepared for Export KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed **LANGPORT, Eng.**
GROWERS

Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, - - - NEBRASKA.

Choice Flower Seeds For Florists

Cineraria, prize strains mixed, tall and semi-dwarf.

Alyssum: Little Gem.

Calendula: Orange King; Lemon Queen.

Snapdragon: Silver Pink.

Begonia: Vernon.

J. M. THORBURN & CO.

53 Barclay Street, - New York

Growers and Specialists Beans, Peas and Sweet Corn

Write us now for contract prices for
CROP OF 1918

Sioux City Seed Co.

SIoux CITY, IOWA

Branch Office: Millington, Mich.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. **MILFORD, CONN.**

SEED PACKETS

Flower Seed Sizes to Catalogue

Envelopes—Return Envelopes

The Brown Bag Filling Mach. Co.

FITCHBURG, MASS., U. S. A.

Seed Corn

Our Virginia corn-growing sections have been fortunate in the growing and maturity of Seed Corn the past season, and we are enabled to offer our usual stocks of both **Field and Ensilage Corns** of excellent quality and germination. Early orders are advisable, as we are having large demand from all sections. Prices quoted and samples mailed on request.

T. W. WOOD & SONS,

Seedsmen

RICHMOND, VIRGINIA

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomisdale
Farm.

Bristol, Pa.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Rooted Carnation Cuttings

Large supply of fine well-rooted Carnation Cuttings in the following varieties ready for immediate delivery:

	Per 100	Per 1000		Per 100	Per 1000
Thenanthos	\$4.00	\$35.00	Enchantress	\$2.00	\$15.00
Beacon	2.50	20.00	Herald	2.00	15.00
Rose Pink Enchantress	2.00	15.00	Ward	2.00	15.00
White Enchantress	2.00	15.00	Alice	2.50	20.00

PETER REINBERG

WHOLESALE FLORIST

2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

CHICAGO, ILL.

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

THE J.C. ROBINSON SEED CO. WATERLOO, NEBRASKA Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

THE C. HERBERT COY SEED CO. VALLEY, Douglas County, NEB. CONTRACT GROWERS OF HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

Grass Mixtures —FOR— Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

Mention the American Florist when writing.

We carry a reserve stock of the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Mention the American Florist when writing.

Arthur T. Boddington Co., Inc.

SEEDSMEN

128 Chambers St., New York

CARNATIONS

Rooted cuttings, strong clean stock, \$25.00 per 1000. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon, Windsor.

JAMES VICK'S SONS
ROCHESTER, - NEW YORK

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.
Correspondence Solicited.

George R. Pedrick & Son,
PEDRIKTOWN, N. J.

Mention the American Florist when writing

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

I. N. Simon & Son Garden Seeds

438 MARKET STREET
Philadelphia, - Pa.

Mention the American Florist when writing.

Import Specialties

Write for import prices upon
DRACAENA CANES.
JAPANESE LILY BULBS.
KENTIA and other palm seeds.
PAPER WHITES and ROMANS.
DRIED ADIANTUM FRONDS.
JAP BAMBOO STAKES.
KENTIAS, for growing on.
FERNS IN FLATS.
NURSERY STOCK, from all sources.
AUSTRALIAN GRASS SEEDS.

Correspondence invited.
McHUTCHISON & CO.
The Import House
95 Chambers Street, NEW YORK

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Wing's DAHLIAS



Nearly 200
varieties to
select from

Many of them imported from the great French Hybridists.

Write for complete list. We will quote you special prices on small lots as well as quantities.

THE WING SEED CO.
Dept. A, MECHANICSBURG, OHIO

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Mention the American Florist when writing.



American Grown GLADIOLUS

All strictly First Size. Prices good to Feb. 15
F. O. B. Chicago. Per 1000

America.....	\$20.00
Augusta.....	17.00
Panama.....	30.00
Mrs. Frank Pendleton.....	50.00
Europa (Grand White).....	60.00
Mrs. Francis King (Earliest).....	18.00
Chicago White.....	22.50
Myrtle (True).....	75.00
Halley.....	18.00
Schwaben.....	60.00

Medium sizes, fine stock, of above, 10 per cent less.
Let us mail samples.

Tuberose

Dwarf Pearl Per 1000

First size, 4 to 6 inches.....\$10.00

Lily of the Valley

Fresh New Crop Pips Ready Per 1000

Holland grown.....\$25.00

Same out of Storage Ready Mar. 1.

Paper White Narcissus for late planting.

ASK FOR PRICES.

Write for our Spring "Book for Florists."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

LILY BULBS Lilium Giganteum

	Per Case
7- 9 inch, 300 to case.....	\$18.00
9-10 inch, 200 to case.....	25 00
11-12 inch, 130 to case....	25.00

Lilium Auratum

	Per 100	Per 1000
8-9 inch, 160 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 100 to case.....	9.50	90.00
11-12 inch, 75 to case.....	17.00	160.00

Lilium Album

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 9.50	\$ 90.00
9-11 inch, 140 to case.....	12.00	110.00
11-12 inch, 90 to case.....	17.00	160.00

Lilium Rubrum (Magnificum)

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 140 to case.....	10.00	95.00
10-11 inch, 125 to case.....	12.00	110.00
11-12 inch, 100 to case.....	\$15.00	
11-13 inch, 90 to case.....	17.00	
12-14 inch, 72 to case.....	20.00	

Mention the American Florist when writing.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash,
Pumpkin, Cucumber and Watermelon
Seed and Field Corn, on Contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

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Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

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SEASONABLE STOCK

S. & H. Co.'s Quality, - - - Ready for Immediate Delivery

ASPARAGUS PLUMOSUS—

2½-inch—Surplus; grand stock for
benching; \$2.50 per 100; \$20.00 per
1000.

Fern Dish grade, dwarf and full; \$3.50
per 100; \$30.00 per 1000.

1½-inch, \$2.00 per 100; \$17.50 per 1000.

ASPARAGUS SPRENGERI—

2-inch, \$2.50 per 100; \$20.00 per 1000.

2½-inch, \$3.00 per 100; \$25.00 per 1000.

3-inch, \$5.00 per 100.

BEGONIAS—

Chatelaine, 3-inch, \$10.00 per 100.

Sandersoni, 2½-inch, \$4.00 per 100.

DAISY (Marguerite)—

Reve d'Or (yellow), \$3.00 per 100.

Mrs. Sanders (double white), \$3.00 per
100.

FERNS (Fine Stock)—

Teddy, Jr., 4-inch.....\$20.00 per 100

Teddy, Jr., 5-inch.....35.00 per 100

Teddy, Jr., 6-inch.....50.00 per 100

Boston, 5-inch.....35.00 per 100

Boston, 6-inch.....50.00 per 100

DRACAENA TERMINALIS—

Beautifully colored, 4-inch, \$25.00 per
100.

5-inch (heavy), \$40.00 per 100.

LANTANAS (10 Varieties)—

2½-inch, all colors, \$4.00 per 100; \$35.00
per 1000.

COLEUS—

12 Market Sorts, including Trailing
Queen, 2½-inch, \$2.50 per 100; \$20.00
per 1000.

KENTIA BELMOREANA—

2½-inch, \$9.00 per 100; \$75.00 per 1000.

3-inch, \$15.00 per 100; \$140.00 per 1000.

SNAPDRAGON—

Large yellow, white and "Keystone"
(pink), 2½-inch pots, \$4.00 per 100.

VINCA VARIEGATA (Strong

Stock)—

4-inch pots, \$10.00 per 100; 3-inch pots,
\$7.00 per 100; 2½-inch pots, \$3.00 per
100. Can offer these in large quan-
tity.

THE STORRS & HARRISON CO.

NURSERYMEN—FLORISTS—SEEDSMEN

PAINESVILLE, - - OHIO

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

AMONG the exports from the Isle of Pines, Cuba, to the United States during 1917 were peppers to the amount of \$52,032, eggplants \$6,068 and tomatoes, \$863.

Lettuce Under Glass at Boston.

Boston and vicinity is noted for large greenhouse establishments which are devoted to the raising of vegetables during the winter season. The Hittenger Fruit Company, at Belmont, one of the suburbs, a half hour's ride on the trolley from the center of the city, has a very compact and well arranged lot of houses, covering three acres of ground. The heating plant comprises three 175 horse-power return tubular steam boilers. The largest house is 40x630 feet, with several glass divisions in which different temperatures can be maintained, when necessary. Nine houses, 40x150 feet are built at right angles to the large house. There are also a number of smaller houses containing the seed and preparatory beds in which plants are brought to the age for final transplanting. This entire place is devoted during the fall and winter to the growing of lettuce. About 35,000 bushel boxes, 18 heads to a box, is marketed in four crops; prices of 75 cents to \$1 per box is considered good, but this season has only averaged around 50 cents to 75 cents. All stock is sold on commission in the Boston market. Cucumbers are grown during the late spring and summer, the product ranging from 6,500 to 8,000 bushels or boxes, 96 fruit to a box.

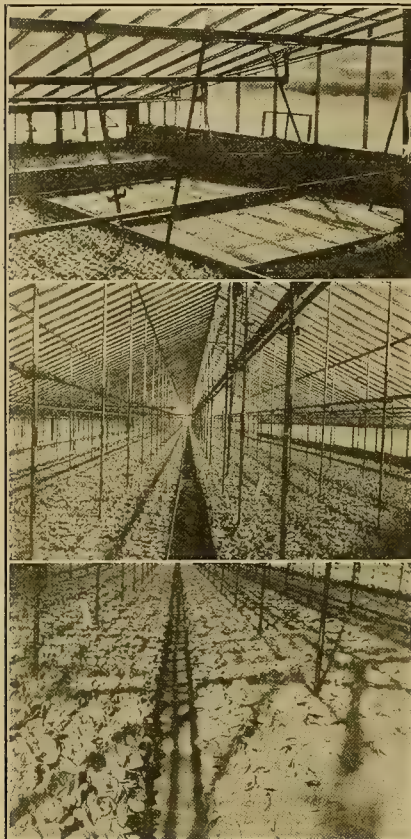
Lettuce seed for the winter crop is first sown August 15-20. This comes up quickly, and in from a week to 10 days, is transplanted into beds three inches apart each way. When the plants meet, and the ground is covered, which takes about six weeks, they are replanted in the larger houses about 7½ inches apart each way where they make their final growth, being ready in about seven weeks for the market.

The essential features in the successful growing of lettuce are: First, that it must be kept on the go, a check in the growth being injurious. Then, Mr. Hittenger describes it as a temperance plant, not indulging in a drink of any kind, at least, during its last six weeks of growth.

The secret here is the preparation of the soil. This is well supplied with horse manure, dug in deeply. The soil is fine and very friable, as if having been put through a sieve. It is then given a good soaking of water and after this has been absorbed, the plants are set out and not another drop of water is given until they are rinsed in the tub and packed for market. To show how the soil still retained the moisture in a bed, from which the crop was being pulled, Mr. Hittenger dug down with his hand with ease a

distance of a foot, bringing up soft moist soil filled with the white roots of the lettuce which had permeated that distance for food and moisture. The variety grown is May King which heads up well and is practically free from mildew.

Care must be taken that houses do not cool down too quickly. There must be good common sense used, together with practical knowledge gained by



Lettuce Under Glass at Boston.

Top—Seed Beds and Section Showing First Transplanting. Center—Half-Grown Plants. Bottom—Stock Nearly Ready for Market.

close observation and experience. Sowing of seed is timed so that a continuation of young plants are always ready to fill in spaces as fast as cut out.

The first cucumber seed is sown the last of January or early in February. The variety is White Spine. These follow the lettuce in all the houses as the late winter and spring crops run out. They are planted 12 inches apart in rows, with four feet of space between. They are trained to a jute string, fastened to overhead wires, much the same as tomatoes. All laterals are pinched back within an inch of the stem; on these spurs the fruit is borne, beginning almost at the ground. The vines soon reach the top, about six feet, and spread out over the wire supports, getting so thick as they near their full growth that many of the leaves have to be cut away to admit the sun.

Mr. Hittenger said there had been difficulty to get coal, but so far they had succeeded and had a little on hand. He believed the government control in arranging routes, so as to avoid long hauls by competing companies, would solve the coal problem and there would be no trouble next year.

The bureau of markets of the United States department of agriculture which publishes a daily report of receipts, maintaining an office in Boston, keeps in close touch with all branches of the

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FLOWER, VEGETABLE AND FARM

Send your inquiries to

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LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

74 YEARS UNRIVALLED REPUTATION.

CONTRACT GROWERS OF VEGETABLE PLANTS

It will pay you to make your contracts now on Bermuda Onion, Frost-proof Cabbage, Celery, Sweet Potato, Tomato, Egg Plants and Pepper Plants. We are exclusive growers for Wholesale Trade. All our plants are strong and open field grown. Prices for future delivery on application. Our plants are expertly packed with roots well wrapped with southern wild moss. We are well equipped to supply you from our growing stations in Arkansas, Mississippi, Texas, and Georgia.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

If Food Will Win the War, Produce It.

Vegetable Seeds



FOR FORCING UNDER GLASS—

	Oz.	¼ lb.	Lb.
Lettuce, Grand Rapids Select...	\$0.15	\$0.40	\$1.25
Cucumber, Davis Perfect, Stock Seed	1.00		
Radish, Scarlet Globe Select25	.80	3.00

FOR EARLY PLANTS—

Cabbage, Early Jersey Wakefield45	1.35	5.00
Cabbage, Charleston Wakefield45	1.35	5.00
Cauliflower, Snowball Vaughan's	2.50		
Egg Plant, New York Purple45	1.75	6.50
Pepper, Sweet Mountain... ..	.60	2.00	
Pepper, Magnum Dulce... ..	.75	2.50	
Tomato, Earliana40	1.20	
Tomato, New Stone.....	.30	.90	3.25

CHICAGO

VAUGHAN'S SEED STORE,

NEW YORK

DREER'S GRAND NEW CANNAS FOR 1918

Ten truly marvelous acquisitions, introducing new tones of color and showing the highest development in form and habit.

Carmine Beauty. Deep bright carmine flowers, freely produced high above the heavy dark-green foliage which has a narrow red margin. The flowers, while not as large as those of Olympic, are of a much brighter and more pleasing tone. 4½ ft. 75 cts. each; \$7.50 per doz.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety with its erect stems always topped with clusters of cheerful color held high above the foliage. 3½ ft. 35 cts. each; \$3.50 per doz.

Cloth of Gold. A very attractive dwarf, compact, growing, free-flowering golden yellow. 3 ft. 40 cts. each; \$4.00 per doz.

Dazzler. Time and again the past season the dark green foliage of this variety has been hidden beneath the mass of clusters of deep fire-red flowers. The intensity of coloring and freedom of blooming coupled with compact habit, make this variety the peer of the best for bedding purposes. 3½ ft. 35 cts. each; \$3.50 per doz.

Golden Eagle. A wonderfully intense golden-yellow. Very free upright grower. The large flowers are produced in great clusters well above the foliage. 4½ ft. 50 cts. each; \$5.00 per doz.

Harmony. Great clusters of good-sized, well-formed Geranium-red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. Altogether a dignified harmonious combination, 3½ ft. 50 cts. each; \$5.00 per doz.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 50 cts. each; \$5.00 per doz.

Salmon Queen. An entirely new color in Cannas. Rosy salmon-scarlet, blending to a rosy-carmine toward the center. The large substantial flowers are freely produced in great clusters high above heavy green foliage. Very effective in bedding. 5 ft. 40 cts. each; \$4.00 per doz.

Sensation. To get a sensational color-tone in a pink Canna is particularly noteworthy. Our first impulse was to call it "La France" because the color called to mind the La France Rose but the tone is even cleaner and purer; it being a lovely pale-rose. The foliage is a beautiful glaucous-green; the plant dwarf and compact. One of the most noteworthy additions to Cannas in recent years. 3 ft., 75 cts. each.

One each of the above Ten Novelties for \$4.00.

New Cannas From Other Sources

We offer here eight new varieties, which after several years' trial have proven themselves worthy of our commendation.

Cleopatra. A striking beauty. Wonderful deep carmine-crimson flowers surmounting the dark glaucous-bronze foliage. This variety stands out strongly in effectiveness. 4 ft., 50 cts. each; \$5 per doz.

Dragon. An incessant bloomer, continuing to produce new stalks of flowers until cut down by frost. Dark ox-blood red. 3 ft., 15 cts. each; \$1.50 per doz.

Flag of Truce. A large flowered creamy-white with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka but quite distinct and valuable. 4 ft., 35 cts. each; \$3.50 per doz.

Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine. 4½ ft. 15 cts. each; \$1.50 per doz.

Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stand more erect and the plant grows taller. 5 ft. 30 cts. each; \$3.00 per doz.

One each of the Eight Varieties for \$2.00.

HENRY A. DREER,

714 and 716 Chestnut Street,
PHILADELPHIA, PA.

The Above Prices Are Intended for the Trade Only.



TYPE OF NEWER CANNAS.

Superb. This variety is unique in color and truly superb; having large, clean bright orange-scarlet blossoms of good substance, produced on strong stalks with glaucous-bronzy foliage giving a most pleasing effect. 5 ft. 40 cts. each; \$4.00 per doz.

Pocahontas. (Bronze-leaved Olympic.) Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze; one of the best recent introductions. 4 ft., 30 cts. each; \$3 per doz.

San Diego. Chinese-orange or Persian-yellow. The crimped petals are remarkable for substance which enables them to withstand the hot summer sun without wilting. Another charm lies in the dark bronze color of the buds which harmonize with the rich bronze foliage. 4 ft., 15 cts. each; \$1.50 per doz.

Varouna. We have tried this variety for several years and at all times the bright orange-scarlet flowers, combined with the good bronze foliage, has won our admiration. A free luxuriant grower, producing its flowers well above the plant. 4½ ft. 25 cts. each; \$2.50 per doz.

business and sources of supply. The list shows total amounts of produce of all kinds received, and the wholesale prices that it brought. The retail prices at which the same stock sold over the counter in the stores is included. This is obtained by the Massachusetts board of food administra-

tion. This daily report is of the greatest benefit, showing what is doing in the market and whether it is advisable to ship at once or hold off for a day or two.

The business of the Hittenger Fruit Co., which has grown to such large proportions, was started 31 years ago

with one large lean-to house, which is still in active service. The accompanying illustrations are of the seed beds, and a section showing first transplanting; a house, 40x600 feet, in which the plants are about half grown, and a house, 40x150 feet, of stock about ready for market.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. E. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

PEACH trees are in bloom at Macon, Ga. Ploughing is in full swing throughout the state. Business generally is good, with lumber and cotton well in front.

FRESNO, CALIF.—The home of George C. Roeding, president of the Fancher Creek Nurseries, Inc., was totally destroyed by fire recently, the loss including an extensive library and many art treasures.

HARRISBURG, PA.—At its annual meeting in this city, January 22, the Pennsylvania State Nurserymen's Association elected officers as follows: Adolph Mueller, Norristown, president; J. H. Humphreys, Chestnut Hill, vice-president; Henry T. Moore, Morrisville, secretary; Thomas Rakestraw, Kennett Square, treasurer.

Barberry Extermination Threatened.

WASHINGTON, D. C.—On motion of Representative Young of North Dakota, the house of representatives included in the agriculture bill an appropriation for eradication of the barberry bush, said to be the distributor of black rust, which in 1916 destroyed 180,000,000 bushels of wheat in the Dakotas and Minnesota. Nation-wide destruction of the barberry bush will be planned under the appropriation.

The Late John A. Shafer.

John A. Shafer, one of the founders of the Botanical Society of Western Pennsylvania, and who later became custodian of its herbarium, incorporating into its extensive collection specimens of his own from Pittsburgh, Moon township, Allegheny county, and other localities, died at the Sewickley Valley hospital, Pittsburgh, December 1, in his fifty-fifth year. The deceased was born in that city, and when a young man moved with his parents to a farm near Carnot, Allegheny county, Pa. He was a lover of plants, and in 1880 began an extensive collection of them while taking a course of pharmacy at the Western University of Pennsylvania.

When the Carnegie Museum was founded, the collection of the botanical society was turned over to it and Mr. Shafer was appointed custodian of the botanical section of the institution, which position he held until November, 1903. In that year, in company with Dr. N. S. Britton and wife, he made a trip to Cuba, collecting plants, and later that year was appointed custodian of a department in the New York botanical garden. Owing to his love of the open and his ability as a plant collector, he was commissioned each winter and spring to secure specimens for the garden. He spent several seasons in Cuba, one in Porto Rico, and in 1907 visited Montserrat. Upon taking up this line of work, he gave up his position of custodian and spent his summers on his farm near Carnot, where, with the aid of his sons, he built a range of houses and developed considerable trade in ornamentals and vegetable plants. During his many trips he collected and sent back to New York not

only dried botanical specimens, but also hundreds of living plants and cuttings, perhaps more particularly cacti. During the spring of 1917, he botanized in Argentina, and while there contracted the disease which caused his death.

Mr. Shafer, having graduated as a pharmacist, was later given the degree of Doctor of Philosophy by the Western University of Pennsylvania. In 1901, he wrote a catalogue of the plants of Allegheny county, and later a number of short articles on the flora of the West Indies and was the joint author with Dr. N. S. Britton of the book "North American Trees," published in 1908.

He named one plant, Cassia Medsgeri Shafer, and a number of West Indian plants have been named in his honor by various botanists who have worked in his collections.

O. E. JENNINGS.

Buffalo.

GENERAL CONDITIONS AGAINST BUSINESS.

The weather has been most unfavorable, and aside from local stock, the supply of cut flowers has been very irregular. Train schedules are as bad as the weather. Bulbous stock in the nearby establishments helps out. Trade in general is only fair. There are few weddings, but the call for funeral work has used up quite a quantity of stock. The "heatless Monday" has also put a damper on business but like true Americans, the florists are willing to do "their bit" and help in every way possible.

NOTES.

The election of officers and banquet of the retail florists' association was a most delightful affair. The changing of the officials each year seems to be a good idea. Those chosen for the ensuing year were as follows: Chas. Schoenhut, president and Robert Scott, secretary-treasurer, who with W. J. Palmer, S. A. Anderson and Theo. Frank, will comprise the board of directors.

The decision of the interstate commerce commission on express companies liability reported on page 106 of THE AMERICAN FLORIST of February 2, is gratifying, especially to the trade in this vicinity, where shipments arrive from two to 10 ten days late and frozen beyond any chance of salvage.

About 20 of the local florists expect to attend the winter meeting of the New York State Federation of Horticultural Societies and Floral Clubs at Ithaca.

The election of officers of the florists' club will be held at the first meeting in March. The florist section in the "Smileage book" campaign for the oldiers. His report is very gratifying.

Wallace Eiss, of the Wm. F. Kastling Co., has been busy as the captain BISON.

VIBURNUM PLICATUM

Also Berberis Thunbergii, Hydrangea Paniculata, Weigelia, Spiraea, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO
Robert Pyle, Pres.



WEST GROVE PENN'A.
Ant. Wintzer, Vice-Pres.

2 1/4 and
4-inch
Pot-grown.

ROSES

Hardy
Climbing
Field-grown

Booking orders, select plants, pre-spring prices; get ahead of the rush and upward revision.

THE LEEDLE FLORAL COMPANY
SPRINGFIELD-OHIO

Season's Greeting to all our Friends and Customers.

Get Ready for Easter by ordering Easter Greeting Begonias, ready for a shift, 3 in., at 15c; 4 in., at 25c; 5 in., at 50c. These will make grand plants.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown Junc., N. J.

Specialists in Specimen Stock FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc. EUREKA, CALIFORNIA.

THE WORLD'S BEST

DAHLIAS

Best new and standard varieties, strong well ripened field-grown roots, at right prices. Send for special wholesale list. We can make prompt shipments, or will reserve for spring delivery if desired.

SPRING LAKE DAHLIA FARM

P. O. Box 332, SPRING LAKE, N. J.

DAHLIA BULBS

Whole field clumps, \$5.00 per 100 to \$1.00 each.

Order now for spring delivery.

R. VINCENT JR. & SONS CO. WHITE MARSH, MD.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

A. L. MILLER

FLORIST and NURSERYMAN

Sutphin Road and Rockaway Boulevard

Telephone, 505 Jamaica

JAMAICA, - N. Y.

SMALL SHRUBS for Planting in Nursery Rows

Strong stock, well rooted. Long list of varieties. Order now.

We never have enough to go around. Send for price list.

THOMAS B. MEEHAN CO., - Dresher, Pa.

CANNAS

Fine 2 to 3 eye, plump, dormant
roots, true to name

CANNAS**King Humbert**

Most popular of all.
Bronze leaf, orange-
scarlet flower.

Per 100
\$3.50
Per 1000
\$30.00

Yellow King Humbert

Sport of King Humbert, with
green foliage, flower yellow,
spotted red.

Per 100
\$8.00
Per 1000
\$75.00

Firebird

Very large scarlet
flowers borne well
above foliage.

Per 100
\$7.00
Per 1000
\$65.00

Hungaria

Large trusses of beau-
tiful rose-pink flowers
one of best pink vars.

Per 100
\$3.50
Per 1000
\$30.00

Red Flowering, green foliage

	Doz.	100	1000
Alphonse Bouvier, 5 ft., dark crimson.....	\$0.30	\$2.00	\$18.00
Chas. Henderson, 4 ft., bright crimson.....	.35	2.25	20.00
Express, 2½ ft., scarlet-crimson.....	.50	3.00	25.00
Firebird, 4 ft., scarlet.....	1.25	7.00	65.00
Louisiana, 7 ft., bright scarlet.....	.30	2.00	18.00
Pennsylvania, 5 ft., vermilion-scarlet.....	.30	1.90	17.00

Pink-flowering Sorts

Hungaria, 3½ ft., large flowers, beautiful rose-pink50	3.50	30.00
Mme. Berat, 4½ ft., rose-carmine.....	.40	2.50	22.00
Rosea Gigantea, 4 ft., rich rose.....	.85	6.00	

White-flowering Sorts

Mont Blanc, 3½ ft., almost pure white.....	.50	3.50	32.00
--------------------------------------------	-----	------	-------

Yellow Sorts

Austria, 5 ft., canary yellow.....	.30	2.00	18.00
Buttercup, pure yellow.....	.40	3.00	25.00
Florence Vaughan, 5 ft., yellow, spotted crimson35	2.25	20.00

Yellow Sorts—Continued

	Doz.	100	1000
Gladiator, 4½ ft., deep yellow, dotted red....	\$0.35	\$2.25	\$20.00
Richard Wallace, 4½ ft., canary yellow.....	.30	2.00	18.00
Yellow King Humbert, 4 ft., yellow, red spots.	1.25	8.00	75.00

Bronze Leaf, with Red Flower

David Harum, 3½ ft., dark bronze foliage...	.40	2.50	22.00
Egandale, 4 ft., currant red.....	.35	2.25	20.00
King Humbert, 5 ft., orange-scarlet.....	.50	3.50	30.00
Wm. Saunders, 3½ ft., bright crimson scarlet.	.40	3.00	25.00

Gold-edged Varieties

Mme. Crozy, 5 ft., vermilion, with red border.	.35	2.25	20.00
Queen Charlotte, 3½ ft., orange-scarlet, with gold belt around each petal.....	.40	2.50	22.00
Souv. de A. Crozy, 4 ft., crimson, with gold band45	3.00	25.00

Orange-flowering Sorts

Indiana, 3½ ft., orange, striped red.....	.30	2.00	18.00
Kate Gray, 5 ft., orange-salmon.....	.35	2.25	20.00
Wyoming, 7 ft., orange color, purple foliage..	.35	2.25	20.00

A. HENDERSON & CO.

211 North State Street,

CHICAGO, ILL.

100,000 Geraniums

From 2 and 2½-in. pots—Sand Rooted.
A. Ricard, Beauty Poitevine, S. A. Nutt, Buch-
ner, Montmore, Perkins, Viand, etc. \$2.75 per
100, \$25.00 per 1,000.

2½-in. Marguerites, Fuchsias, Heliotropes, Lan-
tanus, \$3.00 per 100, \$27.50 per 1,000.
3 and 4-in. Cyclamens, \$8.00 and \$20.00 per 100.
Abundance of other stock.
Correspondence Solicited.

ALONZO J. BRYAN

WHOLESALE FLORIST

WASHINGTON, NEW JERSEY.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

ORCHIDS

FRANCISCO DELGADO Q.

ORCHID COLLECTOR

Solicits orders for shipments of Orchids.
Prices quoted upon application.

Bogoto, P. O. Box 957, (Chapinero) COLOMBIA

GERANIUMS

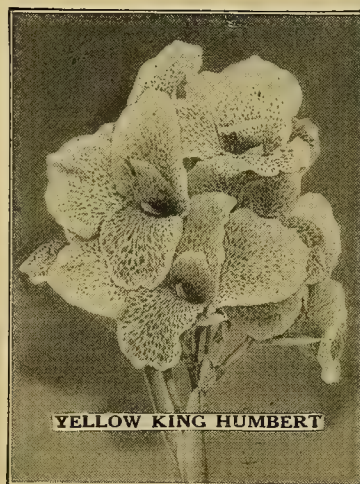
ROOTED CUTTINGS.

S. A. Nutt and Buchner, per 1000, \$15.00
Ricard and Poitevine... per 1000, 17.50
Asparagus Plumosus, 2½-in. 100, 3.00
Asparagus Sprenger, 4-in. 100, 7.50
Good stock, ask any of my customers,
names furnished if desired.

ALBERT M. HERR, LANCASTER, PA.

CANNAS, DRY ROOTS

Sound Two-Eye Stock, True to Name



YELLOW KING HUMBERT

	Per 100	Per 1000
Allemania	\$3.00	\$22.50
Beaute Poitevine	3.50	30.00
Burbank	3.00	22.50
David Harum	3.50	30.00
Florence Vaughan	3.00	22.50
Frederick Benary	3.00	22.50
Gustave Gompers	4.00	35.00
Hungaria	6.00	50.00
Improved Mont Blanc	5.00	45.00
King Humbert	4.00	35.00
Louisiana	3.00	22.50
Madam Crozy	3.00	22.50
Milwaukee	3.50	30.00
Mrs. A. Conard	6.00	50.00
Multiflora	3.00	22.50
New Chicago	5.00	45.00
Queen Charlotte	3.50	30.00
Souv. de A. Crozy	3.00	22.50
The Express	3.50	30.00
Venus	3.00	22.50
Chas. Henderson	3.00	22.50
Firebird	10.00	80.00
Yellow King Humbert	7.00	65.00

Yellow King Humbert Is the Most Effective Novelty.

WRITE FOR OUR SPRING "BOOK FOR FLORISTS."

Chicago

Vaughan's Seed Store New York

Mention the American Florist when writing

Belle Washburn

Rooted carnation cuttings, fine stock now ready, \$3.00 per 100; \$25.00 per 1000.

PENINSULA NURSERY
SAN MATEO, CALIF.

FEVERFEW

Extra strong plants from 3 inch pots, \$5.00 per 100. Cash.

H. N. EATON
SO. SUDBURY, - - - MASS.

Bargain in California Privet

Can ship now or hold in storage until spring.

6-12 inch.....\$ 6.00 per 1000
12-18 inch..... 10.00 per 1000
18-24 inch..... 12.50 per 1000

SOUTHERN NURSERY CO.
WINCHESTER, TENN.

CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST
Chrysanthemum Novelties my Specialty

Robert Craig Co...

High Class **PALMS**
and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Orchids

If you want Orchids for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit N. J.

Louisville, Ky.

At the February meeting of the Kentucky Society of Florists, the matter of Monday closing was taken up. Some members expressed the opinion that it was a patriotic duty, and that even future orders should not be taken on that day. As the stores had to be kept warm on that day, to save the stock, many others could not see where the patriotism came in, as no coal was saved. The following points in favor of the stores being allowed to open were advanced: Flowers being perishable, a great loss is entailed by the florists. Monday closing injures the business for two days in filling orders for early trains and funerals. Flowers for special occasions, funerals, etc., could not be supplied and that business was lost forever.

Nearly all growers who laid in their fuel supply during the past summer and fall, have run short and are experiencing trouble in getting further supplies, as dealers will make no deliveries.

The garage and conservatory at the rear of the store of the C. B. Thompson Co. was partially destroyed by fire last week. The delivery truck and other property were totally consumed.

It is reported that the coal bill of Anders Rasmussen, New Albany, Ind., will be \$14,000 more than last year.

H. G. W.

Solanum Cleveland

— AND —

ORANGE QUEEN

A Plant you cannot afford to be without from Thanksgiving till Xmas.

From The American Florist, Feb. 9, 1918—

"Carl Hagenburger's exhibit of dwarf solanum, Cleveland, and his new one with orange colored berries, was so popular with the visitors that he had finally to enclose the plants in a glass case to save the berries. Just to think, that this happened in Boston. A certificate of merit for Cleveland and a silver medal for the orange variety from the Massachusetts Horticultural Society were his reward."

WON GOLD MEDAL
At The Cleveland Flower Show.

ORDER NOW.

3-in., \$15.00 per 100; select, \$20.00 per 100. 4-in., \$25.00; 4-in., select \$35.00 per 100; 5-in., 50 cents each; 5-in., select, 75 cents each; 6-in., \$1.00 each; 6-in., select, \$1.25 and \$1.50 each; 7-in., \$2.00; 8-in., \$3.00.

CARL HAGENBURGER, W. MENTOR, OHIO

Mention the American Florist when writing.

Decorative Palms

A splendid lot of **Kentia Forsteriana**, single specimens, with good spread, making a much better showing than the so-called made-up plants often seen. This stock is hard and well finished, will give satisfaction and stand store treatment.

36 inches high, \$3.50

48 inches high, 6.00

60 inches high, 12.00

72 inches high, \$15.00

84 inches high, 17.50

ALL IN GOOD GREEN TUBS.

THE STORRS & HARRISON CO.,

PAINESVILLE, OHIO.

Mention the American Florist when writing.

KENTIAS

Write for Prices

JOSEPH HEACOCK CO.,

Wyncote, Pa.

Smith's Revised Chrysanthemum Manual

(Third Edition)

The best work on Chrysanthemum Culture. Both amateurs and florists have been provided with articles for their special needs. One hundred and six pages.

Only 50c postpaid.

ELMER D. SMITH & CO., Adrian, Mich.

VINCA VARIEGATA

Our strong 2-in. Vinca will make you good 4-in. plants for spring sales. Our special sale at \$1.75 per 100 or \$17.00 per 1,000 will be continued a short time.

Geraniums, Nutt. Ricard. and Poitevine, 2-in., \$2.00 per 100; \$18.00 per 1,000.

Mrs. F. Sander Daisy, 2-in., \$2.00 per 100.

ELMER RAWLINGS, Wholesale
GROWER
ALLEGANY N. Y.

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus plumosus seedlings, \$1.25 per 100; 2-in., \$3.00 per 100; \$25.00 per 1,000. Asparagus Sprenger, \$1.00 per 100; 2-in., \$2.50 per 100, \$20.00 per 1,000. Hatcheri, 2-in., \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

Asparagus plumosus, 2½-in., \$3.50 per 100; \$30 per 1,000; 1½-in., \$2.50 per 100, \$20 per 1,000. Sprenger, 2½-in., \$3.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprenger, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

ASPARAGUS plumosus, extra fine, 3-in., \$5 per 100. Sprenger, 3-in., \$4.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Plumosus, \$3.00 per 100. Albert M. Herr, Lancaster, Pa.

Asparagus Sprenger, 3-in. pot busters, 4c each. ODOR GREENHOUSES, Iola, Kans.

AZALEAS.

Azaleas, mostly Mad. Van der Cruyssen, 10-12-in., \$1.25; 12-14-in., \$1.50; 14-16-in., \$2.00 each. Well budded. ERNEST ROBER, Wilmette, Ill.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BEGONIAS.

Begonias, Gracilis Rosea, Erford and Vernon type, 2-in., \$2.00 per 100; 3-in., \$3.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Begonia Chatelaine, 3-in., \$10 per 100; Sanderson, 2½-in., \$4 per 100; 3-in., \$7.00 per 100. The Storrs & Harrison Co., Painesville, O.

Rex Begonia, strong plants, 2½-in. pots, \$4 per 100. James Vick's Sons, Rochester, N. Y.

BULBS.

Bulbs. First size gladioli for forcing; ready for immediate shipment. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs. Ldl. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

BULBS.

Lily bulbs. For immediate use or later delivery. Lilium Giganteum, L. Auratum, L. Album and L. rubrum. For size and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Dahlia, whole field clumps, \$5.00 per 100 to \$1.00 each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALADIUMS

Caladiums. These are very scarce so order at once. For sizes and prices see advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, transplanted seedlings, \$4.00 per 100; 2-in., \$8 per 100. ERNEST ROBER, Wilmette, Ill.

CANNAS.

Cannas, dormant roots, 2-3 eyes. Austria, yellow, J. D. Eisele, red; David Harum, red, brown leaves, \$2.00 per 100, \$18.00 per 1,000. Cash. G. E. BERTHOLD, Nebraska City, Neb.

Cannas. Fine two to three eye, plump, dormant roots, true to name. For varieties, sizes and prices see advertisement elsewhere in this issue. A. Henderson & Co., 211 N. State St., Chicago.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Fresh cut, northern grown. For varieties, sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock, ready for immediate delivery.

	100	1,000
Rosette	\$2.00	\$18.00
Carnegie	2.00	15.00
Victory	2.00	15.00
Bonfire	2.50	20.00
Matchless	3.00	25.00
Alice	2.00	18.00
Pink Enchantress	2.00	18.00
White Enchantress	2.00	18.00
Thenanthos	3.00	25.00
Ward	2.50	20.00

WIETOR BROS.

L. D. Phone 2081.

162 N. Wabash Ave. Chicago.

ROOTED CARNATION CUTTINGS.

	100	1,000
Superb	\$6.00	\$50.00
Ench. Supreme	3.00	25.00
Alice	3.00	25.00
Matchless	3.00	25.00
Wh. Wonder	3.00	25.00
Aviator	3.00	25.00
Wh. Enchantress	2.50	20.00
Enchantress	2.50	20.00
Mrs. C. W. Ward	2.50	20.00
Mrs. Akehurst	2.50	20.00

CHICAGO CARNATION COMPANY,

Joliet, Illinois

CARNATIONS.

ROOTED CARNATION CUTTINGS Choice Stock.

Well rooted and very strong of Belle Washburn, Alice, Matchless, White Enchantress and White Wonder. Price, \$3.50 per 100 or \$30.00 per 1,000. We bill 250 at the thousand rate.

BASSETT & WASHBURN
178 N. Wabash Ave. Chicago
Greenhouses: Hinsdale, Ill.

Rooted carnation cuttings. Large supply of fine stock ready for immediate delivery. The nanthos, \$4 per 100, \$35 per 1,000; Alice, Beacon, \$2.50 per 100, \$20 per 1,000; Rose Pink Enchantress, White Enchantress, Herald, Ward, \$2 per 100, \$15 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation rooted cuttings, strong clean stock. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon and Windsor, \$25 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnation rooted cuttings, clean strong, dependable stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Carnations. Pink Enchantress and White Wonder, \$4.00 per 100. Peerless Pink, \$35.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CINERARIA.

Cinerarias, 2, 3 and 4-in., \$4, \$6 and \$10 per 100. Transplanted, \$2 per 100. Ernest Rober, Wilmette, Ill.

CYCLAMEN.

Cyclamen gig., Wandsbek type, 2½-in., \$5.00 per 100; 3-in., \$8.00 and \$10.00 per 100; 4-in., \$20.00 per 100; 5-in., \$35.00 and \$50.00 per 100. Seedlings, six varieties of Wandsbek type equally divided, \$5.00 per 100, \$45.00 per 1,000. Salmon and Rocco, separate, \$6.00 per 100; \$55.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN. 3-in., \$10.00; 4-in., \$20.00 per 100; 5-in., 35c to 50c each; 6-in., 75c to \$1.00 each. Larger plants, \$1.50 to \$2.00 each. Good colors. With buds and bloom. HENRY SMITH, Grand Rapids, Mich.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Cyclamens, 3 and 4-in., \$8 and \$20.00 per 100. Alonzo J. Bryan, Washington, N. J.

COLEUS.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

DAHLIAS.

Dahlias. Best new and standard varieties; strong, well ripened field-grown roots, at right prices. Send for special wholesale list. Spring Lake Dahlia Farm, Box 332, Spring Lake, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

DRACAENA INDIVISA. 4-in., 12c; 5-in., 20c and 25c; 6-in., 50c. ERNEST ROBER, Wilmette, Illinois.

FERNS.**—FERNS—**

	Per 100
Roosevelt, 2½-in.	\$ 4.50
Boston, 2½-in.	4.50
Scholz, 2½-in.	4.50
Teddy, Jr., 2½-in.	5.00
Roosevelt, 4-in.	15.00
Boston, 4-in.	15.00

THE REESER PLANT COMPANY, Springfield, Ohio

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. Aspidium, Holly, Mayil, Wilsoni and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

FERNS. Adiantum Cuneatum, 2-in., \$3; 3-in., \$5 per 100. Croweanum, 2-in., \$6; 3-in., \$8 per 100. Cryptomeria Rockfordianum, 4-in., \$15 per 100. Assorted table ferns, 2-in., \$3 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Boston, fine stock, 4-in., \$2.50 per doz., \$16.00 per 100; heavy bushy plants, 5-in., \$3.50 per doz.; \$22.50 per 100. Extra heavy, 6-in., \$5.00 per doz., \$30 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per doz.; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Teddy Jr., 4-in., \$20; 5-in., \$35; 6-in., \$50 per 100. Boston, 5-in., \$35; 6-in., \$50 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsias. Extra heavy summer propagated ready for shift. Black Prince, Minnesota. Souv. de H. Henkel (bronze foliage), 3-in., \$3.00 per 100; 2-in., \$2.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

GERANIUMS.**GERANIUMS.**

	2-inch 2½-inch per 100 per 100
Beaute Poitevine and American	
Beaute	\$2.50 \$3.00
S. A. Nutt and double Gen. Grant 2.25	2.50
Mme. Sallerol	2.00

EVANSVILLE NURSERIES. Ind.

ROOTED GERANIUM CUTTINGS

The "Big Four" Bedders. Strong, selected top cuttings only. S. A. Nutt, Gen. Grant, Mme. Buchner, \$1.50 per 100, \$14.00 per 1,000; Beaute Poitevine, \$2.00 per 100, \$18.00 per 1,000. The W. T. Buckley Co., Springfield, Ill.

Geraniums, from 2 and 2½-in. pots, sand rooted. A. Ricard, Beaute Poitevine. S. A. Nutt, Buchner, Montmore, Perkins, Vaud, etc., \$2.75 per 100, \$25 per 1,000. Alonzo J. Bryan, Washington, N. J.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums. Rooted cuttings ready now. S. A. Nutt, \$12.50 per 1,000; Scarlet Bedder, \$2 per 100. Albert M. Herr, Lancaster, Pa.

GLADIOLUS.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GLADIOLI BULBS.**All Sizes.**

B. HAMMOND TRACY, Wenham, Mass.

GREENS.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.) \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HYDRANGEAS.

HYDRANGEA, Otaksa, 3-in., \$5 per 100. HENRY SMITH, Grand Rapids, Mich.

IVIES.

English Ivy, 4-in., \$15 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

MANETTI.

Manetti Stocks. French, extra size, per 1,000, \$25.00. F. O. B. Chicago. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas, Laelio—Cattleyas our Specialty. One trial order solicited.

Orchids. Prices quoted upon application. Francisco Delgado, Q. Bogota, P. O. Box 957, Colombia.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Kentia Forsteriana, single specimens; good spread, make better showing than so-called made-up plants. Stock hard and well finished; will give satisfaction and stand store treatment. All in green tubs. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES—100,000 pansies, Sept. sown, cold frame grown. Vaughan's Chicago Parks bedding. Popular Price mixture and Paris Market, per 1,000, \$2.50. Vaughan's Giant mixture and separate colors, per 1,000, \$3.50. ODOOR GREENHOUSES, Iola, Kans.

PRIMULAS.

PRIMULA Obconica, 2½-in. strong, \$4; 4-in., \$12.50; 6-in., \$25 per 100; Chinensis, 4-in., \$12.50, 6-in., \$25 per 100; Malacoides, 2½-in., \$3; 4-in., \$10; 6-in., \$20 per 100. 4 and 6-in. well in bloom. All varieties. HENRY SMITH, Grand Rapids, Mich.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4, \$7 and \$10 per 100. Ernest Rober, Wilmette, Ill.

Primula Malacoides. Strong 5-in. lavender in bloom; none better. \$20 per 100. Cash. JOHN EITEL & SON, Greencastle, Ind.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

ROSES.

Roses. Field-grown, extra fine, 2-yr.-old, own roots, dormant roses Satisfaction guaranteed. WESTERN ROSE CO., Pasadena, Calif.

Roses. Hardy climbing field-grown and 2½ and 4-in. pot grown. Write for prices. The Leedle Floral Co., Springfield, O.

For Sale. American Beauty bench plants. \$10.00 per 100, \$95.00 per 1,000. WM. DITTMAN, New Castle, Ind.

SCHIZANTHUS.

SCHIZANTHUS. Best colors, fine plants, 2½-in., \$4.00; 4-in., \$12.50; 6-in., \$25.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

Seeds, vegetables, both for forcing under glass and for early plants. Lettuce, cucumber, radish, cabbage, cauliflower, egg plant, pepper and tomato. For prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Pansy, gig. finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fire-ball, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

Seeds. Dreer's reliable flower; all kinds. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seed. Corn, both field and ensilage, of excellent quality and germination. Prices quoted and samples mailed on request. T. W. Wood & Sons, Richmond, Va.

Seed. Asparagus plumosus nanus, northern greenhouse grown. For prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

PANSY SEED. Northern American grown, crop 1917. Lake Forest Mixture, undoubtedly the best mixture to be had. Also separate colors. Trade pkg., 50c, ¼ oz., \$1.50. STANDARD SEED CO., Racine, Wis.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, Asters, Petunias, Sweet Peas and Nasturtiums, etc. Write for our special offer, 1917 crop. John Bodger & Sons Co., Station B, Los Angeles, Calif.

Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds, Flower, vegetable and farm. 74 years unrivaled reputation. Hurst & Son, 152 Houndsditch, London, England.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Choice flower for florists. For varieties see advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., N. Y.

Seeds, wholesale field and garden seeds. J. Boigiano & Son, Light, Pratt & Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohmert, Gilroy, Calif.

Seed. Vegetable and flower of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds. Beans, peas and sweet corn. Write for contract prices for 1918 crop. Sioux City Seed Co., Sioux City, Iowa.

Seeds, specialties; beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Rontzahn Seed Co., Arroyo Grande, Calif.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

SOLANUM

Solanum Cleveland and Orange Queen. You cannot afford to be without these from Thanksgiving to Christmas. For sizes and prices see advertisement elsewhere in this issue. Carl Hagenburger, West Mentor, O.

SNAPDRAGONS.

SNAPDRAGONS. Seedlings. Keystone, Pink and White, 2 1/4 in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

VEGETABLE PLANTS.

Vegetable plants grown for wholesale trade only. Bermuda onion, frost-proof cabbage, celery, sweet potato, tomato, egg and pepper plants. Prices for future delivery on application. Ozark Seed & Plant Co., Nashville, Ark.

Bonny Best transplanted tomato plants, \$2 per 100. A. C. SPERRY, Neodesha, Kan.

VINCAS.

100,000 extra strong Vinca variegata ready for a shift from 2-in. pots, \$1.75 per 100, \$17.00 per 1,000; 10,000 year-old cut back, 4-in. pots, \$5 per 100. Elmer Rawlings, Allegany, N. Y.

Vinca variegata, strong stock, 4-in., \$10; 3-in., \$7; 2 1/4 in., \$3 per 100. The Storrs & Harrison Co., Painesville, O.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

The Coggan one-piece box. The Ideal box for local trade. 24x4x3-in., \$2 per 100; 20x4x3-in., \$1.90 per 100. Write for special circular. The John Henry Co., Lansing, Mich.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Small shrubs for planting in nursery rows. Strong stock, well rooted. Write for price list. Thomas B. Meehan Co., Dresher, Pa.

Gold letters that stick; gummed with new improved gum; will not come off unless you use force. J. Lichtenberger, 1560 Avenue A, New York City.

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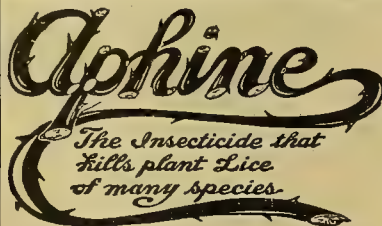
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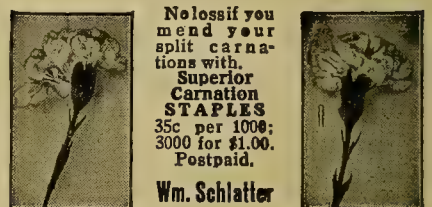


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THE AMERICAN FLORIST



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Vol. L.

CHICAGO AND NEW YORK, FEBRUARY 23, 1918.

No. 1551

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — C. H. TOTTY, Madison, N. J.,
President; JULES BOURDET, St. Louis, Mo., Vice-
President; John Young, 1170 Broadway, New
York, Secretary; J. J. Hess, Omaha, Neb.,
Treasurer.

The thirty-fourth annual convention will be
held at St. Louis, Mo., August 20-22, 1918.

FLORISTS' TELEGRAPH DELIVERY.

Next annual meeting, Cleveland, O., 1918. WM.
F. GUDE, Washington, D. C., President; PHILIP
BREITMEYER, Detroit, Mich., Vice-Pres.; ALBERT
POCHELON, Detroit, Mich., Secretary; WM. L.
ROCK, Kansas City, Mo., Treasurer.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, New
York, September, 1918. OFFICERS — RICHARD
VINCENT, JR., White Marsh, Md., President;
J. HARRISON DICK, 1426 Seventy-third Street,
Brooklyn, N. Y., Secretary.

CHRYSANthemum SOCIETY OF AMERICA.

Next Annual Convention and Exhibition,
Pittsburgh, Pa., November, 1918. WM. W. VERT,
Greenwich, Conn., President; C. W. JOHNSON,
2242 W. 109th Street, Chicago, Secretary.

AMERICAN CARNATION SOCIETY.

CHAS. S. STROUT, Biddeford, Me., President;
CARL HAGENBURGER, Mentor, O., Vice-President;
A. F. J. BAUR, Thirty-eighth Street and Rockwood
Ave., Indianapolis, Ind., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Cleveland
O., June, 1918. JAMES BOYD, Haverford, Pa.,
President; A. P. SAUNDERS, Clinton, N. Y.,
Secretary.

AMERICAN GLADIOLUS SOCIETY.

OFFICERS — A. E. KUNDERD, Goshen, Ind., Presi-
dent; HENRY YOEELL, 538 Cedar Street, Syracuse,
N. Y., Secretary.

ST. LOUIS CONVENTION POSTPONED

To August 20-22, 1918.

Change Meets With General Approval.

In response to a very general desire
expressed by members of the Society
of American Florists, that, in view of
the indefinite postponement of the na-
tional flower show, the 1918 conven-
tion of the society be held in St. Louis
during the month of August, by order
of the executive board, the dates fixed
for the convention in conjunction with
the national flower show are hereby
cancelled, and the regular dates pro-
vided for in Section I of Article V of
the by-laws, which are the third Tues-
day in August and the two following
days (August 20-22), are adopted as
the convention dates for 1918.

This change has met with the ap-
proval of the St. Louis interests, and
Vice-President Bourdet has obtained
the consent of the authorities of
Moolah Temple, where the convention
and trade exhibition is to be held, to
the postponement now ordered.

CHAS. H. TOTTY, Pres.

JOHN YOUNG, Sec'y.

Chicago and Philadelphia Move.

When it was announced last month
that the executive committee in ses-
sion at St. Louis, Mo., had postponed
the Fifth National Flower Show, some
members of the Chicago trade were
hurriedly consulted and it was the
general opinion that under existing
conditions and the show deferred, the
convention should be held at the regu-
lar time in August. Paul Berkowitz,
of H. Bayersdorfer & Co., Philadelphia,
Pa., then on the road in the interest
of his house, likewise favored this
view and said he believed the supply
houses generally and many in the
trade of his city would welcome such
a change in the convention date. The
following exhibition was then dis-
patched:

Chicago, Jan. 23, 1918.

John Young, Secretary,
Society of American Florists,
Planters Hotel, St. Louis, Mo.

Postponement of flower show has
warmest approval here and in Phila-
delphia. As the National Show is post-
poned removing main cause of change
in convention date we believe best in-
terests of trade will be served by hold-
ing convention as usual in August.
Many new problems confronting flor-
ists, nurserymen and seedsmen will
need strictly undivided attention at
home this spring.

J. C. VAUGHAN.

AUG. F. POEHLMANN.

C. L. WASHBURN,

W. N. RUDD,

MICHAEL BARKER.

The telegram reached Secretary
Young too late for consideration at the
executive committee meeting, but was
taken up later with the above result.

Executive Committee Meeting.

The executive board of the Society of
American Florists held a meeting at
the Jefferson hotel, St. Louis, Mo.,
January 21, 1918. This took the place
of the regular mid-Lent meeting, the
change of time being necessitated
through the change of convention
dates. Those in attendance included
President Chas. H. Totty, Madison, N.
J.; Secretary John Young, New York;
Treasurer J. J. Hess, Omaha, Neb.;
Ex-President R. C. Kerr, Houston,
Tex.; Washington Representative Wm.
F. Gude; Frank X. Stuppy, St. Joseph,
Mo.; Joseph A. Manda, West Orange,
N. J.; Chas. E. Critchell, Cincinnati,
O.; Charles Schenck, president of New
York Florists' Club; Fred Lautensch-
lager, president of the Chicago
Florists' Club; Benjamin Hammond,
president American Rose Society.
There were also present, Henry Penn,
Boston, chairman publicity committee;
George Asmus, Chicago, chairman na-
tional flower show committee and pub-

licity finance committee; Herman P. Knoble, Cleveland, O., and J. J. Bencke, St. Louis.

President Totty, upon assuming the chair, called for formal presentation of credentials, which were found duly in order. Secretary Young read communications from A. Farenwald, Roslyn, Pa., E. G. Hill, Richmond, Ind., and Philip Breitmeyer, Detroit, Mich., giving reasons for their non-attendance. In opening the meeting, President Totty pointed out that the deliberations of the board would, in view of general conditions, be more momentous than had ever been the case before. Reports from standing and special committees, he said, could hardly be expected at that time, the appointments having been so recently made.

In behalf of the emergency committee appointed to act for the society in the matter of the coal question, Wm. F. Gude made a long verbal report, dealing with the hearing given in Washington to 22 members of the committee, an account of which was published in the trade papers. Mr. Gude made it plain that the government expected the florists to conserve coal to the extent of at least one-third of their regular consumption, and the fuel commission wanted some assurance from the society, as a representative body, that the florist trade was willing to make the curtailment required of it. Several letters and telegrams from florists were read by the secretary, all expressing a willingness to meet requirements. The discussion of the question was long and earnest, and resulted in the appointment of Messrs. Gude, Young and Schenck as a committee to report a resolution for transmission to the coal commission at Washington by wire. The committee later brought in a proposed telegram and resolution, both of which met the unanimous approval of the board:

THE TELEGRAM.

"To the Honorable H. A. Garfield,
Washington, D. C.

The executive board of the Society of American Florists in session at St. Louis, Mo., unanimously vote to co-operate in the coal conservation by reducing the consumption one-third pursuant to your recommendation.

CHAS. H. TOTTY, President,

JOHN YOUNG, Secretary.

WM. F. GUDE, Washington Rep."

THE RESOLUTION:

"Resolved, that the president and secretary of the S. A. F. are hereby authorized to sign and execute any papers or telegrams that may be required by the national fuel administrator in complying with the fuel conservation by our members and the allied organizations."

Secretary Young read a letter from Prof. F. L. Mulford, of the bureau of plant industry, United States department of agriculture, requesting the co-operation of the board in an appeal for rose varieties for planting in the national rose test garden, and, on motion of Mr. Gude, the board voted to co-operate with the committee in charge of the garden in every possible way.

The secretary brought up the matter of the need of some rules and regulations governing the registration of new plants and flowers, so that those registered should at least have sufficient importance to make recognition desirable. On motion of Treasurer Hess, the chair appointed the following as a committee to draft a set of rules and

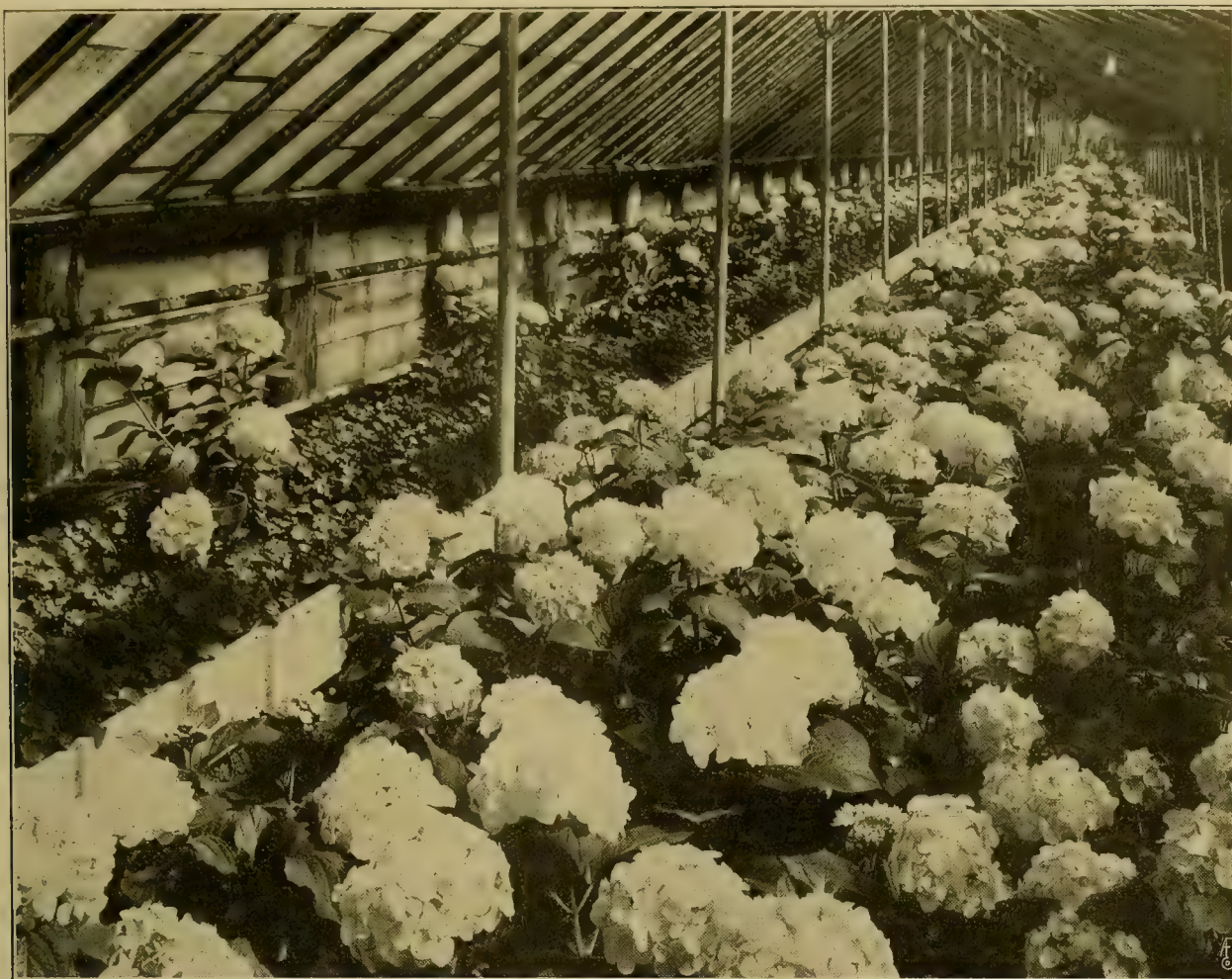
present them later: Joseph A. Manda, C. E. Critchell and Benjamin Hammond. Mr. Manda later presented the report of the committee, which, as it entailed an amendment to the by-laws, was, on motion, referred to the 1918 convention.

Henry Penn, as chairman of the publicity committee, read a report showing the progress of the campaign for publicity for flowers since the joint meeting of the publicity and publicity finance committees in Cleveland last December, at which meeting \$20,000 was appropriated for immediate needs, and instructions given to the O'Keefe Advertising Agency, Boston, Mass., to place the advertising contracts. Mr. Penn exhibited proofs of the advertisements prepared up to date, and other matter which was to be provided for florists in order that they might, through local newspaper advertising, tie up with the campaign, their own advertising having especial reference to the advertisements in the magazines, as in the case of some electrotypes exhibited, which featured the St. Valentine's day page in the Saturday Evening Post. The report also attached importance to the offer to send out booklets, mentioned in the advertisements. Space was so expensive that a complete story could only be told through the use of an auxiliary such as a booklet. It had, therefore, been arranged that a supply of 50,000 booklets be available for mailing in response to application for them, and for

issue to retail florists who might care to purchase a quantity. It was more economical to print a stock of such booklets at once rather than to make several printings. Transfer and glass signs had been arranged for, which members of the society could purchase at prices near to the cost mark. A "broadside," or collection of printed matter, would shortly be mailed to members and others, which would not only explain the publicity feature, but would serve as a plea for contributions to the fund, and the bringing home to florists the idea of the necessity for joining the society. All supplies and publicity media were distributed through the society's promotion bureau, at its executive offices in New York (now 1170 Broadway), and only members of the society would be furnished with them. The report scheduled for the advertising programme arranged for the magazines being the following: Saturday Evening Post, Metropolitan, Literary Digest, Good Housekeeping, Woman's Home Companion, Delineator, Garden Magazine, House & Garden, and the trade papers, all of which entailed a total expenditure within the appropriation; the cost of the stock of supplies, which was to yield a small profit, and the bureau expenses were additional. After reading his report, Mr. Penn explained the use and scope of the transfers, signs, and other material. The report was very favorably received, and a long discussion follow-



HYDRANGEA BASKET.



HYDRANGEAS FOR EASTER.

ed, mainly as to the course which the committee was following, and suggestions concerning action which had been received.

Chairman George Asmus of the publicity finance committee reported at some length as to the finances of the publicity campaign and working plans as regards the obtaining of subscriptions. Finally, on motion, the board endorsed the work of the publicity committee, and its plans for future action; and a further motion accepted the reports presented and directed that they be made part of the records of the meeting.

Secretary Young presented his financial report for the year ending December 31, 1917, and the report of the auditors confirming the correctness of same. The secretary's report included a financial statement of the condition of the publicity campaign fund. Treasurer Hess presented his financial report, and the same was referred to an audit committee, to report at a later session.

Wm. F. Gude, for the committee on tariff and legislation, reported that, on January 7, a bill had been presented in Congress prohibiting the importation of seeds, plants and other commodities, but there was every reason to hope that it would be killed in committee.

From the report of Theodore Wirth, chairman of the convention garden committee, the prospects for a successful garden at the Detroit convention in 1919 were exceedingly bright. Build-

ings and grounds had been offered free of charge, and conditions seemed to be ideal. On motion, the report was received and filed.

Benjamin Hammond made a very enthusiastic report for the committee on school gardens. School garden work, he stated, had increased with almost the suddenness of an earthquake. After an interesting discussion, President Totty, on motion of Wm. F. Gude, appointed Frank X. Stuppy, Fred Lautenschlager and Benjamin Hammond a committee to draw up resolutions in regard to encouraging children everywhere to plant vegetable gardens.

The matter of the relations of the society with Miss Anna Jarvis, originator of Mothers' day, was brought up by the chair and discussed. It was, on motion, referred to the St. Louis convention for action.

The committee on credits and collections bureau, through R. C. Kerr, reported progress.

The board here adjourned for lunch.

At the afternoon session the special committee on resolutions regarding school garden work presented resolutions which, by unanimous vote, were adopted. The resolutions were as follows:

"Whereas, recent developments during the present great world conflict have emphasized the value of the movement that was started some years ago by the Society of American Florists for

the establishment of school and home gardens as a stimulus to our children to care for and protect all plant life; to help themselves by serving others; to beautify home surroundings and thereby strengthen their love of home and country; and,

"Whereas, This movement has been greatly advanced by the far-seeing efforts of our government's food conservation, through whose recommendations its possibilities have been marvelously increased; therefore, be it

"Resolved, That this organization tenders its heartfelt thanks to the board of food conservation and the national council of defense; and we pledge our co-operation and acquiescence in their statesmanlike recommendations in this direction; and be it further

"Resolved, That we acknowledge our great debt to the various women's organizations that have done so much to further this movement for home and school gardens; also to all local and national horticultural organizations, local improvement associations, and national and civic authorities who have supported this movement. Further, be it

"Resolved, That we commend local exhibitions of products raised in such gardens, the offering of suitable prizes, such as medals and certificates, to contestants, and all other means of awakening the pride of our children and their enjoyment in this work, which

means so much for their health and happiness and home life; to this end we ask every florist to personally assist in acquainting the public with the benefits to be derived through the encouraging of home and school gardens."

The audit committee on the report of the treasurer reported that it was unable to complete its audit, owing to the non-arrival of the report of the accounting auditors; but the committee recommended that all revenue derived from interest be diverted to the general fund, as suggested by the treasurer. The report was, by motion, accepted and the recommendation ordered carried out.

The remainder of the session was devoted to a discussion of matters in general not requiring action.

On Tuesday morning, January 22, the board met pursuant to adjournment. After disposing of some routine business, Chairman George Asmus of the national flower show committee reported for his committee, which was in session during the evening previous. Mr. Asmus presented a resolution that was passed at this meeting, under which the recommendation was made that the national flower show, which the society was to hold in St. Louis in conjunction with the convention, be postponed indefinitely, owing to the general conditions prevailing. The board, on motion, accepted the recommendation of the committee, and a further motion was carried expressing the wish of the board that the next national flower show be held in St. Louis, and that this motion be submitted for the consideration of the national flower show committee at its next meeting. In order, however, that there might be no misunderstanding as to the dates for holding the convention, the board, by motion, re-affirmed the holding dates as April 9-11, 1918. J. J. Hess, Wm. F. Gude and George Asmus were appointed a committee to visit the recorder of Moolah Temple and make such arrangement as they might find possible in regard to the balance of the lease entered into by the society.

The preparation of the programme for the convention was, by motion, placed in the hands of the president, secretary and vice-president.

The usual appropriations were made to the offices of the entomologist, pathologist, botanist, school garden committee, committee on tariff and legislation, the sergeant-at-arms at the convention, for clerical assistance to secretary at the convention, and the allowances to the secretary for superintendence of the trade exhibition and sojourn in St. Louis. The board, realizing that the work of the secretary's office would thenceforth be very great and necessitate the whole time of the secretary, the situation was fully discussed, and Mr. Young was consulted. Finally, the secretary was offered a salary of \$3,600 per annum, the same to be irrespective of his income from flower show management and other official appointments.

This Mr. Young accepted. Henry Penn and George Asmus, chairmen of the two publicity committees, in expressing satisfaction with this arrangement intimated that the publicity promotion bureau should bear its share of the salary paid the secretary. Mr. Penn therefore moved, and the motion was carried, that a committee be appointed to make proper appor-

tionment to each account. President Totty appointed R. C. Kerr, Henry Penn and H. P. Knoble as this committee. This committee later reported recommending an equitable apportionment, which proved satisfactory to the board. The question of obtaining suitable offices in New York was left to the president and secretary.

At this point the board took a recess to visit Moolah Temple, first accepting an invitation from the St. Louis Florists' Club to attend a dinner at the American Annex restaurant that evening. Moolah Temple was duly visited, and the members of the board were greatly impressed with the facilities it afforded for purposes of the convention.

Later in the afternoon the board again met. The committee on programme reported progress, and many details suggested were discussed, but action was deferred. It was decided that cards of identification would be issued to members, instead of the customary official button.

It appeared to the board that some change was necessary in regard to the distribution of the volumes of annual proceedings, and that, in view of the largely increased postal rates on such material, they should only be sent to those who actually required them. After considerable discussion, it was arranged that the edition of the 1917 proceedings already in press be minimized, and copies sent only to members who made application for them.

The special committee on the lease of convention quarters, through J. J. Hess, chairman, reported that they had been able to obtain a release from the general terms of the lease, and the rental would only be expected for the period of the convention.

A vote of thanks was passed to the national flower show committee for its work in promoting the show, which was postponed through no fault of the committee, and absolving it from the slightest blame in incurring expenses absolutely necessary in the initiatory work. Another vote of thanks was tendered to Wm. F. Gude for his ad-

mirable work accomplished in Washington. A third resolution was passed that all liabilities in connection with the show be shouldered by the society, and that the American Rose Society and the American Carnation Society be released from their shares of indebtedness, provided the profits of the forthcoming convention be sufficient to discharge them, any undischarged balance being carried against the next show and pro-rated according to the profits. A poll vote was taken on this resolution, the vote being unanimous.

It was decided, by motion, to recommend to the convention that the clause in the by-laws making the president of an affiliated society a member of the board be altered to allow of a vice-president taking the office in the event of a president being unable to serve. It was also decided to recommend that the chairmen of the national flower show committee, the publicity committee, and the finance publicity committee be added to the board.

After a resolution pledging the support of the members of the society to the government in the sale of Thrift Stamps, the board adjourned sine die.

At the dinner in the evening, tendered by the St. Louis Florists' Club, the following final resolutions were passed:

"Whereas, The board of directors of the Society of American Florists, and the members of the national flower show committee have closed a very busy session held during the past two days at the Jefferson hotel, St. Louis, at which matters of great import to the entire florist trade were considered and acted upon, it is the sense of these bodies that a suitable expression of their appreciation for courtesies tendered them while here be now made; therefore, be it

"Resolved, That the board of directors of the S. A. F. and its national flower show committee tender their thanks by unanimous vote to the following: to the St. Louis Florists' Club and to the local florists individually;



A WELL-FLOWERED HYDRANGEA.

to the Jefferson hotel management; to the local press and to the trade papers; to the St. Louis Wholesale Cut Flower Company and all others who have aided us in our deliberations here and shown us appreciated courtesies. Further, be it

"Resolved, That we desire to tender a special vote of thanks to the president of the St. Louis Florists' Club and the various committees appointed by him to prepare for the contemplated national flower show, which events have compelled the postponement of to their and our mutual regret. We also owe them our thanks for the efficient work they are now doing in preparing for the annual convention to be held in St. Louis, on April 9-11, 1918, at which a large attendance of our members and florists generally the country over, is confidently expected to consider coal conservation, co-operation of all florists, and publicity."

JOHN YOUNG, Sec'y.

Hydrangeas for Easter.

The best hydrangeas seen in the Philadelphia cut flower shops last Easter were raised at the Floracraft Gardens, Moorestown, N. J. This popular Easter plant has long been a specialty here. The old Otaksa was the variety until the newer French sorts were introduced, since which time they have been grown exclusively. Edward M. Ross, the foreman and grower, came up from the ranks here and has become a skilled gardener and plantsman.

The way in which the young hydrangeas are raised will give an idea of his thoroughness. Strong young plants are potted into four-inch pots and grown on during the summer, plunged in a frame outside. They are pinched once. When winter sets in the sash is placed on these as they stand, which is the only protection. They are moved into the house in February and allowed to come along slowly, making a very sturdy growth. Top cuttings are taken from these plants, and later the best of the lower breaks. They average about six cuttings to a plant. These stock plants, when set outside early in May, are planted three together. They make a good growth during the summer, and when lifted, are potted into 11-inch cedar tubs, for his specimens or largest sized stock.

The young stock is planted singly in rows and the tops are pinched out August 1. All are watered by the Skinner system of overhead pipes. They do not make much growth during hot weather, but in late August and September are very vigorous. These are all lifted about the middle of October, potted, and set in cold frames. Every particle of soil is shaken from the roots, which are a mat of fibrous material. For potting, fresh soil is used, sometimes having to be hauled quite a distance. Mr. Ross believes it pays to get this, which before using, is mixed with cow manure. The stock is brought from the frames just as soon as the Christmas specialties are out of the houses; this season it was December 23. The plants are very short and stocky; even the large ones are not over a foot in height. He is careful to strip all old leaves off, in late fall, to have the branches clean before plants are brought into the house. This season the early frosts did this for him, saving several men a couple of days' work.



BASKET OF HYDRANGEAS BY J. J. HABERMEHL'S SONS, PHILADELPHIA.

As soon as they come into the house they are syringed daily and sometimes twice, with a force of water to keep off all insects. The starting temperature is 45°. From January 5 on it is 60° at night. After they are well started they are given a lot of water with plenty about the walks and under tables. The walls of the house and eaves are kept hosed down to wash out all crevices that might harbor insects.

The plants are never forced with any undue heat. Mr. Ross believes this a great mistake that many growers make, as their growth is retarded and not advanced by too much warmth. They should have, and do best, in an even temperature. The various sizes are grown in 6, 7, 8 and 9-inch pots and the specimens in 11-inch tubs.

The little frost they get outside while in the frames is beneficial, thoroughly ripens the wood and this gives color to the flower. None of this stock is ever staked. They are given plenty of room, which allows every shoot to set its bud properly. When finished, each plant is well covered with bloom, the heads holding up and making a symmetrical plant.

National Publicity for Flowers.

Several new subscriptions to the publicity fund are recorded this week, as noted below, but the leaders in the campaign think the impetus should be much greater. It was pleasing to have a personal subscription from Fred Burki, the well known grower of Pittsburgh, who, from his winter home in Los Angeles, writes, "Though my company has subscribed to the S. A. F. publicity fund, I think so much of it that I make a personal subscription of \$25 a year for four years, and enclose my cheque for the first payment herewith."

The trade will have noticed the opening shot in the campaign—the

page advertisement in The Saturday Evening Post of February 9. It is, of course, too early yet to get reports of results, but judging from the heap of applications for the booklet mentioned in the advertisement, the page was very generally read.

The secretary has now a supply of the electrotypes for newspaper use covering "Easter," "Mothers' day," "Beautifying the Home," "On Her Birthday," "The Wedding," and the slogan "Say It with Flowers," and any or all of them can be forwarded at once. Anyone not having received a copy of the "broadside," describing these electros should send for a copy. It should be pointed out that these advertising electros are as far as possible identical with the national advertising, and are designed to draw to the florists using them direct benefit accruing from the national publicity. It is expected that the orders received for the transfer signs will be filled next week, and for the glass signs about one week later.

Chairman George Asmus of the publicity finance committee reports the following additional subscriptions, annually for four years, except as noted:

Baur & Steinkamp, Indianapolis, Ind....	\$ 25.00
A. Wiegand's Sons Co., Indianapolis....	25.00
Smith & Young Co., Indianapolis, Ind....	15.00
E. A. Nelson, Indianapolis, Ind.....	5.00
Hensley Flower Shop, Indianapolis, Ind....	5.00
Hartje & Elder, Indianapolis, Ind.....	5.00
Claypool Florist, Indianapolis (2 years)....	5.00
Circle Flower Shop, Indianapolis, Ind....	5.00
John Rieman, Indianapolis, Ind.....	5.00
A. Donoghue, Omaha, Neb.....	25.00
F. J. Fillmore, St. Louis, Mo. (2nd subscription).....	5.00
C. L. Humphrey, Zanesville (3 years)....	10.00
W. W. Edgar Co., Waverley, Mass....	25.00
Bousing & Hall, Ann Arbor, Mich.....	10.00
Charles Siegwart, Baltimore, Md.....	5.00
Fred Burki (personal).....	25.00
"Jack" Trepel, Brooklyn, N. Y.....	5.00

Total\$ 205.00
Previously reported from all sources.. 29,993.00

Grand total\$30,198.00

JOHN YOUNG, Sec'y.



J. A. Young, Aurora, Ill.

Temporary Chairman Illinois Nurserymen's Ass'n.

Illinois Nurserymen's Association.

The Illinois Nurserymen's Association met at the Hotel Sherman, Chicago, February 14-15, when the officers for the ensuing year were elected as follows: Guy A. Bryant, Princeton, president; Alvin Nelson, Chicago, vice-president; Clyde Leesley, Chicago, treasurer, and A. M. Augustine, Normal, secretary. A. H. Hill, of Dundee, was elected a member of the executive committee to serve for three years; Wm. Saddler, Bloomington, two years, and F. W. Von Oven, Naperville, one year. J. A. Young, Aurora, chairman; A. M. Augustine, Normal, vice-president, and Guy A. Bryant, Princeton, elected at the preliminary meeting at Champaign, December 19, 1917, when the association was organized, were given a vote of thanks for the splendid services rendered, and which was responsible for the large attendance.

The programme was very interesting and the first day was devoted to the appointment of committees on constitution and by-laws, membership and resolutions. "The Propagation of Ornamental Shrubs and the Varieties Which Should be Grown for Use in Illinois," was discussed and handled in a masterly manner by George Klehm, of Arlington Heights, who chose this topic to open the meeting. C. A. Brill, Kalamazoo, Mich., opened the discussion of "How to Build a Storage House, and the Proper Methods of Handling Nursery Stock in Storage." The subject of "The Correlation Which Should Exist Between Prices and the Cost of Producing, Selling, and Distributing Nursery Products," by Alvin Nelson, Chicago, was thoroughly discussed by practically all the members present, and was one of the most interesting topics of the meeting. A. H. Cultra, Onarga, gave some interesting points on "How to Properly Pack Nursery Stock." John M. Wise, Freeport, opened the round table discussion, choosing the topic, "Shall the Importation of Nursery Stock be Prohibited."

On Friday, the morning session was devoted to "The Inspection of Nurseries, Home Grounds, City Trees,

Parks, etc.," by P. A. Glenn, Urbana, state inspector; "Some Varieties of Fruits that Should be of Interest to Nurserymen," by A. M. Augustine, Normal, and "The Propagation of Conifers," by Thomas A. McBeth, Springfield, O.

The meeting was a great success and thirty-five firms were represented in the paid membership, which it is expected will double in a short time, now that the association is fully organized. All those present decided that February is the best month in which to hold the annual meeting and the executive board will select the city. A. M. Augustine invited the association to hold the 1919 meeting at Bloomington, and A. H. Hill suggested that it be held in Chicago. The national publicity campaign of the American Association of Nurserymen was indorsed and all the members were urged to contribute. To start the movement several members contributed about \$500 a year for three years, and others signified their intention of doing their share in the near future.



Guy A. Bryant, Princeton, Ill.

President Illinois Nurserymen's Ass'n.

P. A. Glenn and Thomas A. McBeth were elected honorary members.

The following are included in the membership of the association: Augustine & Co., Normal; Aurora Nursery Co., Aurora; W. W. Barnard Co., Chicago; Beaudry's Nursery Co., Chicago; Arthur Bryant & Son, Princeton; Custer Bros., Normal; Corn Belt Nursery & Forestry Association, Bloomington; L. F. Dintelmann, Belleville; Irvin Engels, La Fayette; W. E. Galeener & Sons, Vienna; Wm. H. Gibbs, Normal; J. W. Griesemer, Hopedale; B. J. Harmes, Libertyville; D. Hill Nursery Co., Dundee; Wm. Jackson, Godfrey; Kankakee Nursery Co., Kankakee; Klehm's Nurseries, Arlington Heights; John Klepetko, Cicero; Frank Kadlec, Evanston; Leesley Bros. Nurseries, Chicago; Littleford Nursery, Downers' Grove; C. W. Marson & Son, Chicago; Maywood Nursery Co., Maywood; Missing Link Apple Co., Clayton; Naperville Nurseries, Naperville; Swain Nelson & Sons, Chicago; Onarga Nursery Co., Onarga; C.

A. Palmgren, Glenview; Peterson Nursery, Chicago; Saddler Bros., Bloomington; Spaulding Nursery & Orchard Co., Springfield; R. C. Uecke, Harvard; A. Washburn & Sons, Bloomington; John M. Wise, Freeport; Otto Wittbold Nursery, Edgebrook.

THE VISITORS.

Augustine, A. M., Normal.
Averill, F., Dundee.
Averill, W., Dundee.
Baldwin, O. A. D., Bridgeman, Mich.
Bailey, E. W., Urbana.
Beaudry, W. E., Sr., Chicago.
Beaudry, W. E., Jr., Chicago.
Brock, Henry, Naperville.
Bryant, Guy A., Princeton.
Bryant, Miles W., Princeton.
Chapman, C., Arlington Heights.
Cultra, A. H., Onarga.
Dull, C. E., Chicago.
Edwards, F. C., Ft. Atkinson, Wis.
Erickson, C. E., Chicago.
Ferguson, C. J., Shenandoah, Ia.
Ferguson, T. J., Wauwatosa, Wis.
Foley, Philip, Chicago.
Glenn, P. A., Urbana.
Harmes, B. J., Libertyville.
Hill, A. H., Dundee.
Ingels, Irvin, La Fayette.
Kadlec, Frank, Evanston.
Kennicott, John, Chicago.
Klehm, Geo., Arlington Heights.
Klepetko, John, Cicero.
Knight, A. E., Sawyer Mich.
Krill, C. A., Kalamazoo, Mich.
Kumlie, W., Dundee.
Leesley, Clyde, Chicago.
Littleford, F. J., Downers' Grove.
Marson, C. W., Chicago.
Message, H. S., Antioch.
McBeth, Thomas, Springfield, O.
McQueen, G. A., Chicago.
Nelson, Alvin, Chicago.
Palmgren, Chas., Glenview.
Peterson, Wm., Chicago.
Pottinger, J. A., Kankakee.
Saddler, Wm., Bloomington.
Skorupa, Thomas, Chicago.
Smith, Z. C., Maywood.
Sullivan, J. F., Chicago.
Uecke, Robert, Harvard.
Vandervoort, B. J., Bloomington.
Van Oven, F. W., Naperville.
Wise, John M., Freeport.
Wittbold, Otto, Edgebrook.
Young, J. A., Aurora.



A. E. Nelson, Chicago.

Vice-President Illinois Nurserymen's Ass'n.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Be sure that the mossed design is quite wet before filling; just a sprinkle over very dry moss is not sufficient; the water runs off without being absorbed. An immersion, and a half hour to drain, assures of perfect saturation.

St. Valentine's Day in New York.

Considering the general condition of the florist business, and the fact that we have been passing through an exceptionally hard winter, the demand for St. Valentine's day was fair. At some stores, and they were the stores where preparations had been made, it was stated that the business was as good as in former years. By preparations, we mean specially attractive features appropriate for the day. The regulation red and heart shaped boxes, filled with cut flowers, were popular. Pink and yellow roses, carnations, sweet peas, pansies and other spring flowers were extensively used. Sprays of heather were also popular. Small bouquets in the old fashioned style, were favorites. Many fancy baskets of various cut flowers, as well as plants, were sold.

At the store of Malandre Brothers, Broadway and 72nd street. It was stated that they had sold over 100 of the heart shaped boxes of flowers and many baskets of plants.

P. F. McKenney, Fifth avenue and 42d street, had good business in small old fashioned bouquets, a rose in the center, the filling being of Benora carnations, sprays of heather and other small flowers. The bouquet was on a red heart shaped border, adorned by a fancy collarette.

David Clarke's Sons, Broadway and 75th street, had many fine features in fancy boxes and baskets. Another fine feature was their elaborate window decorations of large acacias, heather and spring flowers. At this store it was said that business was as good as in former years.

Herman Warendorff's store in the Ansonia hotel had an attractive window decoration, designed especially for the day, a large heart of roses and lily of the valley. Old fashioned bouquets were also noteworthy. In addition he had dinner decorations, and said it was a good day's business.

Drakos & Co., opposite Columbia University, had a fine collection of plants and cut flowers, well arranged, and reported good business.

At the C. A. Dards store, Madison avenue and 44th street, a splendid collection of all features suitable for the day was noticed. Manager Perry stated that business was good.

Alfred Kottmiller, Madison avenue and 49th street, had, as usual, many good features and good business.

At the store of Alexander McConnell, Fifth avenue and 49th street, it was stated that their business had been better than St. Valentine's day, 1917.

The Van Praag Floral Co., 4 West 40th street, stated that their business was as good, if not better than last year.

In considering St. Valentine's day business, it must be reckoned that thousands of young men to whom the tender sentiment appeals, are now in

the army and beyond the zone of the florists. Taking this into consideration, the business was, we believe, as good as last year. A. F. F.

St. Valentine's Day in Philadelphia.

There was a fairly good day's business in most of the stores, February 14. Spring flowers were featured, as were pot plants. Roses were scarce; all the miniatures were in demand, there not being near enough to go around. The popular arrangement was the corsage, mostly delivered in heart-shaped boxes. Many of the novelties of the supply houses, kiddies representing Cupids, soldier boys and Red Cross nurses, with receptacles for flowers, were offered in most of the stores. Hamper heart-shaped baskets, filled with flowers and plants, were popular. Heart-shaped boxes, hand painted, with zinc linings, were filled with plants and some with cut flowers. There were many small plant baskets, which were gay, as were nearly all the novelties, with ribbon bows.

J. J. Habermehl's Sons' large Walnut street window, with its grotto-like effect, contained a fine lot of baskets in various sizes. The ground work consisted of plants of *Primula malacoides* with spring cutflowers in combination. One of *malcoides* and *calendulas* was striking. Cattleys, mignonette and tulips were used in other very pretty combinations. Gloriosa ferns, vases of choice pussy willow, *Acacia pubescens* and string smilax gave this window an artistic decorative effect. Their Ritz-Carlton store had a forsythia window, a large cork bark stump being filled with choice sprays. Pussy willows and spring flowers in vases were a feature.

The Sign of the Rose displayed corsages of various kinds in heart-shaped boxes, which were very attractive. The window, with its tastily arranged stock, was very showy.

Battle's Century Flower Shop was a dream. There were literally hundreds of salable articles tastily filled—medium-sized baskets, some all of plants, others flowers, with quite a few in combinations of both. Quantities of flowering plants, cyclamens, primulas, freesias, chorisemas, azaleas and many others, were seen on every hand. The pots of these were all decorated with white paper. An inner lining of another color, to match the flowers, had a very decorative effect. This decorating is done as follows: The pot, on earthen saucer, is placed in the center of a square of white paper. This, with a band of paper the color of the flower, is drawn up around the pot with the edges projecting irregularly about six inches out and above the rim. It is bound to the pot with a colored cord or narrow ribbon. This is not as lasting as the crepe paper, but much more showy.

Pennock Brothers had their usual fine show of heart-shaped boxes and hampers, many of them hand-painted. Their window was very tastily decorated with these special creations, all filled in the latest color combinations.

The London Flower Shop had a fine display of novelties, many of them nicely filled. A good business was reported here.

Charles Grakelow's uptown store was well stocked with the latest novelties, many of them tastfully filled. A much better business than last year was reported. Many F. T. D. orders from outside sources were received.

Next Week in the Flower Shop.

In a very short time the show window awnings will have to go into service at the stores on the north side of the street. These sun shields are a great handicap to efficient displays, as when down they intensify the shadows, and the glass then reflects all objects immediately in front of buildings or on the opposite side of the street. Many attempts have been made to overcome these reflections, but so far with but little success. The latest device is a curved pane, which takes the place of the usual straight plate glass. When this is correctly in place and kept clean, strange as it may seem, there appears to be no glass, the effect being as if the entire pane had been removed. This requires about eighteen inches in depth of the front edge floor space of the window. It is rather expensive to install, but the goods are then seen with wonderful clearness and advantage. The only other remedy is to move to the south side, which situation is certainly a great advantage during the spring and summer months.

Now that there is a variety of flowering stock and bulbous plants in blossom, they should be kept to the front and offered as most suitable for the window sills, giving a warmth of color to the room and a bit of spring cheer to the passersby. Each pot or pan should be decorated by being wrapped or placed in a cover. The most showy arrangement is to place the pot in a clay saucer in the center of a square of white paper. Tie a paper band about the rim of the pot so that six inches of it projects above. This inside sheet is to be of the color of the flower. Then draw the white paper up close all around and tie just below the rim with a cord or narrow ribbon. The edges of the papers are then pulled out irregularly. It takes but a minute to do this, the cost is trifling, but the effect adds from 10 to 25 per cent to the selling value of the plant. It is much more inviting in appearance than the plain earthen pot.

Do not let the stock of table ferns run down. So frequently the order comes over the phone at the last minute to get the fernery, refill and return at once. With a variety to select from, this can be done in a few minutes. An indifferent or carelessly filled dish will, however, often lose a customer, as its next visit is to a competitor, who, if he makes good, gets the future business.

St. Patrick's day is not far off. Look up the last season's leftovers in accessories of the day. A few pots of shamrocks, with a miniature flag in each, should have a place in the window and on one of the display tables.

Have you sent in a subscription to the S. A. F. publicity fund? This is distinctly for your benefit. Your profit and advantage will be in accordance with the efforts you make to work with the committee. Get in touch with what they are doing. Subscribe to the fund. Get all the literature sent by them as it comes out. Electros for newspaper ads. are furnished at cost. Window cards, transfers and glass signs, with the slogan "Say it with Flowers," four elegant signs are furnished for \$2.50. Send for them to John Young, secretary, 1170 Broadway, New York.

Pittsburgh.**GRATIFYING ST. VALENTINE'S BUSINESS.**

The St. Valentine's day trade was very satisfactory; in fact, about 25 per cent better than in 1917. The usual amount of corsage work was not in evidence, however, as parties and dances are few and far between. Most of the demand was for dainty baskets and boxes of spring flowers. Stock was plentiful, except in sweet peas, for which the call was brisk, and they were about the only flowers that held up in price. There was so much stock on the market, that prices were reduced to move it off. Daffodils and Paper Whites were a drug and only a limited amount were sold. Violets did not enjoy the popularity of former years and only the best were disposed of. Some shipments received Thursday afternoon were sold to the street men. This flower is certainly losing in favor and growers will surely soon come to realize that too many are produced and they cannot be sold at a good profit. Carnations are now being received in large numbers and prices have suffered. There was little demand for them last week and they were sacrificed in large quantities to move them. Roses still hold firm and the supply increases daily. American Beauties are in short supply, but the demand is weak. Lilies hold up well with small daily shipments. Orchids, Romans, lily of the valley, calendulas, myosotis, pussy willows and primroses are included in the list of good sellers. Plants for St. Valentine's day sold well. While it was not expected that business for the day would equal that of a year ago, the results are most satisfactory.

M.

San Francisco.**GOOD BUSINESS CONTINUES.**

Trade has been very brisk during the week just past. There has been practically no letup since the holidays. Stock still continues to be hard to get, and prices are firm all along the line. Roses are limited in quantity. This applies to all varieties. Long-stemmed Russells are in short supply. Ophelia is also hard to get. Very few American Beauties are coming in. The red roses, such as Hadley, Richmond and Red Radiance, seem to be more plentiful than the lighter colors. However, they sell readily at fine prices. Very few Cecile Brunners are seen, and the same is true of Fire Flame. Killarney is only rarely met with nowadays. Carnations are a trifle more plentiful this week and are not held at such high prices. Enchantress Supreme, Matchless and White Enchantress meet with the most favor. Prices average about \$3 per 100. Violets are of very poor quality, owing to lack of rain. The stems are short, and many are off color. However, a large supply is available. Shipping trade in this flower is unusually heavy and helps to keep the market cleaned up daily. Cattleyas have seldom been more plentiful. Phalenopsis are also to be seen everywhere. Prices on the poorer grades have dropped somewhat, but first-class stock holds firm. Bulbous stock is arriving very freely. Narcissi are in heavy supply and prices have dropped accordingly. Tulips and Dutch hyacinths are in large supply and are selling well as pot plants. Lily of the valley is a little more plentiful this week, but not nearly enough to supply the call. Gardenias are in ample supply, but they are in steady demand at good prices. Acacias, in variety, are coming in freely, and flowering fruit, particularly Cydonia japonica. Cut branches of the different ericas are largely used in fancy basket work.

Ferns are none too plentiful. There seems to be enough asparagus and greens to supply the demand at all times. There is a large supply of pot plants to select from, with well flowered azaleas the favorite. Bulbous stock in pots and pans, arranged with ribbon, are also good sellers. Shipping trade is very brisk among the wholesalers, the difficulty being to secure enough stock to fill orders.

NOTES.

The E. W. McLellan Co. has purchased the land and greenhouses of the Richard Graves estate at San Leandro. It is the intention of this firm to devote this range to the growing of American Beauty roses exclusively. Two more houses will be added this spring. Manager J. A. Axell reports great activity in the shipping trade to the north and middle west. The great difficulty is getting enough stock to fill orders. They are shipping large quantities of violets to Canada and points east of the Mississippi river.

Kenneth S. Murray is supplying this market with a grand strain of colored freesias. He claims the strain, which originated with him, is much superior to other so-called colored freesias, and he has worked up a stock of 50,000 flowering bulbs. He intends to discard Purity entirely next season and grow his colored strain exclusively, as they command much higher prices than the white varieties.

The MacRorie-McLaren Co. has opened up a very elaborate flower store in the Palace hotel. This store, as well as the Powell street store, is under the management of Walter A. Hoffinghof. Just at present this firm is featuring large quantities of ericas in different varieties. They are being received from the firm's greenhouses in San Mateo.

The San Jose branch of the Cottage Gardens Nurseries has been receiving large shipments of ornamental trees and shrubs from the Eureka headquarters. Manager W. B. Clarke reports a fine trade this season and says the demand for roses is particularly heavy. They will have a large stock of azaleas and rhododendrons to offer for Easter.

The Pacific Coast Horticultural Society held a very successful "ladies' night" February 2. While the weather was not very propitious, nevertheless a very large attendance gathered to enjoy one of the most pleasant evenings in the history of the society. Many members from out of town were on hand to enjoy the society's hospitality.

We have noted some grand azaleas, the stock of which was imported by the Cottage Gardens Nurseries, of Eureka, several years ago and offered this season. The plants were a perfect mass of bloom and vastly superior to the stock imported this season by most of our growers.

Schwerin Bros., who are the largest growers of ferns for this market, report a heavy demand at all times. A visit to their range of greenhouses in Visitation Valley showed their immense stock to be in fine condition and producing heavily.

Podesta & Baldocchi have been making an elaborate showing of cattleyas and phalenopsis during the past week. They are also featuring daffodils and immense quantities are used daily in their store decorations.

Donald McLaren reports much activity in the landscape department of the MacRorie-McLaren Co. at San Mateo. He says that, notwithstanding the dry season, planting is going ahead far in excess of expectations.

F. Goraducchi, of the California Florist, of Tacoma, Wash., spent a few days visiting the trade in this city.

He left for a brief visit to Los Angeles in the company of P. F. Rosala, of Seattle.

Walter K. Lewis, vice-president of the Art Floral Co., came from Los Angeles during the week and is spending some days in town. M. H. Ebel, of Sacramento, was also a visitor this week.

F. Schlauthauser, of the Fairmont Floral Co., says his firm was very busy on decorations this week. A very fine display of bulbous stock was noted at the store on Powell street.

Nels Peterson, proprietor of the Peninsula Nursery, is sending carnations of the highest quality to this market daily. His cut of Belle Washburn is worthy of special mention.

The Western Orchid Co., of Alameda, is sending in a very heavy cut of cattleyas to this market. The quality is extra good, and they are in steady demand.

G. N.

Kansas City, Mo.**TRADE BEST IN YEARS.**

St. Valentine's day trade was the best ever experienced by the trade of this city and a strong incentive to prepare for a big Easter demand. All salable cut stock, especially sweet peas, had a heavy call and pot plants and made up baskets went fast. Carnations, lilies, sweet peas and bulbous stock of all kinds were plentiful, while roses were very scarce and high in price. Greens are extremely scarce, there being practically no flat ferns available.

NOTES.

W. J. Barnes enjoyed a substantial sales increase over St. Valentine's day, 1917, together with a brisk call for funeral work. In addition to a large cut of carnations and bulbous stock, he had many cinerarias, cyclamens and begonias among his best sellers.

H. Kusik & Co. report very good business with plenty of stock. Outgoing shipping is on the increase.

T. J. Noll & Co. had extra heavy business, more orders going out than in any previous year.

A. F. Barbe had a large supply of both plants and cut flowers, especially carnations and bulbous stock, and reports excellent sales. His Easter stock is looking fine and he will have a heavy supply.

W. L. Rock Flower Co. made a big hit with the trade with a fine supply of bulbous stock, which came in just right. A fine crop of carnations and excellent sweet peas were among the other offerings.

Geo. M. Kellogg Flower & Plant Co. reports business better than expected. Funeral work has been a big feature, and the greenhouses are furnishing excellent cuts of stock and a fine lot of plants.

The Alpha Floral Co. had the best St. Valentine's day trade in its history. Fancy cut stock went fast, and the call for pot plants was excellent.

Miss Lou E. Boggess was compelled to double her force to handle the St. Valentine's day business. Funeral work has also been heavy all week.

The Peterson Floral Co. had an excellent window display during the past week, a St. Valentine's day feature. Funeral work here has been brisk.

A big increase in business is reported by A. Newell and he anticipates a fine Easter trade.

Visitors: Frank Stuppy, St. Joseph, Mo.; Paul Berkowitz, representing H. Bayersdorfer & Co., Philadelphia, Pa.

E. J. B.

EVANSVILLE, Ind.—Col. J. D. Carmody is at his winter home, Avon Park, Fla.

Milwaukee.**GOOD SUPPLY, EXCEPTING ROSES.**

Due to the first real moderate weather, which prevailed from February 5 to February 15, the supply of cut flowers for St. Valentine's day was heavy in all lines except roses. The local advertising by the florists' association certainly "brought home the bacon," for the demand, especially for sweet peas, violets and bulbous stock, both in pots and cut, was highly satisfactory. Most of the growers still being off on roses, the demand in this line could not be satisfactorily filled. Carnations are coming in more freely than for some time past, and while the most of them are of very fine quality, still, with the exception of the reds, they did not enjoy the popularity so noticeable in other lines.

NOTES.

The C. C. Pollworth Co. comment, for the first time in many a moon, on the excellent local demand for the smaller sized cut flowers for last week's holiday. While they have more roses of the better sorts, they say the demand is mainly for the medium and short grades.

The growers who consign violets and sweet peas to the Holton & Hinkle Co. just hit it right last week, and the enormous cut was handled to good advantage for all concerned.

Gust, Rusch & Co. report shipping for the past week very fine and way ahead of expectations for St. Valentine's day. Gust is under the weather just at present.

F. Ernst, North avenue and 37th street, reports an active demand for bulbous stock grown in pots. Funeral work has been satisfactory for some time past.

C. C. Pollworth spent February 18 calling on the trade in Chicago.

E. O.

Boston.**ST. VALENTINE'S DAY CLEANUP.**

Market conditions have improved wonderfully the past week. St. Valentine's day was a wonderful help to the growers, who sold everything in sight at firm prices. Roses moved well; 12-inch, 10 cents; 15-inch, 12½ cents; 18-inch, 16½ cents; 21 and 24-inch, 20 and 25 cents each. Carnations were \$4 and \$5 a hundred, sweet peas \$1.50 and \$2 a hundred and violets \$1. Myosotis went at 25 cents and 50 cents a bunch. Sweet peas, marguerites, English daisies and English primroses were in great demand. Lily of the valley was very poor, but sold at \$8 a hundred. Gardenias and cattleyas moved well. Violets and old fashioned bouquets were popular at the retail stores, arranged in heart shaped boxes.

NOTES.

After a 10 months trip to Europe, Philip L. Carbone has returned with a large line of antique furniture, old glass and china, which is displayed in his large spacious store in connection with his flowers and plants. Last week the store was arranged with lilac, flowering almond, Japanese apple and several varieties of acacia. St. Valentine's day trade was ahead of last year.

Welch Bros. Co. had a busy season, and continue to ship large quantities out of the city. Their orders have increased on account of many smaller greenhouses out of town being closed on account of the coal situation.

Penn, the Florist, had a very busy week, with St. Valentine's day trade far ahead of other years. Twenty-five thousand violets were handled in their store, besides large quantity of roses, carnations and sweet peas.

J. K. Chandler is cutting his last

crop of French iris, with which he has had very good success this season, prices still holding at \$3 a dozen. He is also selling the carnations from Backer & Co., of Billerica.

Chas. O'Brien is sending to market one of the most popular of the old fashioned roses (Cherokee), very scarce and only to be found at private estates.

Twenty-five salesmen and salesmen helpers are in the selected draft, "Class A," who expect to be called in the next quota. These men come from the two markets.

B. A. Snyder & Co. report a wonderful week, their trade for St. Valentine's day ahead of expectations, with an overdemand for violets and sweet peas.

Paine Bros. are supplying a fine line of bulbs, including campanulas, Golden Spurs, Poeticus, Thomas Moore, Flamingo and White Hawk tulips.

Paul Richwagon is sending in a beautiful crop of Virginia snapdragons, rich in color, good foliage and strong stems.

John J. Lee is still confined to his home with the grippe and the trade sends their best wishes and hope for a speedy recovery.

Thomas F. Galvin reports business as improving, with demands for the past week ahead of any week this season.

Beasley & Co., of Milton, are shipping to the market some excellent pansies and English daisies.

S. K. G.

Illinois State Florists' Association.**CHICAGO TO CHAMPAIGN.**

The annual meeting of the Illinois State Florists' Association, announcement of which was made in our last week's issue, page 200, will be held in the Floricultural Building, University of Illinois, Urbana, March 5-6. A very instructive programme has been prepared and every florist in the state is invited to attend and take part in the discussions. The Chicago party will leave the Park Row station, via the Illinois Central railroad, March 5, at 9:15 A. M., due at Champaign, 12:12 P. M. The fare in each direction to Champaign, the railroad station for Urbana, is \$2.52, plus 20 cents war tax. No reduction is made for the round trip. There is no party rate.

Other trains are as follows:

Leave Chicago.	Due Champaign.
2:10 A. M.	5:35 A. M.
7:30 A. M.	12:01 P. M.
5:20 P. M.	9:05 P. M.
6:35 P. M.	9:45 P. M.
9:45 P. M.	12:43 A. M.

The evening programme for the first day will be conducted by the Floricultural Club of the University of Illinois, and will include an interesting and instructive paper by Professor H. B. Dörner. A report of the experimental work being carried on at the greenhouses will be given by Professor Lehenbauer and will also be of interest to all who attend. Florists who have surplus stocks of plants or flowers to dispose of are requested to bring samples and exhibit them. There is no charge.

The annual flower show of the association will be held in the fall. The place has not been decided upon and invitations will be in order at this meeting.

DETROIT, MICH.—J. F. Sullivan has recovered sufficiently from his recent injuries to make a tour of the New York trade. His son Ernest, manager of the original "Sullivan's Roses" store, has been visiting in Chicago the past week.

Rochester, N. Y.**TRADE GENERALLY SATISFACTORY.**

Market conditions remain practically unchanged, with carnations and bulbous stock plentiful and the supply of roses limited. The St. Valentine's day trade was somewhat better than last year and everything sold well—plants, corsages, novelties and boxes of cut flowers. Easter lilies are scarce at this writing, but callas are abundant. Azaleas have begun to arrive in larger quantities.

NOTES.

J. B. Keller Sons had an unusually attractive display for St. Valentine's day. They made a departure from the customary red, to pink and white. Two white cupids suspended from the ceiling held a string of pink, heart-shaped boxes of corsages. Pink roses, Roman hyacinths, etc., formed the foreground of the window, with birch bark boxes filled with spring plants in the rear.

Salter Bros. had a window feature of a solid red heart of flowers upon which were numerous cupids. Baskets filled with cyclamens and other plants were featured. Business was reported far ahead of last year.

H. E. Wilson featured a dainty heart of daffodils, pussy willows and asparagus. Another heart, identical in size, was made of yellow flowers in pleasing combination.

Geo. T. Boucher had an immense heart decoration pierced with a large gold arrow wielded by two cupids. Novelties for the day completed the display.

An auction sale of the stock of R. Bohnke, upon approval of Nelson J. Sanford, referee in bankruptcy, was held February 19.

CHESTER.

Cincinnati.**SUPPLY SUFFICIENT FOR ALL NEEDS.**

St. Valentine's day business was good. The supply was large and sufficient to take care of practically all of the needs for that day. Since that time, local business has been somewhat slow. Shipping business, however, is fairly good. Roses are rather scarce. The supply is better than it was at the last writing, but is still below the normal stage for the time of the year. Carnations are plentiful. A good supply of Easter lilies, rubrums and callas is coming into the market. Sweet peas are plentiful. Tulips, jonquils, daffodils, Dutch and Roman hyacinths, yellow and white narcissi, Narcissus poeticus and freesias are all in a supply that is fairly large and is sufficient for all immediate needs. Some excellent stevia may be had. Calendulas, forget-me-nots and baby primroses find a fair market.

NOTES.

The William Murphy Co. has been receiving large cuts of sweet peas from their growers in Delhi.

C. E. Critchell has been showing some exceptionally fine daffodils.

Visitors: J. P. Keller, Lexington, Ky., and H. S. Price, representing the S. S. Pennock Co., Philadelphia, Pa.

H.

MIAMI, FLA.—Recent arrivals include J. J. Nunnally of the Nunnally Co., Atlanta, Ga.; A. N. Kinsman and wife, Austin, Minn.; and J. C. Vaughan, Chicago. Ideal summer weather prevails.

CINCINNATI, O.—Alfred Forder, prominent local florist of 3325 Menlo avenue, who has been seriously ill for several weeks, while not fully recovered, is much improved and his many friends hope for an early, complete recovery.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO.

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SOME southwestern capitalists claim to have found a practical method of taking alcohol from cacti.

MACHINERY for a \$3,000,000 government nitrate plant in southwestern Virginia has been ordered.

FLOWERS are more fragrant when the sun is not shining on them, according to a French scientist, because the oils that produce the perfume are forced out by the water pressure in the plant cells and this is diminished by sunlight.

Dixieland Prosperity.

The whole of Dixieland, as every one knows, has done and is doing a wonderful business. But it is in cotton manufacturing towns and localities as well as in the cotton growing sections that as one of the leading merchants and manufacturers of that region writes, "prosperity is rampant." Centers like Charlotte, Savannah, and Macon, so great have been economic changes, are now more like northern than southern cities. People are rich and the demand for goods is insatiable.

St. Valentine's Day Trade.

From reports received from a number of cities it is evident that sales for St. Valentine's day were in most instances equal in volume to those of a year ago, regardless of the fact that many young men to whom the sentiment of the day appeals were with the colors. Sweet peas were prime favorites this year and were in generous supply. Violets appear to be losing in popularity and in several instances were found hard to move. As a rule, however, there was a satisfactory call for cut stock of all varieties and the movement in pot plants was better than in previous years.

New York Flower Show.

MARCH 14-21, 1918.

With the opening of the New York flower show less than a month away, the preparations at this date augur well, for another great success, in spite of general conditions which might, by some, be considered hardly favorable. Many changes in the usual order of things, and quite a few innovations have been found necessary, but happily, everything is in excellent shape and there is every reason to expect that the ultimate result will be satisfactory to all concerned.

The trade exhibits will again be an important feature of the show, and on the usual large scale. Space amounting in the aggregate to \$8,000 has actually been sold, and there is every probability that sales will run to \$12,000 before the exhibition opens. While the exhibits of the greenhouse builders will necessarily be curtailed somewhat this year, all the concerns in this line will be represented. The official programme is under way, and its advertising pages are being generously taken up, insuring an edition which will be up to the usual high standard. Trade tickets will be issued in blocks of 100 or more at 20 cents per ticket, and in less quantities at 25 cents per ticket.

The competitive exhibits will be numerous, and many new exhibitors will make an appearance. Special exhibits will also be prominent, and include some war gardens, practically a new feature. F. R. Pierson of Tarrytown, N. Y., will lay out a handsome rose garden of the formal type, and A. N. Pierson, Inc., Cromwell, Conn., will install a charming rose garden on rustic lines. John Scheepers & Co., Inc., New York, will enter an elaborate garden planting of Dutch bulbs, using accessories which will include a windmill and other picturesque subjects.

The American Rose Society having abandoned the exhibition it was to stage in St. Louis as part of the national flower show, will hold its annual exhibition in connection with the New York show, co-operating with it in every way. This insures a grand display of cut roses on a large scale, also of rose plants.

There will be no tea garden this year, the ladies interested having fallen in with the Hoover idea of conservation as regards what is alleged to be unnecessary food and refreshments. The ladies of the Red Cross, however, have organized to meet this deficiency with a patriotic exhibit which will be more in line with the spirit of the times. Their exhibit will be both new and novel, and will in-

clude machines for making sweaters, all in operation by men and women workers of the Red Cross. They will have two moving picture theatres, which will project films made expressly for the Red Cross and shown for the first time. Some of the films will feature the ruined fruit orchards of France and the methods now being used for re-establishing them. Another feature of the Red Cross exhibit will be a flower booth conducted by ladies of the Junior League. Speeches by persons prominent in Red Cross work will form part of the programme each day.

A more than usually patriotic sentiment will attach to this show. The War Savings Stamps campaign of the government will be featured in an exhibit, and quarters will also be occupied by officials in charge of the promotion of the next Liberty Loan, where some most prominent speakers will deliver patriotic addresses.

Orders for trade tickets should be in the hands of the secretary as early as possible, accompanied by remittances covering the cost as per rates mentioned.

JOHN YOUNG, Sec'y.

American Rose Society.

The American Rose Society will have its annual exhibition and will hold its annual meeting at the Grand Central Palace, New York, March 14-21.

The plan had been to go to St. Louis for the proposed show in April, but the conditions of the weather and coal, and the upset in routine business, made it impracticable to hold the show there.

These flower shows help to make not only the suburban but the city home pleasant and cheerful. The flower conveys in its presence the spirit of cheer and the spirit of consolation, and no flower exceeds the rose in this respect. The society wants to do everything it can to make the exhibition a success. During the last two years there has been a large increase in the amateur membership. The first rose show for the development of popular interest in the rose was held in New York, which is one of the great flower markets of the country. The increase in the amateur membership was due largely to the ability of the society to issue the illustrated annual, edited by J. Horace McFarland, Harrisburg, Pa. This annual was something that could be sent to all parts of the country, and it carried with it fine pictures and good instructions.

The original plan of the society was to have an exhibition each year, during the period of Lent, and also encourage public flower shows in the rose season—June. It has been planned to have this year, in Elizabeth park, Hartford, Conn., a show of great beauty. The park department of that city started a rose garden that caused much interest and gained fame. They also started a test garden to try out suitable roses for outside culture. This year preparations have been made to have a special public rose week in June, at which time the American Rose Society will make every effort to bring its members to Hartford for this occasion. In the meantime, we want every member that we can reach to boom the coming exhibition.

BENJAMIN HAMMOND, Pres.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office
 enclose 10 cents extra to cover postage, etc.

Situation Wanted—Wholesale man is open for engagement in Chicago. Address

Key 874, care American Florist.

Situation Wanted—Good rose grower capable of taking charge. Can furnish A1 references. Chicago or immediate vicinity preferred. Address

Key 873, Care American Florist.

Situation Wanted—By practical vegetable grower, single, middle-aged, sober and reliable. At present gardener at institution. West or south-west preferred. Address

Key 871, care American Florist.

Help Wanted—General worker; handy man. State wages.
Levant Cole, Battle Creek, Mich.

Help Wanted—Good grower of carnations and potted plants. Must be steady and sober. State experience and wages wanted. Address

Lakewood Cemetery Greenhouses, Minneapolis, Minn.

Help Wanted—Male bookkeeper, exempt from draft, who can take charge of books and do typewriting; \$25.00 or \$30.00 a week, according to experience and qualifications, and good opportunity for advancement. Address

Miller Floral Co., Farmington, Utah.

Help Wanted—Grower of pot plants to take charge of up-to-date conservatory and growing range on private estate in the east. Good opening for well posted young man of about 30 years; single preferred. Address

Key 867, care American Florist.

Help Wanted—Experienced saleslady, must be first class clerk and be well acquainted with all departments of the business. Reference and photograph must accompany application.

Simmons & Son, Yonge and Elm Sts., Toronto, Canada.

Help Wanted—Young man experienced in selling. Salary and commission. Good opportunity for right party. For further particulars apply to

**Otto N. Stein,
 713 First Nat'l Bank Bldg., Chicago.**

Help Wanted—Young man for plant order business; must have some knowledge of general plant business and be able to pick out catalogue orders. A splendid chance to learn the business. Give experience, age, wages, etc.

**Joseph Baneroff & Son, (Inc.),
 Cedar Falls, Iowa.**

Help Wanted—Two experienced vegetable growers, single men preferred. Salary for first assistant \$50.00; for second assistant \$40.00 per month, including room, board and laundry. Steady employment. Apply to

**C. F. Applegate,
 Mt. Pleasant State Hospital,
 Mt. Pleasant, Iowa.**

Wanted—Associates to start community flower farm. Experienced young men or women with little capital write

**M. E. M., 1536 Iroquois Ave.,
 Detroit, Mich.**

For Sale—Second-hand pipe. All sizes suitable for steam or water lines; guaranteed sound. Write us for prices.

**Baur Gas & Supply Co.,
 Eaton, Ind.**

For Sale—Retail store, established over eight years; located on north side of Chicago; price reasonable; good reasons for selling. Address

Key 872, Care American Florist.

For Sale—Nine lots and three greenhouses, 10,000 sq. ft. of glass, double strength, iron frames, good business. Address

**S. O. Johnson, 3129 W. 20th Ave.,
 Denver, Colo.**

Situation Wanted

By good grower, single; private place preferred. Address

Key 858, care American Florist.

Help Wanted

Experienced grower of high grade pot plants. Give references and wages expected in first letter. Near Chicago. Address

Key 875, care American Florist.

Help Wanted

Capable and reliable man for city store; excellent position for the right man. Address

ANNA GRACE SAWYER

**Pansy Florist 4044 W. Madison Street
 Phone Kedzie 1017 CHICAGO**

Seedsman Wanted

Young man experienced in the seed line for counter trade, also for soliciting business from the wholesale trade.

ROBERT BUIST COMPANY

4 and 6 S. Front St., Philadelphia, Pa.

Salesmen Wanted

We prefer greenhouse men for our salesmen. If you can make good selling an established line of greenhouse supplies, we have openings in our sales organization. Previous sales experience is desirable, but not necessary. What we want are greenhouse men who understand greenhouse problems and can talk intelligently to the greenhouse trade. In writing us, give age, references, salary expected and territory you are familiar with. Address

Key 868, care American Florist.

CANADIAN

wishing to locate in middle, western or southern states, would like to hear from large wholesale seed house. Advertiser is an executive and proven salesman, have charge of large department with wholesale house now, several years experience. Young man, married, has lots of initiative, and a worker. Position must afford good opportunity for advancement. Full information given. Address

Key 866, care American Florist.

FOR SALE

Pennsylvania marine type boiler, style No. 80 r. t., total length 14 ft. 4 in., shell diameter 66 in. Number of flues in lower section 37, 4 inch diameter, 5 ft. 8 inches long. Number of flues in upper section 68, 3 inches diameter, 11 ft. long. Area of grate surface 4 ft. 11 inches x 4 ft. 11 inches. Good for 95 lb. pressure. F. O. B. cars Maynard, Ind., price \$700. Used; good condition.

Key 876, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

New Books--Just Issued

VEGETABLE FORCING

By **RALPH L. WATTS**

Dean of Pennsylvania State College School of Agriculture

A handy reference for professional growers, students and gardeners interested in growing vegetables under artificial conditions. Cloth bound. 400 pages and 158 illustrations covering a wide range of topics.

PRICE, - - - - \$2.00

Greenhouses: Their Construction and Equipment

By **W. J. WRIGHT**

Director, New York State School of Agriculture

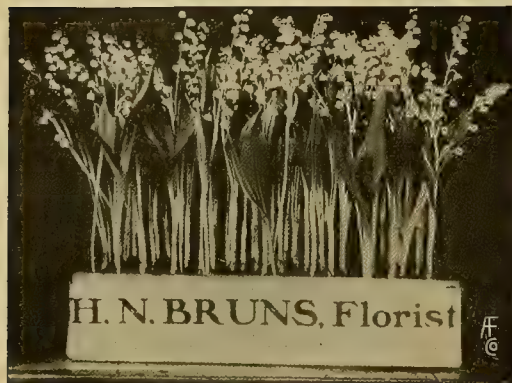
Contains 286 pages of practical data with tables and estimates on different forms of construction, heating and equipment, based on observations and experiences of prominent greenhouse builders and owners extending over a number of years. Bound in cloth, 131 illustrations.

PRICE, - - - - \$1.60

AMERICAN FLORIST COMPANY

440 So. Dearborn Street, CHICAGO

VALLEY FOR EASTER FORCING.



Best Holland Grown—From Cold Storage

\$25.00 per 1000

13.00 per 500

3.00 per 100

Order Now

H. N. BRUNS

3040 W. Madison St.,

Phone: Kedzie 1196

CHICAGO, ILL.

Buffalo.

ST. VALENTINE'S DAY LITTLE EASTER.

Weather conditions during the past week have been more favorable, but railroad facilities are very little, if any, improved. We hope for better service soon. The coal situation is better and prospects are now bright for the grower. He can see lily buds showing white and hopes to get them far enough advanced to put them in a cool house. Roses are still coming good, and carnations are becoming more perfect. Although the shipments of American Beauties are delayed, the stock is good, and the same is true of orchids. There are enough of both arriving to supply the market. St. Valentine's day is now counted by the florists of this city as a little Easter and this year was no exception, and as they used precaution in laying in supplies, they did not lose anything. The call for roses was not as large as last year, and the same holds true for violets, but plant sales were better than a year ago. Birch baskets filled with tulips, jonquils, primulas, hyacinths, ferns and other plants in various arrangements, relieved by vases of cut flowers, were much in evidence, and with the ribbon decorations found ready buyers at prices ranging from \$3 to \$10. They cleaned up well. In general, the local florists are well pleased with the volume of business done.

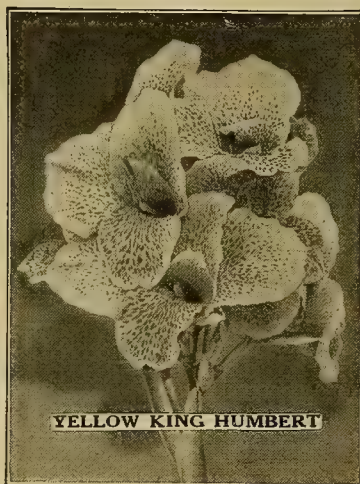
NOTES.

The delegation from this city to the meeting of the state federation of societies at Cornell University last week was not as large as expected, poor street car service causing several to miss the train. The change in train schedule also shortened the time and made the trip a hurried one. Next year the delegation will go one day in advance of the meeting. The writer was pleased to meet Frank Traendly, Robert Simpson, Anton Schultheis and the jovial "boys" from Syracuse. Unfortunately, F. R. Pierson could not be present. Professors White, Beal and Lumsden, as usual, were there and made the visit a pleasant one, which they know so well how to do, and one and all will want to be present next year and inspect the grounds and the buildings. Rochester missed Charlie Vick, but "Safety Valve" Bates was a welcome visitor from that city and the boys from this city are always glad to see him.

The "heatless" Mondays are now a thing of the past and there is much

CANNAS, DRY ROOTS

Sound Two-Eye Stock, True to Name



YELLOW KING HUMBERT

	Per 100	Per 1000
Allemania	\$3.00	\$22.50
Beaute Poitevine.....	3.50	30.00
Burbank	3.00	22.50
David Harum	3.50	30.00
Florence Vaughan.....	3.00	22.50
Frederick Benary.....	3.00	22.50
King Humbert	4.00	35.00
Louisiana	3.00	22.50
Madam Crozy.....	3.00	22.50
Milwaukee.....	3.50	30.00
Mrs. A. Conard	6.00	50.00
Multiflora	3.00	22.50
Queen Charlotte... ..	3.50	30.00
Souv. de A. Crozy.....	3.00	22.50
Venus.....	3.00	22.50
Chas. Henderson.....	3.00	22.50
Firebird	10.00	80.00
Yellow King Humbert, ...	7.00	65.00

Yellow King Humbert Is the Most Effective Novelty.

WRITE FOR OUR SPRING "BOOK FOR FLORISTS."

Chicago

Vaughan's Seed Store New York

satisfaction to both employer and employee. Local florists were true blue and lived up to the letter of the law, and careful buying made the loss of stock very small. Preparations for a big Easter trade are now being made. It is up to the Florists' Telegraph Delivery to boom this business in every way, and while there may not be the usual supply of azaleas, there will be plenty of other good offerings to fill their places.

BISON.

Providence, R. I.

MARKET WELL SUPPLIED.

Stock is plentiful; in fact, almost more than the market can handle comfortably. Daffodils are being cut in large quantities and the supply of carnations is unusually heavy. Violets

are the only flowers that are scarce and the call for them is brisk. St. Valentine's day business proved a surprise, bringing in a stream of late orders following a poor advance demand. While no records were broken, it was a successful day's business that did not end until dusk. Roses had few calls, but carnations, violets, when available, and sweet peas sold out early. Asparagus and maiden hair ferns are very short in supply on this market. From all reports, bulbous stock and azaleas will not be any too plentiful this Easter, and the present cold weather will reduce the supply somewhat.

H. A. T.

MACON, GA.—All the trade of this section report conditions very satisfactory and the outlook promising.



Mr. Robert Weeks, Superintendent of the A. F. Holden Estate, Bratenahl, Cleveland, Ohio, and the new President of the National Association of Gardeners

Robert Weeks' Tribute to Davey Tree Surgery

The Davey Tree Expert Co., Kent, Ohio

The tree surgery done by your experts on this estate in 1912 has been a credit to you. You are without doubt the leaders in this science.

The work was done expeditiously, courteously, in a business like manner, and strictly in accordance with our wishes; the test of time has proved its permanency. I certainly shall not fail to recommend you to those of my fellow gardeners who have the care of valued trees. I am,

Very truly yours, ROBERT WEEKS.

* * *

The saving of priceless trees is a matter of first importance on every estate.

Davey Tree Surgery is a fulfillment of the maximum expectations of those who love and value trees. A careful examination of your trees will be made by appointment.

THE DAVEY TREE EXPERT CO., Inc.

2302 Elm St., Kent, Ohio.

Davey Tree Surgeons

Branch Offices, with telephone connection: 225 Fifth Ave., New York; 2017 Land Title Bldg., Philadelphia; 450 McCormick Bldg., Chicago.

Permanent representatives located at Boston, Newport, Lenox, Hartford, Stamford, Albany, Poughkeepsie, White Plains, Jamaica, L. I.; Newark, N. J.; Philadelphia, Harrisburg, Baltimore, Washington, Buffalo, Pittsburgh, Cleveland, Detroit, Cincinnati, Louisville, Chicago, Milwaukee, Minneapolis, St. Louis, Kansas City.

Canadian address: 22 Victoria Square, Montreal.



This tree, originally seriously weakened by decay, has since withstood many severe storms—thanks to the scientific methods of Davey Tree Surgeons



Counter-sunk boltheads completely healed over and a nice growth of new bark around the edge of the filling. This is real Tree Surgery

DREER'S RELIABLE FLOWER SEEDS

Our Wholesale Catalogue which every florist should have, contains a complete list of the best things in flowers that can be grown from seed, including the following items which florists are sowing now:

	Trade packet	Oz.
Ageratum Blue Perfection, best dark blue.....	.15	.60
Alyssum Little Gem or Carpet of Snow, select stock very dwarf15	.50
	100 seeds	1.00
Asparagus Plumosus Nanus, Greenhouse grown.....	.50	3.50
Asparagus Sprengeri75
Asters. Only the very best sorts, see catalogue for varieties		
	Oz.	¼ lb.
Calendula, Orange King, Dark orange, extra fine.....	.15	.50
Candytuft Empress, The finest white, select stock.....	.30	1.00
	Trade packet	Oz.
Centaurea Double Blue. The best cornflower for cutting....	.15	.60
Cosmos Colossal Early-flowering, Pink, White, Crimson, each.	.15	.50
" " " " mixed colors15	.40
Dracaena Indivisa. A most useful variety.....	.10	.30
Ipomoea Grandiflora (Moonflower).....	.10	.30
Mignonette Defiance, A fine sort.....	.15	.40
" " " " Goliath, giant spikes, extra fine.....	.15	.50
Petunia Rosy Morn. A useful pink sort.....	.50	2.50
" " " " Dreer's Superb Single Fringed, the very best strain	.50	
	500 seeds	1.00
" " " " Double Fringed, the very best strain75	1.50
	Trade packet	Oz.
Salvia Splendens (Scarlet Sage), tall grower.....	.25	1.25
" " " " Bonfire, a fine compact sort.....	.50	2.50
" " " " Globe of Fire. Dwarf of very even growth50	5.00
Smilax15	.40
Sweet Peas. We offer the very best Orchid-flowered and Grandiflora sorts. See catalogue.		
Verbena Mammoth. Pink, White, Blue, Purple, Scarlet and		
" " " " Striped, each.....	.30	1.50
" " " " Finest Mixed25	1.00
Vinca Rosea. Rose, White with rose eye and Pure White, each15	.60

If you have not received a copy of our Wholesale Catalogue we will be glad to send one to any florist.



Dracaena Indivisa.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.

Tacoma, Wash.

SUPPLY OF GOOD STOCK LIMITED.

The problem in this city of late seems to be to get enough good stock to supply the demand. For two or three weeks the call has cleaned up roses, carnations and other good stock faster than they are produced and the supplies from California and other places have fallen off so we at times had a real shortage and the proposition would have been serious if the bulb supply had not been in to help out. Shipments from California have sometimes been delayed and of poorer quality than our trade demands. Bulbous stocks are rather inferior in quality, due principally to hasty forcing. Sweet peas are quite scarce, but of good quality. Fewer calla lilies are to be seen than ever before. Lately, practically all the supply of greens in the way of ferns and asparagus, have come from California. Nothing like half enough are grown here. The weather outside has been so warm that roses and all shrubbery is pushing out the buds, and everywhere the crocus and other bulbous stocks are only waiting for a day's bright sunshine to pop them into full flower. This section has not had to worry a moment about the fuel problem. A good new fuel is being put on the market here and it is one that promises to be cheap and most excellent. It is called "Hogged Fuel" and is made from refuse bark, slabs and sawdust from the big fir logs at the mill. It burns freely and heats equal to our soft coal, and can be banked to hold fire first rate. It is being used in the central plant that heats practically all the downtown business section. Two of our local greenhouses are burning sawdust and are finding it first rate fuel. The lawn mowers are to be seen in use frequently in all parts of the

CHRYSANTHEMUMS

American Novelties of Unprecedented Merit

THREE Large flowering Commercial varieties.
FOUR Early flowering Pompons maturing Oct. 10 to 20.
FOUR Pompons of the Lillian Doty type for disbudding.
TWO Dwarf Pompons especially adapted to pot culture.
TWO Anemones of excellent quality.

Our usual complete list of Standard kinds we have in quantity. Our trade list has been mailed. Will gladly mail a copy to prospective buyers. Our stock is larger and better than ever.

Can guarantee strictly first-class stock either from pots or rooted Cuttings and **Absolutely free from insects of all kinds.**

ELMER D. SMITH & CO.
ADRIAN, MICH.

city with a good prospect of there being a serious shortage of competent gardeners to do the work this year—this by the way will give the madame a chance to push the lawn mower enough to develop an appetite for the "war bread" our Uncle Hoover prom-

ises us. It all helps. We must win this war.

NOTES.

The Hayden-Watson Co. is having a business that is taking every bit of stock they can grow and buy, which by the way is giving them a chance

**Fresh
Cut**

CANNAS

**Northern
Grown**

Dry roots—which will be divided fresh for your order; thus doing away with all chance of your getting dried-up, shriveled roots. Some of these varieties may be new to you, but they are better in many ways than corresponding older types.

SPECIAL LIST

All varieties have green leaves unless noted.

	Per 100
Alphonse Bouvier, 5-6 ft., Deep Cardinal	\$2.50
Black Prince, 5 ft., Crimson Scarlet overlaid Maroon.....	2.50
Burbank, 6 ft. Lemon Yellow, Spotted Throat.....	2.50
Crimson Bedder, 3-4 ft. Dazzling Crimson Scarlet.....	2.50
Duke of Marlborough, 5 ft. Rich Crimson-Maroon.....	2.50
Dwarf Florence Vaughan, 3 ft. Yellow Speckled Red.....	2.50
Eldorado, 3½ ft. Yellow, faintly Dotted Red.....	2.50
Firebird, 3-4 ft. Absolutely pure Scarlet; very large, free and attractive	7.50
Florence Vaughan, 4 ft. Speckled Yellow and Red.....	2.50
Goethe, 4½ ft. Bronzy Orange Yellow	5.00
Gold Bird, 4 ft. Massive Fluted Petals of Pure Gold: fit companion to Firebird.....	12.00
Golden Gate, 4 ft. Gold, rayed with Orange and Rose.....	5.00
Graf M. Tolstoi (bronze foliage), 4 ft. Mottled Crimson	5.00
Gustav Gumpfer, 3-4 ft. Rich Orange Yellow.....	2.50



	Per 100
Hungaria, 3½ to 4 ft. Magnificent "Paul Neyron" Pink...	4.50
Indiana, 6 ft. Soft Orange suffused Rose and Gold.....	2.50
Julius Koch, 3 ft. Brilliant Blood-red	3.00
Kate F. Deemer, 5 ft. Yellow Bleaching White, Red Throat	3.00
Long Branch, 5 ft. Glorified "Queen Charlotte".....	3.00
Louisiana, 6 ft. Darkest Red Orchid-Flowered Canna.....	2.50
Mascagni, 4 ft. Brilliant Orange Scarlet	5.00
Meteor, 4 ft. Immense Heads, Brilliant Crimson.....	3.00
Mrs. Kate Gray, 6 ft. Deep Orange, shaded Carmine.....	2.50
Orange Bedder, 4 ft. "Tango Tints"	3.00
Panama, 3 ft. Butterfly effect Cream, Yellow and Red.....	3.00
Papa Nardy, 4 ft. Lively Carmine-Rose	3.00
Prince Wied, 4 ft. Deep Crimson, a fine bedder.....	2.50
Rheinstein, 3 ft. Large Heads, Bright Carmine.....	5.00
Richard Wallace, 5 ft. Best Canary Yellow.....	2.50
Venus, 4 ft. Beautifully Mottled Rose, Cream and White....	3.00
Wintzer's Colossal, 5 ft. Mammoth Orchid Flowered, Crimson	6.00
Wyoming (Purplish Bronze Leaves), 7 ft. Orange Flaked Rose	3.00
Yellow King Humbert, 4-4½ ft. Bright Green Leaves, Rich Yellow Flowers, Spotted Red. A grand novelty.....	7.00

THE STORRS & HARRISON CO., PAINESVILLE, OHIO

to get caught up for the losses sustained in the last "three lean years." Shipping business with them continues good, so they find it a problem to get supplies for the retail and stock to partially fill the out-of-town orders.

The Smith Floral Co. has a continuous call that keeps them sold out of all good stock as fast as they can get it.

California Florists all continue wearing that "prosperity smile"—the reason? Good business. S. L. H.

Springfield, O.

Prospects are very encouraging for a large volume of business this spring, especially for those who were able to pull through the long, severe winter, with their stock in good condition, as the fuel shortage, together with the very extreme weather, has forced many growers to close part, and in some instances, all of their houses for the winter. These conditions prevailing, will mean that practically all their stock will have to be bought in order to carry on their spring business. It is regretted that such losses had to be incurred, and we trust that the ones fortunate enough to pull through, will put forth an extra effort to supply the ones who have met with misfortune. Heatless Monday has been observed by all local florists, and all means possible devised to curtail the use of fuel to the very greatest extent; all stores and offices have been closed, and just sufficient heat maintained to keep the contents from being damaged. We trust that the moderate weather, which we are having at the present, will help to relieve the congested traffic conditions and lead to a rapid readjustment of transportation. The favorable weather prevailing on St. Valentine's day, helped

Solanum Cleveland

— AND —

ORANGE QUEEN

A Plant you cannot afford to be without from Thanksgiving till Xmas.

From The American Florist, Feb. 9, 1918—

"Carl Hagenburger's exhibit of dwarf solanum, Cleveland, and his new one with orange colored berries, was so popular with the visitors that he had finally to enclose the plants in a glass case to save the berries. Just to think, that this happened in Boston. A certificate of merit for Cleveland and a silver medal for the orange variety from the Massachusetts Horticultural Society were his reward."

WON GOLD MEDAL

At The Cleveland Flower Show.

ORDER NOW.

3-in., \$15.00 per 100; select, \$20.00 per 100. 4-in., \$25.00; 4-in., select \$35.00 per 100; 5-in., 50 cents each; 5-in., select, 75 cents each; 6-in., \$1.00 each; 6-in., select, \$1.25 and \$1.50 each; 7-in., \$2.00; 8-in., \$3.00.

CARL HAGENBURGER, W. MENTOR, OHIO



to make business brisk, and from all reports the volume done this year showed a marked increase over the sales from same day last year, which is very encouraging, taking into consideration the unsettled conditions all over the country. The following stocks were offered by local retailers: Car-

nations, hyacinths, primroses, lilies, cyclamens and roses, these in quantities, and the quality was exceptionally good.

Visitors: John Griscel, Dayton, O.; D. E. Adsit and J. J. Johnson, Jamestown, O.; John Walker, Youngstown, O. L. L. R.

MATS--MATS--MATS

For Easter

All Colors, per 100, - - - \$15.00

Natural or White, per 100, - - - 12.50

NEW NOVELTY

Hand-painted butterfly bows. Ready for use. Per Doz., \$4.00
2 dozen assorted in box.

OUR SPECIAL ASSORTMENT OF TUMBLER BASKETS

Our selection, including such baskets as Nos. 118 and 125.

Each, - - - 30c to 50c



OUR LEADER
50c each

Order now for St. Patrick's Day Hughes' Shamrock Box

Two Plants to each box

\$3.50 per Dozen. \$25.00 per Hundred.

GREEN CARNATION DYE

Per package (enough for one qt. of fluid) \$1.00

Per package (enough for one pt. of fluid) .50

SEND FOR OUR NEW CATALOG

Just off the press.

It is up to the minute and should be in the
hands of every Florist.



POEHLMAN

72-74 E. Randolph St.,



HOUSE OF PHALAENOPSIS AT OUR MORTON GROVE GREENHOUSES.

SPLENDID CROP OF ORCHIDS.**Phalaenopsis and Cattleya Trianae**

We are in a position to supply extra fancy stock in this line at very reasonable prices.
They are giving satisfaction wherever used and are what you need for your best trade.

FANCY LILIES AND VALLEY.

**Tulips, Iris, Carnations, Jonquils, Freesias,
Cecile Brunner, Romans, Paper Whites.**

Leucothoe, Sprenger, Smilax, Boxwood, Ferns, Galax.

PLANTS**CYCLAMEN.**

4-inch pots...\$3.00, \$3.60 and \$4.20 per doz.
5-inch pots 6.00 per doz.

PANDANUS VEITCHII.

5-inch pots\$0.75 each
8-inch tubs\$3.00 and 3.50 each

BIRD'S NEST FERNS.

6-inch pots\$1.50 each

TABLE FERNS.

2½-inch pots\$4.00 per 100

RUBBER PLANTS.

4-inch pots.....\$4.20 per doz.
5-inch pots..... 6.00 per doz.

HOLLY FERNS.

3-inch\$10.00 per 100
4-inch 15.00 per 100
5-inch\$3.00 and 4.20 per doz.
6-inch 6.00 per doz.

COLEUS CHRISTMAS GEM.

5-inch pots\$3.00 and \$4.20 per doz.

ASPARAGUS PLUMOSUS.

2¼-inch\$3.50 per 100
6-inch, made up..... 4.20 per doz.

ENGLISH IVY.

4-inch\$15.00 per 100

COCOS WEDDELIANA.

2¼-inch\$14.00 per 100

PYCHOSPERMA ALEXANDER.

3-inch pots\$15.00 per 100

SHAMROCKS, 2-inch pots, \$3.00 per 100.

N BROS. CO.

**Long Distance Phone, CHICAGO, ILL.
Randolph 35.**

Warmer Weather Brings In A Big Fine Crop Of Roses; Also Beauties, Carnations, Bulb Stock Is Coming In Fast.

We spare no expense to give you the best service possible. This coupled with the superior quality of our stock and the advantage of buying direct of a large grower should induce a trial order.

Prices charged are the regular market price on day of shipment. We buy for our customers any stock which we do not grow.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

ST. VALENTINE'S TRADE DISAPPOINTING.

The St. Valentine's trade was disappointing, and according to several of the wholesale houses and many of the retail dealers, at least 10 to 30 per cent below that of 1917. The out-of-town demand was good, but the city trade was nothing to speak of. Stock is plentiful at this writing with the exception of roses, especially in the shorter stemmed grades, which clean up early each day. Long stemmed roses are in good supply, but are moving nicely considering the present market conditions, and while there appears to be more than enough to go around, there is no great surplus. Several out-of-town wholesale houses have been drawing on this market for roses the past week, which has helped the situation considerably as far as this item is concerned. Carnations are in good supply but are selling well at fair prices. Gardenias are none too plentiful. Orchids are seen in large numbers, especially Cattleya Trianae and beautiful sprays of Phalaenopsis Schilleriana and P. amabilis. Lilies and callas are to be had in quantity and the same holds true for tulips, freesias, jonquils, narcissi, irises, wall flowers, calendulas, candytufts, daisies, stocks, mignonette, Romans, stevias, snapdragons, bouvardias, pansies and forget-me-nots. Sweet peas are reaching the market in larger supply, but clean up quickly at prices ranging from 50 cents to \$1.50 per 100. Violets are plentiful enough to fill any demand, but are not arriving in any too good a condition. Greens are not any too plentiful, and practically all the dealers are asking \$3.50 per 1,000 for terns.

M. C. Gunterberg

—WHOLESALE FLORIST—

158 North Wabash Avenue,

CHICAGO

NOTES.

C. C. Pollworth and wife, Milwaukee, Wis., were welcome visitors, February 16. Mr. Pollworth says that the St. Valentine's day trade in the Cream City was exceptionally good with all the florists, due principally to the extensive co-operative advertising in all the local papers, including those reaching the foreign speaking people.

The Wholesale Cut Flower Association elected the following officers for the ensuing year at a meeting and dinner held at the Hotel Sherman, February 14: August Poehlmann, president; Paul Klingsporn, vice-president; Philip C. Schupp, treasurer, and A. C. Kohlbrand, secretary.

Fred Krauss passed the examination before his draft board last week, which probably means that the E. F. Winterson Co. and the trade will lose their popular "Micky" for some time. Here's hoping for a speedy end of the war, and a safe return for all our soldier florist boys.

Joe Einweck, of the Bassett & Washburn force, was called for examination by his draft board, February 18. His brother, Tony, formerly employed in the local wholesale cut flower market, but now located at Denver, Colo., has joined the navy.

John Alles, son of Gus Alles, of Wiator Bros., will be called to the colors in the near future, having successfully passed the examination before his draft board. Mr. Alles' other son, Nicholas, joined the navy as a volunteer several months ago.

William J. Kaspar, who was drafted into the national army recently, has been ordered to report for duty February 22. He is in the retail business and a brother of George Kaspar, with the Batavia Greenhouse Co.

Ed Hunt, with the Chicago Flower Growers' Association, is one of the many young men employed in the local wholesale market who was called for examination by his draft board this week.

Second-lieutenant Fred Haeger, who has been visiting with relatives here for nearly a week, left February 17 for Rockford. He was formerly in the employ of the A. L. Randall Co.

Peter Reinberg reports a brisk demand for carnation cuttings in all the varieties he is advertising, and will be ready to quote prices on young rose stock in the near future.

The Freres-Windler Co. is handling a large quantity of fancy home-grown Asparagus Sprengeri, which is none too plentiful in this market at present.

Perry Jones, Inc., received a car of brown, purple and green Superioria magnolia leaves this week. He is now having a special sale on same.

A. L. Vaughan & Co. report that their sales so far during February are about the same as those of the same period in 1917.

A. Miller, who is in New York on business for the American Bulb Co., is expected home this week.

A. Lange is showing a fine grade of Scotch heather from California.

E. C. Pruner is back from a successful out-of-town business trip.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CHICAGO
CENTRAL 601 and 2846

Good Supply of

ROSES, CARNATIONS

And All Other Seasonable Stock

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL	Per 100
Select	\$20.00
Medium	\$12.00 to 15.00
Short	6.00 to 10.00
RICHMOND	Per 100
Select	\$10.00
Medium	8.00
Shorts	6.00
MILADY	Per 100
Select	\$10.00
Medium	8.00
Shorts	6.00
Killarney	Per 100
White Killarney	
Killarney Brilliant	
Sunburst	
My Maryland	Select
Ophelia	Medium
Champ Wieland	Short

ROSES, OUR SELECTION	Per 100
Carnations, fancy	\$ 5.00
Harrisii	3.00
Valley	12.50
Violets	6.00 to 8.00
Stevin	1.50 to 2.00
Sweet Peas	1.50 to 2.00
Smilax75 to 1.50
Adiantum	2.00 to 2.50
Asparagus, per bunch	1.00 to 1.50
Ferns, per 1,000	50c to 75c
Boxwood	\$3.00
Galax, bronze and green, per 1,000	35c
Leucothoe Sprays	75c to 1.09

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

Grab 'Em Quick Offerings!

EXTRA FANCY CARNATION - - 3 Cents Each;

Good Selling Grade, 2c and 2½c each; Splits, 1½c each.

TULIPS
3c and 4c each.

PANSIES
8c per bunch

VIOLETS
50c to 75c per 100

JONQUILS
3c each

PUSSY WILLOWS
35c per bunch

VALLEY
\$6.00 per 100

ROMANS
3c each

SWEET PEAS
75c to \$1.50 per 100

DAISIES
\$1.00 per 100

FREESIAS
2c and 3c each

NARCISSUS
2c and 3c each

LILIES
\$10.00 per 100

CALLAS
\$15.00 per 100

CALENDULAS
3c each

BEST FERNS
\$3.50 per 1000

MIGNONETTE
\$4.00 to \$6.00 per 100

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

BEAUTIES--ROSES--CARNATIONS

EXTRA FANCY STOCK. ORDER HERE AND GET THE BEST.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.		Per doz.
Long stems	\$6.00
30-inch stems	5.00
24-inch stems	4.00
RICHMOND.		Per 100
Select	\$12.00
Fancy	10.00
Medium	8.00
Short stems	6.00
RUSSELL.		Per 100
Fancy stock	\$6.00 to \$25.00
ROSES, OUR SELECTION		5.00

SUNBURST and OPHELIA.		Per 100
Select	\$12.00
Fancy	10.00
Medium	8.00
Short stems	6.00
WHITE and PINK KILLARNEY,		Per 100
KILLARNEY BRILLIANT.	\$10.00
Fancy	8.00
Medium	7.00
Good	6.00
Short stems	6.00
MINIATURE ROSES.		Per 100
Baby Doll	\$2.00
Elgar	2.00

CARNATIONS		Per 100
Valley	\$2.00 to \$3.00
MISCELLANEOUS.		Per 100
Lilies	\$ 6.00
Ferns, per 1,000	12.50 to 15.00
Smilax, per doz. strings	2.00 to 2.50
Adiantum	1.00
Galax (bronze and green), per 1,000	1.25
Asparagus Sprengeri, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35
Other Green Goods Market Rates.		

George Asmus reports that Schiller enjoyed a splendid St. Valentine's day trade at both stores, which he attributes to the extensive advertising his firm did. He took advantage of the market conditions last week when orchids were plentiful and used one in every corsage amounting to \$2.50 or more. Rheinold Schiller finished serving two weeks on the jury, February 16, and Herman Schiller was called the following Monday, consequently "Let George do it" seems to be the byword at the Schiller establishment now.

Sidney Buchbinder, manager of Buchbinder Bros., reports numerous inquiries the past week for store fixtures and refrigerators which promise to develop into actual orders in the near future. He is making his headquarters at Poehlmann Bros. Co.'s city salesroom, 72 East Randolph street.

Wietor Bros. never had such a brisk demand for carnation cuttings as they experienced this season and each mail brings in new orders. This firm is now cutting a splendid supply of stock in this line in all the leading commercial varieties.

Allie Zech and Fred Ottenbacher visited several of Zech & Mann's growers, February 17, and bring back the report that they will be particularly strong on lilies for Easter, judging from the excellent condition of the plants.

Arnold Ringier has returned from a combined business and pleasure trip to Kansas City, Mo. It is needless to add that he had a most pleasant visit with his old friend, Samuel Murray, well and favorably known retail florist.

James Morton has the sympathy of many friends in the loss of his wife, who died February 18, after a protracted illness. The funeral will be held Thursday, February 21, at 2 p. m. from 912 West Madison street.

Harry Gardiner, of A. T. Pyfer & Co., is in Class 1 of the draft, but so far has not been ordered to appear for examination. He was in the national guard for a long time, and is ready to do his bit when called.

Theo. Rodkiewicz, of the Bassett & Washburn force, celebrated his fifteenth birthday, February 19, by treating the entire force with a splendid line of eats, including a large, delicious birthday cake.

Joe Restevo, who makes his headquarters at Wietor Bros.' store, has failed to show up for several weeks.

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

*My Friend
Bill Says:*

Van's 100% Service means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

O. A. & L. A. TONNER

ROSES--CARNATIONS

Freesias

Calendulas

Narcissi

FLORISTS' SUPPLIES

Magnolia Leaves-Magnolia Wreaths-Cycas Leaves, Etc.

30 East Randolph St.,

Chicago, Ill.

It is rumored he has joined the colors and practically everyone has guessed the same regiment.

Poehlmann Bros. Co. is cutting a good supply of extra fine Cattleya Triane, phalaenopsis, lily of the valley and iris in addition to a complete line of all other seasonal stock.

Otto H. Amling, of the A. F. Amling Co., and treasurer of the florists' club, is the proud father of a baby girl, who arrived at his home in Maywood, February 19.

H. N. Bruns has a good supply of Holland grown lily of the valley in storage for which he is experiencing a good demand from the trade for Easter forcing.



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist" for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

Wiltgen & Freres celebrated their first year in business, February 19.

William Langhout arrived here from Holland this week.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100	ROSES—Continued.		Per 100	MISCELLANEOUS		Per 100
Special		\$25.00	Killarney, special		12.00	Violets	\$0.50 to \$	1.00
Select		20.00	" select		10.00	Valley		6.00
Medium	\$12.00 to	15.00	" medium		8.00	Easter Lilies		12.50
Short	6.00 to	10.00	" short	4.00 to	6.00	Stevia	1.00 to	2.00
Hoosier Beauty, extra special		20.00	Mrs. Ward, special		12.00	Strawflowers	per bunch	.35 to .50
" " special		15.00	" " select		10.00	Calendulas	2.00 to	4.00
" " select		10.00	" " medium		8.00	Paper Whites	2.00 to	3.00
" " short	6.00 to	8.00	" " short	4.00 to	6.00	Daisies	1.00 to	2.00
Richmond, special		12.00	Sunburst, special		12.00	Snappdragons	per bunch	1.00 to 1.50
" select		10.00	" select		10.00	Mignoneite	4.00 to	6.00
" medium		8.00	" medium		8.00	Callas	per doz.	1.50 to 2.00
" short	4.00 to	6.00	" short	4.00 to	6.00	Sweet Peas	1.00 to	2.00
Milady, special		12.00	Cecile Brunner		2.00 to 3.00	Freesia	2.00 to	3.00
" select		10.00	Elgar		2.00 to 3.00	Tulips	2.00 to	4.00
" medium		8.00	Baby Doll		2.00 to 3.00	Jonquils	2.00 to	4.00
" short	4.00 to	6.00	ROSES, OUR SELECTION		\$6.00	GREENS.		
Killarney Brilliant, special		12.00	Extra special roses billed accordingly.			Asp. plumosus	per string \$	0.50 to \$ 0.75
" " select		10.00	CARNATIONS.			Asp. plumosus sprays	bunch	.35 to .50
" " medium		8.00	Fancy	2.00 to	3.00	Sprengerl	per bunch	.35 to .50
" " short	4.00 to	6.00	Splits		1.50	Adiantum	per 100	1.00
Ophelia, special		\$12.00	ORCHIDS.			Smilax, choice	per doz.	2.00
" select		10.00	Cattleyas	per doz.	\$9.00	Fancy Ferns	per 1,000	3.50
" medium		8.00				Galax leaves	per 1,000	1.25
" short	4.00 to	6.00				Wild Smilax	per case	5.00
White Killarney, special		\$12.00				Boxwood	per lb.	.35
" " select		10.00				Mexican Ivy		1.00
" " medium		8.00				Leucothoe Sprays		.75
" " short	4.00 to	6.00						

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

3102-1308 W. Division St.,

CHICAGO

The George Wittbold Co. enjoyed a splendid St. Valentine trade but report that the number of sales were not as large as last year. The individual sales represented more money than in 1917 because higher prices were asked and easily obtained.

A. T. Bushong, of the Gary Floral Co., Gary, Ind., here on business this week, reports a most satisfactory St. Valentine's day trade with a heavy call for pot plants.

Arthur M. Luedtke, of Maywood, is with the regulars at Houston, Tex. He is a corporal in Co. D., 132 United States Infantry, now stationed at Camp Logan.

Mrs. Allie Zech's brother, Walter Pagels, who is in Class 1 of the draft, has been ordered to report for military service, February 23.

J. F. Kidwell and wife left February 19 for Houston, Tex., to visit their sons, who are with the United States regulars at Camp Logan.

J. A. Budlong is showing a fine line of bulbous stock particularly well-grown tulips. Fancy sweet peas are seen in quantity here.

A. E. Kunderd, of Goshen, Ind., president of the American Gladiolus Society, was a visitor February 15.

EVERYTHING IN Cut Flowers and Greens

Sweet Peas, Roses, Carnations,
Tulips, Jonquils, Narcissus,
Lilies, Calendulas, Stevia, Etc.

A.T. Pyfer & Company

Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

Richard Prescott, well-known gardener to Charles Northrup at La Grange, died at St. Luke's hospital, February 17.

O. A. & L. A. Tonner are strong on spring stock of which they have a most complete line.

Ernest Sullivan, Detroit, Mich., was a visitor in the wholesale market this week.

C. J. Strombeck is wintering in Sarasota, Fla.

Visitor: Mills, the Florist, Jacksonville, Fla.

If You Want Good Stock and Good Treatment Send Your Orders To Us For

ROSES CARNATIONS VALLEY LILIES GARDENIAS
STEVIA MIGNONETTE JONQUILS VIOLETS
FREESIAS SWEET PEAS NARCISSI TULIPS

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

Chicago's most up-to-date and best located Wholesale Cut Flower House

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Toledo.

ST. VALENTINE'S BUSINESS FAIR.

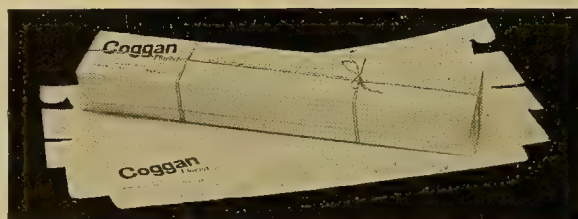
St. Valentine's day, according to some florists, proved that war or no war, the demand for flowers is not going to cease automatically, while others report a decreased business for this day. However, it is to be noted in this respect that those retailers who had faith in the day, stocked up and let the public know that it was entirely in order to "Say it with Flowers," enjoyed better business than ever. The weather on this day resembled, in its mildness, the first advances of spring, which helped considerably in putting the people in a mood to buy floral valentines. Stock was rather inadequate, particularly as regards violets and sweet peas. Roses and carnations were in good supply and stock was excellent. Bulbous plants, such as tulips, azaleas, cyclamens and daffodils, were sold in surprising numbers, showing that the appeal of St. Valentine's day knows no age limit when rightly promoted. Funeral work has been unusually heavy during the past week, and with the advent of spring and the abolishment of the Monday closing order, florists are looking forward to brisk trade.

NOTES.

When the gorges at Defiance and Napoleon on the upper Maumee let loose their pent up masses of ice and water upon Toledo, the Maumee here suddenly overflowed its banks, sewers backed up, and for a while it looked as though Max Spanner would be flooded out, but a cold spell froze up the source of supply, and the Maumee is again within its banks. Spanner reports a splendid sale of pot tulips on St. Valentine's day.

Schramm Brothers advertised St. Valentine's day more thoroughly than ever before, using the same cut that appeared in the Saturday Evening Post for their newspaper ads, and sending out a beautiful folder in colors to a large mailing list. Business on this day fully justified this aggressive policy. Many novelties were sold as well as a great many pot plants.

The new decorator at Mrs. J. B. Freeman's flower shop revealed his excellent art in a Valentine window that attracted much favorable attention from passersby, and brought in a good share of the business this popular florist enjoyed on that day.



The Coggan One Piece Box

ECONOMY AND STYLE COMBINED.

24 x 4 x 3..... \$2.00 per 100 20 x 4 x 3 \$1.90 per 100
 The ideal box for local trade. Write for special circular.

THE JOHN HENRY COMPANY, Lansing, Mich.

Baskets for Bulbous Plants in Two Tone Colors.

FITTING PANS FROM 5 TO 8 INCHES.

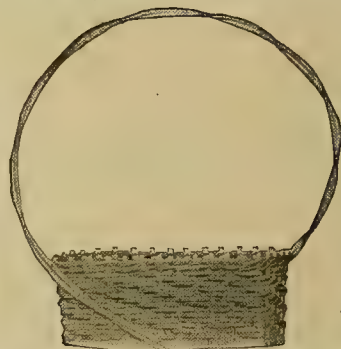
12 Baskets . . . \$4.50

25 Baskets . . . 9.00

Honest Quality — Honest Prices.

RAEDLEIN BASKET CO.

713-17 Milwaukee Ave., CHICAGO, ILL.



George Bayer, president of the florists' club, says that he is forgetting Robert's rules of order because the club has not had a meeting in such a long time. He threatens to draft Secretary J. L. Shiller if he does not call a meeting soon.

Helen Patten enjoyed a very good business, but was much disappointed when a large shipment of violets failed to arrive.

A. C. K.

RICHMOND, IND.—The greenhouse at Glen Miller park was totally destroyed by fire February 10. The loss is estimated at \$10,000.

CHAMPAIGN, ILL.—The Alumni Quarterly and Fortnightly Notes of the University of Illinois has been issued as a War Directory Number, containing the names of 2287 graduates, non-graduates and members of the faculty, now with the colors and locations to which they are assigned.

For
Your
Supply of
CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

St. Louis.

BUSINESS LIVENS UP.

The market was rather brisk the past week. The weather opened up considerably and it seemed to liven up business immediately. This was particularly true of the downtown florists who do a big transient trade. The supply of flowers was fair, with the principal shortage in the roses. There were not enough to go around or anywhere near fill the orders from day to day. No roses of any variety coming into this market are any too good just now, and for St. Valentine's day this came near being disastrous. Of course violets and sweet peas had the big call and the wide-awake florists pushed these on account of the reasonable prices prevailing. Violets were quoted from \$7.50 to \$10 per thousand and sweet peas \$10 to \$15 per thousand, but violets had a bit of a drop and some were quoted as low as \$2.50 per thousand late in the day. Carnations are coming better with the opening of the weather and promise a big crop for the next few months. Sweet peas are also coming into their own and some of excellent quality are seen daily but they seem to clean up at good figures. Narcissi have not been any too plentiful. Jonquils and freesias are equal to the demand. Calendulas have become quite a favorite with the local trade and large quantities are cleaned up daily. Snapdragons have been somewhat scarce, but what have been on the market are fine. Lilies have been equal to the call, but rubrum do not come in often enough to create a regular market. Greens of all kinds are equal to the demand. Fancy ferns have dropped off somewhat in quality.

NOTES.

The last meeting of the florists' club happened to fall on St. Valentine's day and naturally the attendance was light. The meeting, however, was very enthusiastic. The publicity committee had a very encouraging report to make on St. Valentine's day advertising. They also announce that they intended to run so-called "locals" in the various dailies in the form of the new slogan "Say It With Flowers." The local publicity committee has been formed by co-operating the individual committees from the florists' club, the retail association and the growers' association, and expects to form a permanent committee to handle the various schemes of publicity, and also to raise a permanent fund. This should redound to the good of all florists in this section and it is hoped everybody will come in, even to the smallest contributor.

The St. Valentine's day business this year, no doubt in a slight measure at least due to the publicity given the day, exceeded that of last year, from all available reports. Violets, of course, had the big call, but even sweet peas had a very large demand.

THE RAPID RAPPER

will be used more than ever this month. It will come in handy in wrapping your bulb stock and Easter plants. Write for free illustrated booklet.



Most beautiful ornamental Plant Stand on the market. Write for special price on lots of 50 or more. Good proposition for Agents and Jobbers.

THE RAPID WRAPPER CO.

56 East Randolph Street, CHICAGO

**BURLINGTON WILLOW WARE SHOP,
BURLINGTON, IOWA.**

The only real hardship, however, to the retailer, was the absence of the blooming plants. Tulips, hyacinths, primulas and azaleas were cleaned up, and the local growers were called on to deliver bulbous plants that barely showed color. The business shows what can be done by advertising and will be a good criterion to go by in the future.

The retail florists' association held its meeting, February 18 and elected officers for 1918 as follows: J. J. Windler, president; Theo. Miller, vice-president; Chas. Young, secretary; Andrew Hofman, treasurer; F. H. Weber, sergeant-at-arms. Trustees: Chas. Beyer, chairman; L. Jules Bourdet and R. Tubbesing. Questions of publicity and closer relationship between the grower, wholesaler and retailer came up for discussion. Fred C. Weber, Jr., and Martin Seeger were re-appointed as members of the joint publicity committee.

J. J. W.

**Z M
E A
& N
C N
H N**

**30 E. Randolph St.
CHICAGO.**

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady. Sunburst.

Shawyer.

Ward. Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES.

Make arrangements with us for a regular supply. You should always have some on hand, especially now during the extreme shortage of other flowers.

Valley. Callas.

Violets.

(Single and double)

Calendulas.

Cattleyas. Sweet Peas.

Paper Whites.

Yellow Narcissus.

White Daisies.

Yellow Daisies.

Pansies. Stevia.

Strawflowers.

Jonquils. Mignonette

Freesias. Tulips

Pansies

GREENS.

Plumosus. Sprengeri.

Galax, bronze. Galax, green.

Ferns.

Leucothoe Sprays.

Mexican Ivy. Smilax.

Adiantum.

Wild Smilax. Boxwood.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Send in that Easter Order Now

Only four weeks more to the busiest period of the year.

Practical Plant Baskets in Great Variety

A sample order of \$10.00 to \$25.00 will surprise you.

Get your Cemetery Wreaths ready. Magnolia Leaves, in bulk or carton. St. Patrick's Day Novelties, Shamrocks, Pipes and High Hats. Green Dye, 50c per package. Send for our Price List, the illustrations tell the story.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Nashville, Tenn.

ABUNDANT SUPPLY AND GOOD BUSINESS.

Weather conditions having been much more favorable, for the past week or 10 days has brought out an abundant supply of the early spring blossoms, hyacinths, jonquils, and a great variety of blooming plants. Roses, it is true, are somewhat scarce, but those that are coming in are of superb quality. The extreme cold winter played havoc with the cold-frame violets, and they have not yet recovered and begun to bloom with any degree of profusion. To supply the St. Valentine's day demand, several of the dealers found it necessary to have violets shipped in—something that has not been done before for many years. Carnations are fine and plentiful, and the Dutch hyacinths are blooming right along and are used both as cut flowers and sold as pot plants. The St. Valentine's day trade was very fine; the best ever here, and fully 25 per cent better than last year's. Pot plants sold freely and were in great demand. Cyclamens, tulips and the Von Sion narcissi, as well as Dutch hyacinths, all sold readily. Handsome arrangements of plants in the birch boxes tempted the buyer and quantities were sold. The arrangement of cyclamens or Dutch hyacinths with *Primula obconica*, giving a feathery effect, made the boxes very beautiful.

NOTES.

The Mount Olivet greenhouses and conservatories are filled with a beautiful display of hyacinths, primroses and cyclamens, plants that are in demand for the decoration of the graves. Recently they have built a new house, 30x100 feet, in which the same flowers and bedding plants are grown. The sale of flowers is entirely from the greenhouses, and a sufficient amount is realized to entirely pay the expense of running them. J. M. Scaif is the grower, and has been with the company for more than 15 years. I. H. McBride is the superintendent. The cemetery is kept in beautiful condition and the lovely flower beds add to its attractiveness.



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President,
J. E. POLLWORTH, Sec'y and Gen'l Mgr

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, PA.

Growers of Quality Flowers.

The Joy Floral Company is having a profusion of flowers of every description and have had a fine trade. Their St. Valentine's day trade was much larger than that of last year. Their Chattanooga store also did a big business and is growing all the time in popularity. Thomas H. Joy has been very much run down in health for some time past and went to Florida two weeks ago to recuperate. Mrs. Joy is with him, and they will prolong their stay until he has recovered his wonted health.

Geny Bros. had all they could handle for the St. Valentine's day demand, and for the call had splendid flowers of every description. Red carnations, of which they had a fine cut, were a prime favorite for the call. The beautifully arranged birch boxes sold well.

McIntyre Bros. said their trade was the best they had ever had. They had all of the prettiest pot plants, and any quantity of roses, hyacinths, and narcissi.

Haury & Sons had a fine display of pot plants, and did a very good Valentine trade.

M. C. D.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.



CLEVELAND, O.—James Eadie, well-known florist, is at Manatee, Florida, where he will remain until about May.

LOUISVILLE, KY.—Henry James, who had been employed as a florist at Cave Hill cemetery for the past 20 years, was found drowned in a creek after being missing for two days. It is believed that his death was accidental and that he fell into the water while returning to his home from his work.

—H. G. W.

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing.

D. E. FRERES

R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

WILD SMILAX, \$2.50 Per Case

NATURAL LOG MOSS
Per bag (100 square feet).....\$1.75

PERPETUATED SHEET MOSS
Per bag (100 square feet).....\$3.50

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE
CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

	CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials.....		\$7 00
" " 36-in.		6 00
" " 30-in.		5 00
" " 24-in.		4 00
" Mrs. Chas. Russell.....	1 00@	3 00
		100
" Hoosier Beauty	8 00@	15 00
" Killarney Brilliant	6 00@	15 00
" Killarney	6 00@	12 00
" White Killarney	6 00@	12 00
" Richmond	6 00@	15 00
" Rhea Reid	6 00@	15 00
" My Maryland	6 00@	15 00
" Mrs. Geo. Shawyer.....	6 00@	15 00
" Mildred	6 00@	15 00
" Sunburst	6 00@	12 00
" Mrs. Aaron Ward.....	6 00@	12 00
" Hadley	8 00@	15 00
" Ophelia	8 00@	12 00
" Double White Killarney.....	6 00@	12 00
" Mrs. Moorefield Storey.....	6 00@	12 00
" Champ Weiland	6 00@	12 00
" Stanley	6 00@	12 00
" Tipperary	3 00@	10 00
" Francis Scott Key.....	8 00@	15 00
" Bayard Thayer	6 00@	15 00
" Cecile Brunner	2 00@	12 00
" George Elgar	2 00@	3 00
" Baby Doll	2 00@	3 00
" Nesbit	2 00@	4 00
" Fireflame	6 00@	8 00
" Our selection		5 00
Violets, per 100...\$1 00		
Carnations	3 00@	4 00
Cattleyas per doz., \$9 00		
Daisies	1 00@	2 00
Lilium Harrish	12 50@	15 00
Valley		6 00
Ferns	per 1000 \$3 00@	\$3 50
Freesias	2 00@	3 00
Tulips	3 00@	4 00
Jonquills	2 00@	3 00
Galax	1 00@	1 25
Lencothoe		75
Mexican Ivy per 1000. 5 00@		6 00
Plumous Strings each, 60@		75
Smilax	per doz., 2 00@	2 50
Sprenger, Plumous Sprays....		3 00
Boxwood, 35c per lb.		

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of.....\$4.50.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.

Wild Smilax, \$2.50 Per Case

Natural Log Moss, per bag (100 square feet), \$1.75.
Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co. EVERGREEN, ALA.

Mention the American Florist when writing.

WEILAND-RISCH Co. FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE

Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing.

ROOTED CARNATION CUTTINGS

We have ready for immediate delivery a large supply of

**A. ROPER -- C. W. WARD -- MATCHLESS -- THEO -- BEACON --
ENCHANTRESS SUPREME -- BASSETT AND WASHBURN**

Special price on 1000 lots. Satisfaction guaranteed.

THE LEO NIESSEN CO., Wholesale Florists **1201-5 Race St., Philadelphia, Pa.**

Philadelphia.

FAIRLY GOOD GENERAL DEMAND.

The business of the past week was encouraging. There appeared a fairly good general demand, funeral week creating the most of it. St. Valentine's day trade was quite important to those who catered to and pushed the sentimental idea of flowers for the celebration. Those who made no effort or did not feature the day, complained of nothing doing, no old-time snap, interest dying out, etc. It's the old, old story; the hustler gets there, while the man who waits, gets disappointment. The market was full of flowers, with the exception possibly of roses, which, while the volume is increasing, does not prove enough for any extra demand. The quality of the rose stock is fine; of the new comers, Champ Weiland looms up strong. If it were a trifle more double, it would be in it with the best of them. Sweet peas had their inning this week. Stock is now fine and sells as well as anything in the market. Carnations were a bit draggy. Somehow they cannot get up any speed. The quality is all right, although the percentage of splits seems larger than usual. The quick moving price for the best grades was not over three cents. Calendulas are plentiful; with one-third the quantity, and two-third quality added, they would find a ready market. The stock now offered is too prolific in single and imperfect flowers. A grower who will make a specialty of this flower, producing good stock in the several shades, will find a ready sale at top prices. Cattleyas lack the old time demand; \$4 a dozen is top price, which at this season is not very encouraging to the grower. Gardenias are another fancy that lack favor. Good long stemmed stock is plentiful on the street corners at 10 cents, 3 for 25 cents. Easter lilies appear to find buyers at good prices, while callas are lagging a little. Snapdragons move along and there is a good demand for tulips, daffodils, freesias, pansies, etc. All kinds of greens sell well.

EASTER PROSPECTS.

Easter is looming up and there is considerable speculation as to the quantity of available stock. A survey of the lily growers finds them of the opinion that there will not be any too many. While there does not appear to be much disease, yet a lot of the bulbs were small and imperfect, and with some a rather large percentage, as they fail to develop, have to be thrown out. Not as many are being grown this year as last, careful growers estimating at least 20 per cent less. Rambler roses are also curtailed in quantity by several growers. Spireas will be missing, as none of this popular plant came from the other side the past season. There appears to be a good stock of hydrangeas which are in a fairly forward state for the early date. Bulbous stock should be as plentiful as usual, as bulbs were offered very low late in the season.

WITH THE WHOLESALESALEERS.

An interesting operation the past week was the dynamiting of much of

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Feb. 20. Per 100		
American Beauty, per doz.	1.00@	4.00
Roses, Killarney	4.00@	8.00
" Mrs. Chas. Russell	10.00@	25.00
" Ophelia	8.00@	15.00
" Richmond	6.00@	15.00
" Sunburst	6.00@	12.00
Lilium Giganteum	10.00@	12.50
Caruations	2.00@	4.00
Valley	7.00	
Narcissus	2.00@	3.00
Sweet Peas	1.00	
Violets	.50@	.75
Daffodils	3.00@	4.00
Tulips	3.00@	5.00

BOSTON, Feb. 20. Per 100		
Roses, Beauty	10.00@	25.00
" Killarney Queen	2.00@	8.00
" White and Pink Killarney	4.00@	12.00
" Double White Killarney	2.00@	8.00
" Killarney Brilliant	4.00@	10.00
" Hadley	5.00@	25.00
" Cardinal	2.00@	8.00
" Mock	4.00@	15.00
" Mrs. Chas. Russell	3.00@	15.00
" Sunburst	10.00@	18.00
" Taft	4.00@	12.00
" Milady	2.00@	8.00
" Ward and Hillingdon	6.00@	8.00
" My Maryland	2.00@	8.00
Carnations	3.00@	4.00
Violets	.75@	1.00

BUFFALO, Feb. 20. Per 100		
Beauty Special	50.00@	60.00
" Fancy	30.00@	40.00
" Extra	25.00@	30.00
" 1st	10.00@	15.00
Roses, Killarney	6.00@	12.00
" My Maryland	4.00@	10.00
" Sunburst	4.00@	10.00
" Ward	3.00@	6.00
" Ophelia	5.00@	15.00
" Russell	6.00@	12.00
" Stanley	4.00@	8.00
" Mock	4.00@	8.00
" Shawyer	4.00@	12.00
Lilies	8.00@	12.00
Cattleyas	50.00@	60.00
Carnations	3.00@	5.00
Asparagus Sprengerl.	.35@	.50
Ferns	per 1000,	2.50
Smilax	15.00@	20.00
Violets	.60@	.75
Sweet Peas	1.00@	2.50
Daffodils	2.00@	3.00
Tulips	3.00@	4.00
Romans	2.00@	4.00
Paper Whites	2.00@	3.00
Freesias	2.00@	4.00
Calendulas	2.00@	4.00

the ground surrounding the green-houses of W. K. Harris at 55th and Springfield avenue. Here is grown on during the summer months much of the stock that is forced in the houses during the winter. In order to stir up the subsoil, so that it will retain more moisture for the plants during the dry summer months, the explosive was used as follows: A gasoline compressor supplied air through a hose to a mechanical augur drill which made 1½-inch holes four feet deep about ten feet apart. In the bottom of this was placed half a stick of dynamite which was then tamped in. Connected by electricity, half a dozen holes were fired at once. The surface

Write For Our

Price List
On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Central Market

**ROSES, ORCHIDS, VALLEY
VIOLETS.**

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in
Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

soil around each hole was raised about two feet, but on account of the hard frozen ground, most of the disturbance was below. It will be interesting to note the difference the coming summer in some patches which were not disturbed on account of being occupied with stock.

That when a plant is well grown, there is pretty sure to be a market for it, is demonstrated by the 25,000 block of Primula malacoides moved in about a month, from middle of January to February 15, by the S. S. Pennock Co. The plants had been grown cool and were just right as to vigor, wealth of bloom and color. Many other plants could be done as well if they were studied and grown by the housefull. In these times of competition, the specialist wins out, as he soon stands head and shoulders above the general grower.

The Leo Niessen Co. finds express transportation conditions better, but use parcels post as quicker to some destinations. St. Valentine's day de-

C.C. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

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Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

mand was not up to the standard of previous years. Hadley and Russell roses, sweet peas and carnations in quantity are features here.

Eugene Weiss, the veteran and retired retailer, is off on a trip to Palm Beach and southern Florida, where he expects to spend the next three months. He will stop off at the various cities enroute to see old friends and renew his interest in the business.

Edward Reid found a good out-of-town demand through the week, but not as much for February 14 as in many previous years. High grade sweet peas, choice roses and quantities of good carnations are features.

Easter business is coming in strong at the establishment of H. Bayersdorfer & Co. Shipping facilities are now much better, but Mr. Bayersdorfer advises early orders while there is time in case of possible delays.

A very good demand had cleared up daily the increased production of the Jos. Heacock Co.'s roses. Killarney, Richmond and Hadley are the leaders. The large rose houses are reported as being in fine condition.

The Philadelphia Wholesale Florists' Exchange had a very good week; Manager Miller said better than a year ago. Very good rose stock in all popular varieties is seen here.

At Eugene Bernheimer's, September Morn roses are first choice. There is never enough of this variety to go around. A good supply of carnations and sweet peas are also seen.

Plenty of good carnations but a light demand, is the report of Berger Brothers. High grade orchid sweet peas, choice violets and snapdragons were seen in quantity.

The Robert Craig Co.'s Easter stock is fast getting into shape. A feature will be a house of Easter Greeting pelargoniums, which made such a hit last year.

K.

GUST. RUSCH & CO.



Wholesale Florists

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P. O. Box 206

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All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Feb. 20. Per 100	
Roses, Beauty, special.....	35.00@50.00
" " fancy	15.00@25.00
" " extra	10.00@15.00
" " shorter grades	10.00@12.00
" Mrs. Chas. Russell.....	8.00@25.00
" Prima Donna	8.00@15.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Hadley	8.00@35.00
" Sunburst	6.00@12.00
" Wards	4.00@ 8.00
" Vards	3.00@ 8.00
"	3.00@ 5.00
Carnations	
Cattleyas.....each \$0.35@ .50	
Valley	10.00@12.00
Lilium Rubrum	5.00@ 6.00
Calendulas	2.00@ 3.00
Easter Lilies	10.00@12.50
Snapdragons	6.00@12.50
Violets, single and double.....	7.50@ 1.00
Asparagus.....string or bunch.....	.35@ .50
Sweet Peas	1.50@ 3.00
Daffodils	3.00@ 4.00
Paper Whites	1.50@ 3.00

PITTSBURGH, Feb. 20. Per 100	
Roses, Beauty, special.....	40.00
" " fancy	25.00
" " extra	15.00
" " No. 1	10.00
" Killarney	3.00@12.00
" My Maryland	3.00@12.00
" Sunburst	3.00@12.00
" Mrs. Aaron Ward	3.00@12.00
Cattleyas	50.00
Lilium Giganteum	10.00@12.00
Adiantum	1.25
Asparagus Sprenger, per bunch.....	35@40
New Crop Green Galax, per 1000	\$1.25
Carnations	3.00@ 4.00
Calendulas	2.00
Violets25@ .50
Paper Whites	2.00@ 3.00
Daffodils	3.00
Freesia	3.00
Sweet Peas75@ 1.50
Thulips	3.00
Mignonette	4.00

MILWAUKEE, Feb. 20. Per 100	
Roses, Killarney, W. Killarney	5.00@12.00
" Ward	5.00@ 8.00
" Mrs. Chas. Russell	10.00@35.00
" Ophelia	6.00@12.00
" Hoosier Beauty	5.00@12.00
" Bon Silene	3.00
" Cecile Brunner	3.00
Carnations	2.00@ 4.00
Valley	4.00@ 6.00

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PITTSBURGH, - PA.

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Fancy Raffia Mats

\$3.00 per doz.

W. Q. Potter Co., 421 High Ave.,
CLEVELAND, O.

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EUGENE BERNHEIMER

—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia,
Carnations, Violets.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

ST. LOUIS, Feb. 20. Per 100	
Hadley	2.00@ 5.00
Killarney	2.00@ 4.00
White Killarney	3.00@ 4.00
Hoosier Beauty	2.00@15.00
Russell	4.00@25.00
Sunburst	3.00@10.00
Ward	3.00@ 6.00
Mrs. Sawyer	2.00@ 8.00
Ophelia	4.00@10.00
Carnations	2.00@ 4.00
Ferns.....per 1000, \$2.50	
Violets	1.00@ 1.50
Paper Whites	3.00
Stevia	2.00

New York.

GOOD SUPPLY; LOWER PRICES.

A week of springlike weather, and the announcement that "heatless" Mondays were to be no more, has put the trade—and all trades for that matter—in better humor. Nearly every day during the past week, during the middle of the day, the temperature went up to 50°. It turned cooler on the afternoon of February 15, but is not severe at this writing. Naturally, there has been an increase in the supply of stock with declining prices as a rule, but rose prices are holding up well. Though St. Valentine's day business was good with a number of retailers, that had but little effect on the wholesale market. Carnations, bulbous stocks, sweet peas and various minor stocks are all plentiful, and one day of fairly good business is not enough to clean up. The arrival of the Dutch steamer Nieuw Amsterdam with a cargo of bulbs, mostly gladioli and dormant plants, and attending incidents of her arrival, served as a topic of interest in the trade, a number of leading growers of this vicinity, and both east and west, being deeply interested.

February 18.—There is a fair amount of buying this morning, but the majority of stocks are slow. It is reasonable to suppose that from now on until the Easter business begins, trade will be dull. Although for the past three nights there has been sharp frost, the days are clear and stock continues to increase in supply. More American Beauties are arriving and the best specials are down to 60 cents each, wholesale rates, with a prospect of going lower. Tea roses are holding up well, but carnations and all white bulbous stocks are slow. Paper Whites and freesias are drugs and there is a surplus of yellow narcissi. Violets are plentiful and cheap. There is no change worthy of note in orchids, gardenias, lilies and lily of the valley.

NOTES.

Is there a general demand in the trade for another red rose? That is a question that we should like to have discussed. We do not believe that the fine quality of Hadley has ever been disputed, but recently we have heard rumors that some of its growers intended to reduce their planting because the yield was not large enough to be profitable, compared with some other stocks. Hoosier Beauty is good only for a limited part of the year, and some retailers do not want it even at its best. As for Richmond, it has almost vanished from this market. Scott Key does not come well in winter. The great objection to Hoosier Beauty is its weak stems. Several new red roses were seen in last year's shows, but not enough is known of them to form an opinion. Several wholesalers of this district, including Frank H. Traendly and Horace E. Froment, both of whom specialize in roses, think another red rose is needed.

President Totty, of the Society of American Florists, advises us that the convention of the society, which was to have been held in April, in St. Louis, has been postponed to the third week of August. The reasons assigned for the change of date are, that leading men in the trade, who personally, or by their agents attend the conventions, believe that by August there will be a more definite knowledge of what may be expected for fall and winter business. President Totty says, in effect, that we are passing through a hard and trying winter, and April will be too early to even guess what conditions may be in the fall.

Frank H. Traendly was much pleased with his visit to the meeting Clifton, N. J., who spoke at the meet-

For Immediate Delivery

LIL. GIGANTEUM

Of new crop.

7-9 in., \$55.00 per 1000.

In cases of 300 bulbs.



Chas. Schwake & Co., 90-92 West Broadway, New York

of the horticultural societies and floral clubs, at Ithaca, February 12. The delegates were shown every courtesy by Prof. White, Prof. Beal and other instructors of the Cornell School of Horticulture. He reports the roses, carnations and other stock in the greenhouses as looking well. He was accompanied by Robert Simpson of



Joseph L. Barnitt, Jr., New York.
Member of Aero Squadron 213. Saved from the
Torpedoed S. S. Tuscania.

ing on rose growing, and by Anton Schultheis, of College Point, who spoke on plant growing.

Joseph L. Barnitt, Jr., a member of Aero Squadron 213, was on the S. S. Tuscania, recently torpedoed off the Irish coast, and was among the saved. He is a son of Joseph L. Barnitt, a designer and decorator for Alexander McConnell. The young soldier is 24 years old and had also been with Mr. McConnell for seven years, up to the time of his enlistment. He is a fine fellow, and his many friends will rejoice to hear of his escape.

James Tryforos, senior member of the firm of Tryforos Brothers, who have retail stores on 125th street and on Willis avenue, is now the proud father of a tenth child. He says he'll surely have a dozen before he retires from business. The oldest of the family is 14 years old. Col. Roosevelt will improve rapidly when he hears this.

Hentz & Nash, in the rooms of the New York Cut Flower Co., are receiving fine stock of the roses, Ameri-

LILY of the VALLEY

From New York Cold Storage.

\$40.00 per 1000.

In cases of 2000 and
4000 pips.

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SWEET PEAS AND ALL
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Telephones—420-421-422 Farragut.**William Mackie**

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.



can Beauty, Mrs. Charles Russell, Double White Killarney, My Maryland, and the new rose, Bedford Belle.

Ralph Armstrong, Madison avenue and 47th street, had an order for a large wreath for the funeral of Sir Cecil Spring-Rice, late British Ambassador to Washington, which was held in Ottawa, Canada, February 16.

The Kleitches Brothers, who have a neat retail store at 6 East 23d street, midway between the noted Metropolitan and Flatiron buildings, advise us that they noted a slight improvement in business on St. Valentine's day.

C. A. Ladiges, the Amsterdam avenue retailer, recently returned from a hunting trip in Maine, where he shot two deer and a bear. He is one of the best rifle shots in this city.

Louis Rossow, of the Van Praag Florist Co., is raising "war" dogs. He says that the latest addition to his kennel is 16 puppies all in one family. Some family!

PAUL MECONI

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and Seasonable Flowers**HORACE E. FROMENT**

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All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

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Riedel & Meyer, Inc.

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25 years' experience. Consignments solicited.

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Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, Feb. 20. Per 100	
Roses, Beauty, special.....	50.00@60.00
" " extra and fancy.....	35.00@40.00
" " No. 1 and No. 2.....	6.00@ 8.00
" Hadley.....	6.00@60.00
" Francis Scott Key.....	4.00@30.00
" Prima Donna.....	4.00@15.00
" Alice Stanley.....	4.00@15.00
" Mrs. Geo. Sawyer.....	4.00@15.00
" Double White Killarney.....	5.00@15.00
" Killarney, Special.....	10.00@12.00
" " No. 1 and No. 2.....	3.00@ 5.00
" " Queen.....	4.00@15.00
" " Brilliant.....	4.00@15.00
" Aaron Ward.....	4.00@15.00
" Sunburst.....	4.00@15.00
" J. L. Mock.....	4.00@15.00
" Ophelia.....	4.00@15.00
" Mrs. Chas. Russell.....	4.00@30.00
" Hoosier Beauty.....	4.00@15.00
Cattleya Orchids, special.....	25.00@40.00
Rubrum.....	3.00@ 5.00
Lilies, Longiflorum and Formosum.....	4.00@ 8.00
Lily of the Valley.....	4.00@ 6.00
Adiantum Croweanum and	
Hybridum.....	.75@ 1.00
Asparagus Plumosus.....doz. bchs.	2.50@ 3.00
Smilax.....doz. strings.	1.25@ 2.00
Carnations.....	1.50@ 3.00
Carnations, Fancy.....	3.50
Violets.....	.15@ .35
Snapdragons.....per doz.	2.00@ 4.00
Gardenias.....per doz.	1.00@ 3.00
Narcissus, Yellow.....	2.00@ 2.50
Tulips.....	1.50@ 4.00
Iris.....per doz.	1.00@ 2.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

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Roses, Carnations, Violets

And all NOVELTIES in the Market.

LILIES and VALLEY EVERY DAY in the YEAR
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113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

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N.Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
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Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
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M. C. FORD121 WEST 28TH STREET
NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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106 West 28th St., New York

Consignments Solicited.

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VAUGHAN'S ASTER SEED FOR FLORISTS



NEW ASTER—Mammoth Non-lateral Branching

MAMMOTH NON-LATERAL BRANCHING

MAMMOTH NON-LATERAL BRANCHING WHITE, 2 ft. This is without doubt the largest Aster on the market. Many of the flowers will measure four inches in diameter. The plants grow about two feet high with a low branching habit, and the flowers which are borne on non-lateral stems are full, with petals curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching. $\frac{1}{4}$ oz., \$1.00 \$0.35

MAMMOTH NON-LATERAL BRANCHING BLUE, 2 ft. Very like the preceding except the flowers are a medium shade of blue $\frac{1}{4}$ oz., \$1.00 .35

OTHER AMERICAN ASTERS

LAVERNER GEM. One of the most charming sorts. The flowers are of a true lavender shade and the petals are gracefully curled and twisted, and the blooms are borne on long stems. .25 2.20

PEERLESS PINK. The flowers are enormous, globular in shape, many five inches across, of a most delightful and pleasing rich shell pink. First flowers appear about the middle of August, but the plant is at its zenith about four weeks later. .20 1.20

CRIMSON GIANT. This shade has been one which has seemed to lack intensity of color, but in this variety the blood red blossom is particularly bright. .20 1.20

SENSATION. The reddest of all red asters, the color being a dark rich garnet or ox-blood red, which glistens in the sunshine like a live coal. The plants are of the free branching habit, about 18 inches high, the double flowers, averaging about 3 inches in diameter, are borne freely on stems about 12 inches long. .25 2.00

10 Per Cent cash discount, on orders of \$2.00 or over, when cash accompanies order. Florists' catalog is now being mailed.

QUEEN OF THE MARKET

The Standard Early Flowering Type Trade
White, Crimson, Pink, Dark Blue, Flesh, Lavender, Light pkt. Oz.
Blue. .10 .80
Any of above, per lb. \$10.00, $\frac{1}{4}$ oz. 30c. \$0.10 \$1.00
Mixed, all colors, lb., \$10.00 .10 .80

DAYBREAK (American Victoria)

Trade pkt. Oz.
Purity, White .25 2.40 Rose Pink .25
Pink, Fine for pots. .25 Blue .25 2.60
Salmon Pink .25 2.60 Lavender .25 2.60

THE ROYAL—Early-Flowering Branching

This type fills a gap between the Queen of the Market and the Late-Flowering Branching Asters. Sown early inside, and planted out with Queen of the Market, it follows that variety very closely.

White, Shell Pink, Rose Pink, Lavender, Purple, $\frac{1}{4}$ oz., 45c .25 1.25
Any of the above. .25 1.50
Mixed, all colors $\frac{1}{4}$ oz., 45c .25 1.50

OSTRICH FEATHER

This is the finest type of Aster for all purposes, especially for market cut flowers. The graceful, long petals are thickly produced.

Light Pink, Dark Blue, Rose, White. .20 1.20
Any of above. .20 1.20
Mixed, all colors .20 1.20

SEMPLER'S BRANCHING

White, Lavender, Rose Pink, Crimson, Azure Blue, Daybreak (Mary Semple), Purple, Deep Violet. .10 .80
Any of above, lb., \$10.00; $\frac{1}{4}$ oz., 25c. .10 .70
Mixed, all colors, lb., \$9.00; $\frac{1}{4}$ oz., 20c. .15 1.00
Upright Branching, White .15 1.00

CARLSON OR INVINCIBLE

White, Crimson, Purple, Lavender, Marquis Pink. $\frac{1}{4}$ oz., 35c .20 1.20
Any of the above. .20 1.20
Mixed, all colors $\frac{1}{4}$ oz., 35c .20 1.20

CREGO

This flower is giant in size, many blossoms six inches across. The petals are nearly double the length of the older varieties and are twisted and curled into a very fluffy effect.

White, Shell Pink, Dark Pink, Lavender, Crimson, Azure Blue, Purple. $\frac{1}{4}$ oz., 35c .20 1.20
Any of the above. .15 1.00
Mixed, the above .15 1.00

Hohenzollern, Extra Early White .25 1.60
Extra Early Rose .25 1.60

THE MIKADO

Petals are narrow, very long and gracefully reflexed. The outer petals show to their full extent, while gradually toward the center they bend and curl on each other in such magnificent disorder as to make the fluffiest aster we have ever seen.

White $\frac{1}{4}$ oz., 35c .20 1.20
Pink Rochester $\frac{1}{4}$ oz., 35c .20 1.20

THE KING

The habit is similar to the popular Giant Branching, vigorous in growth, long, stiff stems. In form the flower is entirely distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader, those in the center being curled and incurved, completely covering the crown. In shape and size the bloom is round, full and very large.

Rose, Pink, Violet, White, Crimson. .20 1.40
Any of the above. .20 1.20
Mixed, all colors .20 1.20

AMERICAN BEAUTY

2 $\frac{1}{2}$ ft. Is similar in type of flower and growth to the well-known Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. It is the first of a new strain of late branching habit, and of robust growth. The flowers are fully double to the last and are a most lovely shade of bright carmine-rose, almost identical with the World-famous American Beauty Rose. Each plant forms a perfect bush. $\frac{1}{4}$ oz., 50c .25 2.00

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

John Scheepers & Co. have taken 700 square feet of space for their exhibit in the flower show in the Grand Central Palace. We have seen the plan for their exhibit and believe it will be unique and exceptionally fine. John Scheepers says: "I firmly believe that this, the rainy day for horticulture, is the psychological time to support it so that it may again support us when better times come, as they surely will."

Mrs. A. T. Roth, wife of the buyer for David Charles' Sons, had a singular misfortune about three weeks ago. She retired one night in good health and with perfect hearing and when she awoke in the morning her hearing

was entirely lost, in one ear, and skillful treatment has, up to this time, had no effect. She is a young woman, only 26 years old.

A man was arrested in the wholesale district, February 16, for having in his room an outfit for the manufacture of high explosives, but he was not a florist. Possibly he was a humorist who had overheard some of the wholesalers complain of low prices and was devising a scheme to raise them.

A meeting of the flower show committee was held in the Grand Central Palace on the afternoon of February 18. The members of the committee are impressed with the big idea that the show will be the best ever.

At the store of Max Schling, it was stated that they had an excellent business on St. Valentine's day. At his seed store, preparations are completed for a big spring drive.

Charles H. Brown, 2366 Broadway, has gone to Orlando, Florida, for a few weeks. Mrs. Brown is spending the winter there for the benefit of her health.

Pappas Brothers, 2216 Broadway, report a great improvement in business since the milder weather.

G. E. M. Stumpp advises us that his St. Valentine's day business was quite as good as last year.

A. F. F.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857



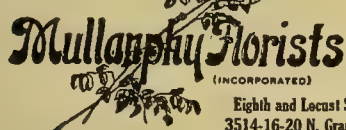
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Send us your retail orders.

We Have the Best Facilities in the City
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Nat. M. Kingsley
Martin J. Seeger



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Eighth and Locust Sts.
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Telegraph orders filled on shortnotice in St. Louis
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Members of Florists' Telegraph Delivery.



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FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
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We are in the Heart of
And give special attention to steamer and the-
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146 S. Wabash Avenue

Largest and most centrally located store in the
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Successor to Sievers & Boland

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TELEGRAPH ORDERS forwarded
to any part of the United States,
Canada and all principal cities in Eu-
rope. Orders transferred or entrusted
by the trade to our selection for de-
livery on steamships or elsewhere
receive special attention.

Reference or Cash must accompany all orders
from unknown correspondents.

Code Address: Alexconnell.
Western Union Code.

Mention the American Florist when writing

Bangor, Me.

Adam Sekenger

FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing



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LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Member of Florists' Telegraph Delivery.

"We should all strictly adhere to the request of the United States Food Administration."

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

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946 BROAD STREET

Fresh Flowers and Best Service. Delivers throughout the state and to all steamship docks in Hoboken, N. J., and New York.

BUFFALO

N. Y.

L. H. NEUBECK

Main and High Sts.

Member of Florists' Telegraph Delivery.

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

City Index to Retail Florists
Filling Telegraph Orders.

Albany, N. Y.—Eyes, 106 State St.
Albany, N. Y.—Danker's.
Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. H. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati O.—Julius Baer.
Cincinnati O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Foster Floral Co.
Ft. Smith, Ark.—George Rye.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Paley.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
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Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—Phillips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—B. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Boulevard Floral Co.
New York—Dards', 44th and Madison Ave.
New York—Hession.
New York—A. Meyer, 1062 Madison Ave.
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New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Leikens.
New York—Thos. F. Galvin, Inc.
New York—D. J. Pappas, Inc.
New York—Max Schling, 785 Fifth Ave.
New York—G. E. M. Stump.
New York—Young & Nugent.
Omaha, Neb.—Alfred Donachue.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
San Antonio, Tex.—Edward Green.
Sheboygan, Wis.—J. E. Matthews.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—Mullanphy Florists.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. P. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heintz & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington—Geo. H. Cooke, Conn. Ave. and L.
Washington, D. C.—Louise Flower Shop.
Washington—Gude Bros.
Williamsport, Pa.—Evenden Bros. Co.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

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Telephone
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HENRY HART, Inc.

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1000 Madison Avenue

In the Heart of most exclusive residential section.

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FLORISTS

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PHONES:
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THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best Dunlop's

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

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Flowers Delivered Anywhere. Phone, 1952 Bedford

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Brooklyn Representative of National Floral Corporation

Mention the American Florist when writing.

Philadelphia Orders

Chas. H. Grakelow

Broad St., at Cumberland

Mention the American Florist when writing.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to

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The Florist

All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.

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Wire, Write or Phone West 822

Member of Florists' Telegraph Delivery.

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JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store— 334 Lewis Ave., Telephone
2550
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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Mrs. J. B. Freeman

(Successor to Geo. A. Heinel)

336 Superior St., Toledo, O.
Both Phones, 527

Special attention to mail and Telegraph Orders.
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FLORISTS

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Mention the American Florist when writing

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BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.
Mention the American Florist when writing

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J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Mention the American Florist when writing

Houston, Texas.

Robt C. Kerr
Floral Co.

Main and McKinney Phone Preston 160

Mention the American Florist when writing

Albany, N. Y.

Danker
FLORIST

The Best Service



Chicago.

BRIGGS FLORAL CO.

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Established 1849

David Clarke's Sons

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Phones 1552-1553 Columbus

Cincinnati.

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— FLOWERS —

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

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A. Newell
FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

New York.

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FLORISTS

2953 Broadway. Opp. Columbia College

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LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

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Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones { 107 } { 420 } { 775 } Lenox

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B. E. GILLIS, President.
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QUALITY and PROMPTNESS

New Orleans, La.

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3442 ST. CHARLES AVENUE

San Francisco

Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

HACKENSACK, N. J.

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Artistic Funeral Designs. Flowers for all occasions.

Tel. 1673 Hackensack MAIN and BRIDGE STS.

Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

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Louise Flower Shop

Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842.

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1214 Main Street, DALLAS, TEXAS.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Los Angeles, Calif.

O. C. SAAKE
FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson
Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Kansas City, Mo.

Samuel Murray,
1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Little Rock, Ark.

PAUL M. PALEZ
FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

St. Louis, Mo.

F. H. WEBER
N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.
Member of Florists' Telegraph Delivery.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCauslen, Prop.
173 North Fourth Street
All Orders Promptly Executed.

Cleveland, O.

The Smith & Feters Co.,
LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Friedman

...FLOWERS...

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.

Member of Florists' Telegraph Delivery.

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Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers all New England Points

KANSAS CITY, MISSOURI.

Rock's FLOWERS

Members Florists' Telegraph Delivery Ass'n.

New York.

D. J. PAPPAS, Inc.

2751 Broadway, at 106th St.
The right place to buy.

FLOWERS OF QUALITY.

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

C. Trauenerfeldt
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3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing.

For Wisconsin Delivery OF


"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.



WASHINGTON D. C.

Gudes'

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1214 F ST. NW
WASHINGTON, D. C.

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St. Louis, Mo.

WIRE

Grimm & Gorly

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DES MOINES IOWA

ALFRED LOZIER ROSERY

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LEIKENS,

Madison Ave. and 55th St.,
New YorkWill be delivered for the trade in other cities by
the firms below, the Leading Retailers in the cities
indicated, on Wire, Phone or Mail Orders.Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

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New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, States St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffman, N. Y.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

A. MEYER,

Boston, Mass.

Penn. The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

Mention the American Florist when writing.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great
Northwest. Daily deliveries to Superior, Wis

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

San Antonio, Texas

Ave. C. at 8th St. EDWARD GREEN, Florist

Telegraph Orders a Specialty.

LITTLEFIELD, Florist

WORCESTER, MASS.

NEW YORK

1062 Madison Ave., near 80th St.

Phones, Lenox 2352-7019

Satisfaction Guaranteed.

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.

35 Broadway, DETROIT, MICH.

Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

Mention the American Florist when writing

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD

GREENHOUSES

Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.

Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

ONION SETS are firmer, reds and yellows about \$2.50, whites \$3.50 to \$4.00.

HOLLAND bulb exporters are reported making large profits on cases and ocean insurance.

ST. LOUIS, Mo.—A few warmer days the past week have crowded the seed stores to their capacity.

PRESIDENT MILLER, of the American Bulb Co., Chicago, has been calling on the trade of New York and Philadelphia the past week.

WESTERN seedsmen say the demand for vegetable seeds is away ahead of last year's at this time. Flower seeds are about the same as last year.

J. CHAS. McCULLOUGH, Cincinnati, O., who is enjoying fine sport catching sail fish at Palm Beach, Fla., expects to leave for home February 25.

VISITED CHICAGO: C. C. Massie, of Northrup, King & Co., Minneapolis, Minn.; T. Herschel Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich.

MRS. CARL CROPP, Chicago, is visiting her son, Carl, Jr., this week at Cambridge, Mass., where he is in training for the United States radio service. He expects to leave shortly on ocean duty.

AMOY, the center of the Chinese narcissus industry, was visited by severe earthquakes, February 18, with serious injury to life and property. Cable communication with Hongkong is interrupted.

It is announced that members of the Dutch Bulb Association have signed up, fixing 90 days as the limit in terms. How will this affect the numerous dealers and salesmen not members of the association?

FLOWER SEED growers in California are complaining that the few light rains already reported have done more harm than good, causing germination followed by drying out which means the loss of the stock seed.

IMPORTERS have been greatly provoked by delays of the Washington permits now required for each shipment. It is understood at Chicago that on February 20 a blanket permit was issued covering all imports received up to and including February 16.

EUGENE SCHAEFFEL, of Vilmorin-Andrieux & Co., Paris, France, well known in the American trade, and Mrs. Schaeffel, announce the wedding of their daughter, Miss Yvonne Schaeffel, and Captain Louis Nassoy, of the Thirtieth Infantry regiment, January 21.

ANGERS, FRANCE.—R. Godineau advises that Maurice Godineau, his brother and partner in the firm of R. & M. Godineau, has been the victim of a railway accident in a train bearing French soldiers on leave from Italy whither Mr. Godineau had been sent at the beginning of the French intervention.

California Welcomes Rain.

L. W. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif., advises as follows, February 19:

"Welcome rains have fallen during the past few days, with prospects of a continuance. Although the usual rainy season is half gone and more than normal spring rains will be required to make even fair yields, there is now enough moisture to start crops growing.

"Should the rain continue late, there is hope for a fair quantity of beet, carrot and onion.

"Celery, mustard, parsnip and salify will probably be very short, as with even favorable conditions, the reciprocation to date is but 25 per cent of normal.

"The outlook for radish is poor, and under the most favorable conditions, not more than half a crop can be expected.

"There is ample time for lettuce."

Amsterdam Inspection.

Owing to government suspicion of enemy contamination of the nursery stock and bulbs on board the S. S. Nieuw Amsterdam, special orders were given that a 100 per cent inspection was to be made on the dock, supervised by the authorities. All cases were to be opened and each plant minutely inspected. This inspection was begun February 11, in the presence of trade representatives, who immediately recognized that much damage was being done by this procedure. Some of the consignees immediately took the matter up with the officials and succeeded in having the work halted. A committee of importers was then formed and conference held on the dock, the result of which was that, all stock entered and duty paid would be subjected to a 20 per cent inspection instead of the proposed 100 per cent. Further, that shipments consigned in bond to interior ports would be examined at the interior ports, consignees having the option, in both instances, of supervising the method of packing.

Under the 20 per cent inspection the methods were improved. The stocks—rhododendrons, boxwood, roses and other plants, apparently arrived well packed and in good condition. The gladioli bulbs also seemed to be in good shape.

Philadelphia Seed Trade.

The seedsmen are engaged in a patriotic business, that of supplying the source of food to the nation. The demand last season was so great that they were compelled to do two years' business in one. From present appearances, they bid fair to duplicate last year's performance, provided the supply holds out. Although prices are in most cases fully double those of 1917, the buying has already commenced and is much stronger than that of last February.

Henry A. Dreer, Inc., report very

active buying, particularly in vegetable seeds. The doubling prices appear to make no difference, customers seeming to be well satisfied that their orders can be filled. Delayed shipments from their sources of supply is causing considerable inconvenience. Two nights a week is the overtime work at present.

The H. F. Michell Co. has made a good start in their vegetable seed department, many large orders having been received. Great improvements in the store, consisting of seed shelves and cases on the west side of the room, its entire length, with counters in front, will give them almost double the capacity for waiting on transient customers. Delayed incoming shipments are also hindering here. An extreme case is of seed shipped by freight from California last November, but not as yet in sight. They have found a good demand for florists' flower seeds.

I. N. Simon & Son are away ahead of last season at this time and anticipate a heavy business. The poor transportation facilities of the railroads are a great inconvenience in both receiving and shipping goods. Night work has begun here to try and keep even with the orders.

The Moore Seed Co. expects, from the way things are starting, that this year's business will exceed that of 1917. A scarcity of sweet corn is noted, with none of the late varieties to be had. Lima beans retail at 55 cents, and sweet corn 55 to 60 cents per quart.

The Robert Buist Co. enjoys a large southern trade and reports business coming too fast already. It appears as if it was going to be more strenuous than last year, as the end of some stocks is almost in sight.

Salzer's Jubilee.

One of the most elaborate catalogues of the season is that of the John A. Salzer Seed Co., La Crosse, Wis., the jubilee issue in celebration of the firm's fiftieth anniversary. The feature of the front cover is Jubilee sweet pea, a rich salmon orange of the Spencer type. Established in 1868, its founder being John A. Salzer, a young minister who had taken up market gardening as a side line to help in the support of a large family, the firm's

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED, GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed
100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10,000 seeds, \$30.00.
25,000 seeds, \$72.50.

Also all other seasonal Seeds, Bulbs and Supplies.

Wholesale Price L. Free.

HENRY F. MICHELL CO.

518 Market St., Philadelphia, Pa.

To Whom It May Concern

ALL members of the Dutch Bulb Association have agreed by contract, that from now on, all bulbs shall be sold on 90 days only, with 3% discount for payment within 10 days.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing.

half century of splendid growth has reflected the high ideals and sterling integrity upon which the business was launched two generations before. The John A. Salzer Seed Co. today has one of the most up-to-date and commodious establishments of its kind in the United States, the main building occupying one and one-half city blocks with another large warehouse devoted to the wholesale business. The seed cleaning department, equipped with machinery of the most modern type, has a capacity of 100,000 bushels. The seed corn grading, drying and shelling department is one of the most complete in America. A large range of glass and extensive trial grounds are also maintained. About 500 persons were employed in the various departments last season, while the incoming and outgoing shipments for 1917 amounted to more than 25,000,000 pounds.

John A. Salzer, who died in 1892, was succeeded by his son, Henry A. Salzer. The latter, it will be recalled, was killed in an automobile accident, August 22, 1916.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

Choice Flower Seeds For Florists

Cineraria, prize strains mixed, tall and semi-dwarf.

Alyssum: Little Gem.

Calendula: Orange King; Lemon Queen.

Snapdragon: Silver Pink.

Begonia: Vernon.

J. M. THORBURN & CO.

53 Barclay Street, - New York

Seed Corn

Our Virginia corn-growing sections have been fortunate in the growing and maturity of Seed Corn the past season, and we are enabled to offer our usual stocks of both **Field and Ensilage Corns** of excellent quality and germination. Early orders are advisable, as we are having large demand from all sections. Prices quoted and samples mailed on request.

T. W. WOOD & SONS,

Seedsman

RICHMOND, VIRGINIA

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm.

Bristol, Pa.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.

Growers and Specialists Beans, Peas and Sweet Corn

Write us now for contract prices for
CROP OF 1918

Sioux City Seed Co.

SIOUX CITY, IOWA

Branch Office: Millington, Mich.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. **MILFORD, CONN.**

SEED PACKETS

Flower Seed Sizes to Catalogue
Envelopes—Return Envelopes

The Brown Bag Filling Mach. Co.
FITCHBURG, MASS., U. S. A.

Rooted Carnation Cuttings

Large supply of fine well-rooted Carnation Cuttings in the following varieties ready for immediate delivery:

	Per 100	Per 1000		Per 100	Per 1000
Thenanthos	\$4.00	\$35.00	Enchantress	\$2.00	\$15.00
Beacon	2.50	20.00	Herald	2.00	15.00
Rose Pink Enchantress	2.00	15.00	Ward	2.00	15.00
White Enchantress	2.00	15.00	Alice	2.50	20.00

PETER REINBERG

WHOLESALE FLORIST

2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

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R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

THE J.C. ROBINSON SEED CO. WATERLOO, NEBRASKA Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

THE G. HERBERT COY SEED CO. VALLEY, Douglas County, NEB. CONTRACT GROWERS OF HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

Grass Mixtures —FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

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We carry a reserve stock of the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

Mention the American Florist when writing.

Arthur T. Boddington Co. Inc.

SEEDSMEN

128 Chambers St., New York

CARNATIONS

Rooted cuttings, strong clean stock, \$25.00 per 1000. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon, Windsor.

JAMES VICK'S SONS
ROCHESTER, - NEW YORK

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.
Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

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Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.
Contract Seed Growers
LOS ANGELES, CALIFORNIA

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I. N. Simon & Son Garden Seeds

438 MARKET STREET
Philadelphia, - Pa.

Mention the American Florist when writing.

Import Specialties

Write for import prices upon
DRACAENA CANES.
JAPANESE LILY BULBS.
KENTIA and other palm seeds.
PAPER WHITES and ROMANS.
DRIED ADIANTUM FRONDS.
JAP BAMBOO STAKES.
KENTIAS, for growing on.
FERNS IN FLATS.
NURSERY STOCK, from all sources.
AUSTRALIAN GRASS SEEDS.

Correspondence invited.

McHUTCHISON & CO.
The Import House
95 Chambers Street, NEW YORK

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WING'S SEEDS Quality

Vegetable, Field and Flower Seeds

New and rare Specialties for Greenhouse.
Market Gardeners and Wholesale Growers.

We have a large collection of imported bulbs which we believe cannot be secured from any other American Seedsmen. Write for special wholesale price list.

WING SEED CO.

Dept. A, Mechanicsburg, Ohio

Mention the American Florist when writing.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Mention the American Florist when writing.



American Grown GLADIOLUS

All strictly First Size. F. O. B. Chicago.

	Per 1000
America.....	\$20.00
Augusta.....	18.00
Panama.....	36.00
Mrs. Frank Pendleton.....	50.00
Europa (Grand White).....	60.00
Mrs. Francis King (Earliest).....	18.00
Chicago White.....	22.50
Myrtle (True).....	75.00
Halley.....	20.00

Medium sizes, fine stock, of above, 10 per cent less.
Let us mail samples.

Tuberoses

Dwarf Pearl Per 1000

First size, 4 to 6 inches.....\$10.00

Lily of the Valley

Fresh New Crop Pips Ready Per 1000

Holland grown.....\$25.00

Same out of Storage Ready Mar. 1.

Paper White Narcissus for late planting.

ASK FOR PRICES.

Write for our Spring "Book for Florists."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

LILY BULBS

Lilium Giganteum

	Per Case
7- 9 inch, 300 to case.....	\$18.00
9-10 inch, 200 to case.....	25 00
11-12 inch, 130 to case.....	25.00

Lilium Auratum

	Per 100	Per 1000
8-9 inch, 160 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 100 to case.....	9.50	90.00
11-12 inch, 75 to case.....	17.00	160.00

Lilium Album

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 9.50	\$ 90.00
9-11 inch, 140 to case.....	12.00	110.00
11-12 inch, 90 to case.....	17.00	160.00

Lilium Rubrum

(Magnificum)

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 140 to case.....	10.00	95.00
10-11 inch, 125 to case.....	12.00	110.00
11-12 inch, 100 to case.....	\$15.00	
11-13 inch, 90 to case.....	17.00	
12-14 inch, 72 to case.....	20.00	

Mention the American Florist when writing.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash,
Pumpkin, Cucumber and Watermelon
Seed and Field Corn, on Contract.

CORRESPONDENCE SOLICITED

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TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

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Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

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SEASONABLE STOCK

S. & H. Co.'s Quality, - - - Ready for Immediate Delivery

ASPARAGUS PLUMOSUS—

2½-inch—Surplus; grand stock for
benching; \$2.50 per 100; \$20.00 per
1000.

Fern Dish grade, dwarf and full; \$3.50
per 100; \$30.00 per 1000.

1½-inch, \$2.00 per 100; \$17.50 per 1000.

ASPARAGUS SPRENGERI—

2-inch, \$2.50 per 100; \$20.00 per 1000.

2½-inch, \$3.00 per 100; \$25.00 per 1000.

3-inch, \$5.00 per 100.

BEGONIAS—

Chatelaine, 3-inch, \$10.00 per 100.

Sandersoni, 2½-inch, \$4.00 per 100.

DAISY (Marguerite)—

Rève d'Or (yellow), \$3.00 per 100.

Mrs. Sanders (double white), \$3.00 per
100.

FERNS (Fine Stock)—

Teddy, Jr., 4-inch.....\$20.00 per 100

Teddy, Jr., 5-inch..... 35.00 per 100

Teddy, Jr., 6-inch..... 50.00 per 100

Boston, 5-inch..... 35.00 per 100

Boston, 6-inch..... 50.00 per 100

DRACAENA TERMINALIS—

Beautifully colored, 4-inch, \$25.00 per
100.

5-inch (heavy), \$40.00 per 100.

LANTANAS (10 Varieties)—

2½-inch, all colors, \$4.00 per 100; \$35.00
per 1000.

COLEUS—

12 Market Sorts, including Trailing

Queen, 2½-inch, \$2.50 per 100; \$20.00
per 1000.

KENTIA BELMOREANA—

2½-inch, \$9.00 per 100; \$75.00 per 1000.

3-inch, \$15.00 per 100; \$140.00 per 1000.

SNAPDRAGON—

Large yellow, white and "Keystone"

(pink), 2½-inch pots, \$4.00 per 100.

VINCA VARIEGATA (Strong

Stock)—

4-inch pots, \$10.00 per 100; 3-inch pots,

\$7.00 per 100; 2½-inch pots, \$3.00 per

100. Can offer these in large quan-

tity.

THE STORRS & HARRISON CO.

NURSERYMEN—FLORISTS—SEEDSMEN

PAINESVILLE, - - - OHIO

Mention the American Florist when writing

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

GRAND RAPIDS, MICH.—Members of the growers' association have appealed to Director-General McAdoo in an effort to facilitate movement of their crops. Express companies have been refusing to accept perishable greenhouse products for transportation, due to car shortage.

Prices of Indoor Fruits and Vegetables.

Chicago, February 18.—Mushrooms, home-grown, No. 1, 20 to 25 cents per carton; lettuce, box, 22½ to 25 cents; radishes, 50 to 60 cents per dozen bunches; celery, \$1.25 to \$1.50 per box; tomatoes, per 6 baskets, \$2.00 to \$2.50; cucumbers, per box, \$1.75 to \$3.75.

New York, February 18.—Celery, dozen stalks, 20 to 50 cents; cucumbers, \$1.00 to \$1.50 per dozen; mushrooms, 80 cents to \$2.40 per 4-lb. basket; tomatoes, per pound, 10 to 28 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$2.00 to \$4.00.

Celery Markets.

The trade in northern celery showed little activity in producing sections. Storage stock is being cleaned up in Rochester, N. Y., district but is shipped nearly all on commission. Florida Golden was in heavy supply at shipping points and lower at \$1.35 f. o. b. Sanford in 10 inch crates and \$1.00@1.25 f. o. b. Palmetto in 10 inch crates; 12 inch crates sold 25 cents above smaller sizes. The Florida celery movement for the week was 101 cars, California shipped 172 cars and New York 46. Sales to jobbing trade in northern markets ruled lower this week at \$2.25@3.15 in 12 inch crates in the rough, selling at \$2.25@3.15 in 12 inch crates with fair demand. California Golden Heart declined 50 cents in leading markets, selling at \$3.75@4.25 per crate in the rough. New York celery was weak, best available stock selling at \$1.25@1.50 in New York and \$2.50@3.00 in various smaller eastern markets with demand generally slow.—Market News, February 14, 1918.

Radishes Under Glass.

At this time of the year, radishes under glass are a good proposition. There are, no doubt, houses that have been shut off from heat, owing to scarcity of coal, and with the return of warmer weather, the radish offers a quick cash crop, as no expensive plants are required to get under way. Some claim it is an easy crop to grow, while others admit it is a difficult one; however, one large grower last year, when viewing a house of radishes grown by the writer, remarked: "This is one of the easiest things to handle if done right; yet, one of the hardest to do right that I know of." He is

right. It is one of those simple operations that is easily missed. We have seen well-known growers make absolute failures of radishes.

There are several most important points to watch. The first one, we should say, is thorough moisture. We have demonstrated to our own satisfaction that seeds started in poorly watered beds, will continually prove a failure, no matter how much work is given later on. Motto: Get the moisture to the bottom before the radishes are up. Second, when up, they need a low temperature for a week or 10 days to hold them short, and induce them to bulb. After that, temperature can advance 10° to get more top and to hurry them along. Third, overcrowding spells failure. This is especially true on benches, as the crop is easily starved. On benches, we thin them carefully, say to one inch by three inches or a trifle more, but on solid beds we run a seed-drill every six inches and leave them alone. By testing the seeds, we can regulate the drill to get a proper stand and save all hand labor. Fourth, plenty of plant food is necessary. Radishes do not require as much humus as lettuce; in fact, we have done well with them on stiff soil, provided they are well fed. We found nothing better than pulverized chicken manure mixed with acid phosphate, say about one part phosphate to three or four parts manure. We apply the phosphate direct to the fresh manure and some dry earth to help absorb ammonia and dry the manure at once. Pulverized sheep manure will take the place of the poultry droppings.

Among the numerous varieties offered, we use Scarlet Globe only. As a good strain it fills the bill. We like to select some of the very nicest colored and best shaped radishes at each pulling, pot them in three inch pots and later on plant them in a bench or corner of house and raise our own seed. In February, we can raise a crop in five weeks; in March in about four weeks, and in April, in three weeks, sometimes in eighteen days. Radishes are easily injured by tobacco

smoke. They are subject to green aphid; hence, fumigate or spray with nicotine.

MARKETMAN.

French Endive.

Witloof chicory, or French endive, a name given to the bleached shoots by the fruiterers, who import it from France, can be grown in this country equally as well. Seed is sown outside during May or June in rows 12 inches apart in deep rich soil. Water, if necessary, to insure a full growth by November. The roots are then lifted and leaves trimmed, leaving a growth of about one inch. Rub off any side shoots and cut off the slender bottom point of the root. The roots are then heeled in or planted upright in trenches so that the crown is eight inches below the surface of the ground. Put on a covering of six inches of leaves. After December 1, these roots can be brought into the greenhouses

Comet Tomato Plants

Strong rooted from 2¼ inch pots. English grown seed, \$2.25 per 100; \$20.00 per 1000. Cash or satisfactory reference.

W. W. COLES, Kokomo, Ind.

For SEEDS

FLOWER, VEGETABLE AND FARM

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

74 YEARS UNRIVALLED REPUTATION.

TWENTY MILLIONS FROST-PROOF CABBAGE PLANTS READY

Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier. From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

If Food Will Win the War, Produce It.

Vegetable Seeds



FOR FORCING UNDER GLASS—

	Oz.	¼ lb.	Lb.
Lettuce, Grand Rapids Select	\$0.15	\$0.40	\$1.25
Cucumber, Davis Perfect, Stock Seed	1.00		
Radish, Scarlet Globe Select	.25	.80	3.00

FOR EARLY PLANTS—

Cabbage, Early Jersey Wakefield	.45	1.35	5.00
Cabbage, Charleston Wakefield	.45	1.35	5.00
Cauliflower, Snowball Vaughan's	2.50		
Egg Plant, New York Purple	.45	1.75	6.50
Pepper, Sweet Mountain	.60	2.00	
Pepper, Magnum Dulce	.75	2.50	
Tomato, Earliana	.40	1.20	
Tomato, New Stone	.30	.90	3.25

CHICAGO

VAUGHAN'S SEED STORE,

NEW YORK

DREER'S GRAND NEW CANNAS FOR 1918

Ten truly marvelous acquisitions, introducing new tones of color and showing the highest development in form and habit.

Carmine Beauty. Deep bright carmine flowers, freely produced high above the heavy dark-green foliage which has a narrow red margin. The flowers, while not as large as those of Olympic, are of a much brighter and more pleasing tone. 4½ ft. 75 cts. each; \$7.50 per doz.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety with its erect stems always topped with clusters of cheerful color held high above the foliage. 3½ ft. 35 cts. each; \$3.50 per doz.

Cloth of Gold. A very attractive dwarf, compact, growing, free-flowering golden yellow. 3 ft. 40 cts. each; \$4.00 per doz.

Dazzler. Time and again the past season the dark green foliage of this variety has been hidden beneath the mass of clusters of deep fire-red flowers. The intensity of coloring and freedom of blooming coupled with compact habit, make this variety the peer of the best for bedding purposes. 3½ ft. 35 cts. each; \$3.50 per doz.

Golden Eagle. A wonderfully intense golden-yellow. Very free upright grower. The large flowers are produced in great clusters well above the foliage. 4½ ft. 50 cts. each; \$5.00 per doz.

Harmony. Great clusters of good-sized, well-formed geranium-red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. Altogether a dignified harmonious combination. 3½ ft. 50 cts. each; \$5.00 per doz.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 50 cts. each; \$5.00 per doz.

Salmon Queen. An entirely new color in Cannas. Rosy salmon-scarlet, blending to a rosy-carmine toward the center. The large substantial flowers are freely produced in great clusters high above heavy green foliage. Very effective in bedding. 5 ft. 40 cts. each; \$4.00 per doz.

Sensation. To get a sensational color-tone in a pink Canna is particularly noteworthy. Our first impulse was to call it "La France" because the color called to mind the La France Rose but the tone is even cleaner and purer; it being a lovely pale-rose. The foliage is a beautiful glaucous-green; the plant dwarf and compact. One of the most noteworthy additions to Cannas in recent years. 3 ft. 75 cts. each.



TYPE OF NEWER CANNAS.

Superb. This variety is unique in color and truly superb; having large, clean bright orange-scarlet blossoms of good substance, produced on strong stalks with glaucous-bronzy foliage giving a most pleasing effect. 5 ft. 40 cts. each; \$4.00 per doz.

One each of the above Ten Novelties for \$4.00.

New Cannas From Other Sources

We offer here eight new varieties, which after several years' trial have proven themselves worthy of our commendation.

Cleopatra. A striking beauty. Wonderful deep carmine-crimson flowers surmounting the dark glaucous-bronze foliage. This variety stands out strongly in effectiveness. 4 ft., 50 cts. each; \$5 per doz.

Dragon. An incessant bloomer, continuing to produce new stalks of flowers until cut down by frost. Dark ox-blood red. 3 ft., 15 cts. each; \$1.50 per doz.

Flag of Truce. A large flowered creamy-white, with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka but quite distinct and valuable. 4 ft., 35 cts. each; \$3.50 per doz.

Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine. 4½ ft. 15 cts. each; \$1.50 per doz.

Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stand more erect and the plant grows taller. 5 ft. 30 cts. each; \$3.00 per doz.

Pocahontas. (Bronze-leaved Olympic.) Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze; one of the best recent introductions. 4 ft., 30 cts. each; \$3 per doz.

San Diego. Chinese-orange or Persian-yellow. The crimped petals are remarkable for substance which enables them to withstand the hot summer sun without wilting. Another charm lies in the dark bronze color of the buds which harmonize with the rich bronze foliage. 4 ft., 15 cts. each; \$1.50 per doz.

Varouna. We have tried this variety for several years and at all times the bright orange-scarlet flowers, combined with the good bronze foliage, has won our admiration. A free luxuriant grower, producing its flowers well above the plant. 4½ ft. 25 cts. each; \$2.50 per doz.

One each of the Eight Varieties for \$2.00.

HENRY A. DREER,

714 and 716 Chestnut Street,
PHILADELPHIA, PA.

The Above Prices Are Intended for the Trade Only.

in batches, and planted in soil under the benches. They should be planted erect and covered with a foot of soil. When the shoots are seen emerging through the top, which takes about four weeks, they are ready for market.

The white bleached growth is cut off and tied in bunches or packed loose. It is sold at retail in the fruit shops or fancy grocery stores at from 50 to 75 cents per pound. As this takes up the waste room under benches, it is

well worth a trial, particularly by men who are giving vegetables a chance to help them out these strenuous times.

SOUTH BEND, IND.—R. Williams, of Williams & Co., is on the sick list.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

YALESVILLE, CONN.—Barnes Bros.
have added one house to their range.

SEATTLE, WASH.—Ginter & Dresser
have purchased the business of C.
Hofmeister.

SPRING LAKE, N. J.—L. K. Peacock
and F. R. Austin have incorporated
the Spring Lake Dahlia Farms.

LOUISVILLE, KY.—Ernest C. Kettig
has resigned his position as park su-
perintendent to take effect April 1.

FULL report of the organization
meeting of the Illinois Nurserymen's
Association will be found elsewhere
in this issue.

NEW YORK.—James McHutchison,
who is on an extended western trip, is
expected home about March 15. Dur-
ing his absence, C. B. Knickman is
filling his place in the office.

Cordwood Used on Farms.

Approximately 83,000,000 cords of
firewood were used on the farms of the
United States, according to estimates
made by crop reporters of the Bureau
of Crop Estimates in December, 1917.
Similar estimates made in December,
1916, indicated about 82,000,000 cords
used. The average cords per farm was
12.6 in 1917 and 12.5 in 1916. The
price of wood advanced 25 per cent
during the year, from an average of
\$2.75 per cord in December, 1916, to
\$3.42 in December, 1917. On the basis
of prices reported last December, the
value of firewood used on farms of the
United States is about \$283,000,000, or
\$43.13 per farm. In these estimates
a cord is reckoned as 128 cubic feet.

Wichita, Kan.

BUSINESS HOLDS UP WELL.

The St. Valentine's day trade was
all that was expected, and probably
better if the truth were known. Most
stocks were cleared out fairly clean,
and the business will show an encour-
aging increase over last year. Every-
thing that was good had a chance to
sell. Cut flowers in boxes were in de-
mand, so also were good plants of cy-
clamen, cineraria, primula, etc. Made
up plant arrangements in baskets at
moderate prices were good property.
The specialty knick-knacks, such as
paper cupid flower holders, heartshaped
boxes, etc., sold well enough to justify
their presence, besides giving individ-
uality and character to the occasion.
The florists' stores featured the valen-
tine idea strongly in their window
decorations, and made the most of the
"Say it with Flowers," and "Let Flow-
ers be your Valentine" phrases, which
no doubt helped in the final total.
Business so far for February is hold-
ing well up to previous records for
volume, although the increased cost of
doing business is an item that will de-
mand attention when it comes to fig-
uring profits.

Visitors: Robert Newcomb, of the
American Bulb Co., Chicago, and Rush
Alexander, of The Lindley Box Co. C.

Toronto, Ont.

ST. VALENTINE'S DAY PROVES BOON.

St. Valentine's day, aided by fa-
vorable weather, proved a boon to
local florists, and most reports are that
business was double that of last year.
Violets again had a heavy run, and
arranged with lily of the valley, free-
sias, myosotis, Sweetheart roses, sweet
peas and other combinations, proved
the ready sellers. The retail florists'
club again proved that by co-operative
advertising the best results are ob-
tained. The heatless Saturday and
Monday were loyally carried out by
all the florists of the city, and with the
exception of funeral designs, it was
impossible to purchase flowers. Two
days' business is therefore lost, which
in the florist line, means forever and
cannot be made up. Thousands of
tons of fuel were saved, and it is again
possible to purchase coal without any
other "pull" than your bank roll. The
shortage of coal has caused most of
the growers to run their houses at
lower temperature, which has held
back the rose crop and certainly
proved beneficial to the color, and also
holds up the price, for the new list,
taking effect February 18, quotes No.
1 roses at \$20 per 100, No. 2 at \$15,
and No. 3 at \$10—select red are held
at \$25, so that prices have not fallen
much since Christmas. Carnation
prices have been reduced to \$4 per
100, but this is not caused from an
overcrop but from the large line of
bulbous stock, which no doubt reduces
the sale of carnations, some of which
were ticketed in the cut rate stores,
February 16, at 19 cents per dozen,
and if they keep on, will be in line
with the popular song "Where do we
go from here boys, where do we go
from here?" Roses and lily of the
valley are the only two items which
are holding up, for with other stock,
it is a question of what will you give
for it? Anxiety is prevalent in re-
gard to Easter lilies, for with the
early date and reduction of heat in the
houses, it is doubtful if 50 per cent of
the average number will be in. This
should prove a blessing to growers and
retailers alike, for it will maintain
prices. The growers of bedding plants
have started early, and will endeavor
to raise larger quantities of stock than
ever. Reports from all over the coun-
try are received daily, that many of
the smaller growers have allowed their
houses to freeze up or have closed
them temporarily, so that the demand
from the larger centres should be un-
precedented.

W. Wilson, of Woodstock, was a re-
cent visitor who has been calling on
the different growers. He approves of
set prices on carnations and violets, of
which he is a large producer, these
prices to take effect in November and
last until the following March or April,
without any increase for the holidays.
His view is, that knowing what the
flowers are to bring, the growers will
be in a better position to do business,
and that they will make more profit
than with the fluctuations of prices as
they are today. Go to it, Wilson!
follow your Uncle Woodrow, but it
looks like being up against a stone
wall when you try to get the growers
in this region to co-operate in any-
thing, but a helping hand on the uplift
of holiday price lists. H. G. D.

2½ and
4-inch
Pot-grown. **ROSES** Hardy
Climbing
Field-grown

Spring Price List, 400 best new and standard
sorts, on own roots, from summer propagation.

THE LEEDLE FLORAL COMPANY
SPRINGFIELD-OHIO

Season's Greeting to all our Friends and Customers.

Get Ready for Easter by ordering Easter
Greeting Begonias, ready for a shift, 3 in., at
15c; 4 in., at 25c; 5 in., at 50c. These will
make grand plants.

GEO. A. KUHL, Wholesale Grower,
PEKIN, ILL.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown Junc., N. J.

Specialists in Specimen Stock FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Box-
woods, Hollies and a complete line of
Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

THE WORLD'S BEST

DAHLIAS

Best new and standard varieties, strong well rip-
ened field-grown roots, at right prices. Send for
special wholesale list. We can make prompt ship-
ments, or will reserve for spring delivery if desired

SPRING LAKE DAHLIA FARM
P. O. Box 332, SPRING LAKE, N. J.

DAHLIA BULBS

Whole field clumps, \$5.00
per 100 to \$1.00 each.

Order now for spring delivery.

R. VINCENT JR. & SONS CO.
WHITE MARSH, MD.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

A. L. MILLER

FLORIST and NURSERYMAN

Sutphin Road and Rockaway Boulevard

Telephone, 505 Jamaica


JAMAICA, - N. Y.

Mention The American Florist when writing.

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. &
O. H. New York Convention. And 100
other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The **GONARD & JONES CO.**  **WEST GROVE PENN'A.**
Robert Pyle, Pres. Ant. W. Iizer, Vice-Pres.



HYACINTHS

\$8.00 per 100

THESE are perfect plants, grown in 3-inch pots—colors: pink, blue and white. At this price you can plant our Hyacinths in pans to good advantage. But whether individually or in pans they will be sure to sell quickly.

TO insure good condition upon delivery we ship them in paper pots. In ordering kindly state whether you want them in bloom or in a semi-developed condition.

BOSTON FERNS and CYCLAMENS.

The plants which we list below, are of the highest quality.

BOSTON FERNS.

6-inch at \$ 6.00 per dozen
7-inch at 9.00 per dozen
8-inch at 12.00 per dozen
9-inch at 18.00 per dozen

CYCLAMENS.

Colors Salmon and Red
4-inch at \$3.00 per dozen
5-inch at 4.50 per dozen

ALL of the stock herein quoted is in prime condition and ready for immediate shipment. All prices f. o. b. Chicago.

ORDER at once; the quality of this stock is such that it cannot last long at these prices.

THE GEO. WITTBOLD CO.

745 Buckingham Place, Chicago.

Wittbold
FLORIST

100,000 Geraniums

From 2 and 2½-in. pots—Sand Rooted.
A. Ricard, Beauty Poitevine, S. A. Nutt, Buchner, Montmore, Perkins, Viana, etc. \$2.75 per 100, \$25.00 per 1,000.
2½-in. Marguerites, Fuchsias, Heliotropes, Lantanas, \$3.00 per 100, \$27.50 per 1,000.
3 and 4-in. Cyclamens, \$8.00 and \$20.00 per 100.
Abundance of other stock.
Correspondence Solicited.

ALONZO J. BRYAN

WHOLESALE FLORIST
WASHINGTON, NEW JERSEY.

Belle Washburn

Rooted carnation cuttings, fine stock now ready, \$3.00 per 100; \$25.00 per 1000.

PENINSULA NURSERY

SAN MATEO, CALIF.

FEVERFEW

Extra strong plants from 3 inch pots, \$5.00 per 100. Cash.

H. N. EATON

SO. SUDBURY, - - MASS.

Bargain in California Privet

Can ship now or hold in storage until spring.

6-12 inch.....\$ 6.00 per 1000
12-18 inch..... 10.00 per 1000
18-24 inch..... 12.50 per 1000

SOUTHERN NURSERY CO.

WINCHESTER, TENN.

CHAS. H. TOTTY

MADISON, NEW JERSEY
WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty

Robert Craig Co...

High Class - **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

VINCA VARIEGATA

Our strong 2-in. Vinca will make you good 4-in. plants for spring sales. Our special sale at \$1.75 per 100 or \$17.00 per 1,000 will be continued a short time.

Geraniums, Nutt, Ricard, and Poitevine, 2-in., \$2.00 per 100; \$18.00 per 1,000.
Mrs. F. Sander Daisy, 2-in., \$2.00 per 100.

ELMER RAWLINGS, Wholesale Grower
ALLEGANY N. Y.

GERANIUMS

ROOTED CUTTINGS.

S. A. Nutt.....per 1,000, \$12.50
Ricard and Poitevine..per 1,000, 15.00
Asparagus Plumosus, 2½-in..100, 3.00
Asparagus Sprengeri, 4-in..100, 7.50

ALBERT M. HERR, LANCASTER, PA.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

Chrysanthemums



ROOTED CUTTINGS

These are now ready to ship with first mild weather.

LARGE FLOWERING

A. Barham. Incurved bronze.
Autumn Glow. Rosy crimson.
Carrie. Yellow.
Carpet of Snow. Good white, (Aug.)
Cranfordia. Immense yellow.
Firefly. Reddish-bronze.
Greystone. Golden-bronze.
Garza. White.
Harvard. Dark crimson.
Horace Martin. Golden yellow
Indian. Indian-red.
Le Pactole. Good bronze.
Mrs. F. Beu. Bronze.
May Foster. Good white-for pots.
Normandie. Blush pink.
Oconto. Early white.
Old Homestead. Splendid pink.

Price of above:

Per 100, \$3.00; per 1000 \$22.50

POMPON VARIETIES

Bijou Rose. Rose pink.
Charlotte. Deep bronze.
Clarinda. Bronze. Diana. Pure white.
Elva. Early white. Excelsior. Yellow.
Fairy Queen. Bright pink.
Golden Climax. Golden yellow.
Golden West. Bright yellow.
Lillian Doty. Early pink.
Leota. Delicate pink.
Mike Gable. Early yellow.
Prince of Wales. White.
Uneda. Yellow.
Zoda. Pink. - Zora. Early yellow

Price of above:

Per 100, \$3.00; per 1000, \$22.50

CAPRICE VARIETIES.

Butler's Caprice. Deep pink.
Katherine Thompson. Crimson.
Lilac Cap. Lilac mauve.
Mrs. Greening. Pink. Purple Cap. Purple.
White Cap. White. Yellow Cap. Yellow.

Price of above:

Per 100, \$4.00; per 1000, \$35.00.

SINGLE VARIETIES.

Blazing Star. Fiery Crimson.
Phyllis Bryant. Sulphur-yellow.
R. B. Burge. Pure white.
Wm. Buckingham. Deep rose.

Price of above:

Per 100, \$3.00; per 1000, \$22.50

WRITE FOR 'OUR SPRING "BOOK FOR FLORISTS."

Chicago **Vaughan's Seed Store,** New York

Decorative Palms

A splendid lot of **Kentia Forsteriana**, single specimens, with good spread, making a much better showing than the so-called made-up plants often seen. This stock is hard and well finished, will give satisfaction and stand store treatment.

36 inches high, \$3.50

72 inches high, \$15 00

48 inches high, 6.00

84 inches high, 17.50

60 inches high, 12.00

ALL IN GOOD GREEN TUBS.

THE STORRS & HARRISON CO.,
PAINESVILLE, OHIO.

KENTIAS

Write for Prices

JOSEPH HEACOCK CO.,

Wyncote, Pa.

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus plumosus seedlings, \$1.25 per 100; 2-in., \$3.00 per 100; \$25.00 per 1,000. Asparagus Sprengeri, \$1.00 per 100; 2-in., \$2.50 per 1,000. \$20.00 per 1,000; Hatcheri, 2-in., \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

Asparagus plumosus, 2½-in., \$3.50 per 100; \$30 per 1,000; 1½-in., \$2.50 per 100, \$20 per 1,000. Sprengeri, 2½-in., \$3.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprengeri, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

ASPARAGUS plumosus, extra fine, 3-in., \$5 per 100. Sprengeri, 3-in., \$4.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus plumosus, 2½-in., \$3.50 per 100; 3-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus plumosus, 2½-in., per 100, \$3.00; Sprengeri, 4-in., per 100, \$7.50. Albert M. Herr, Lancaster, Pa.

Asparagus Sprengeri, 3-in. pot busters, 4c each. ODOR GREENHOUSES, Iola, Kans.

AZALEAS.

Azaleas, mostly Mad. Van der Cruyssen, 10-12-in., \$1.25; 12-14-in., \$1.50; 14-16-in., \$2.00 each. Well budded. ERNEST ROBER, Wilmette, Ill.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BEGONIAS.

Begonias, Gracilis Rosea, Erfordt and Vernon type, 2-in., \$2.00 per 100; 3-in., \$3.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Begonia Chatelaine, 3-in., \$10 per 100; Sandersoni, 2½-in., \$4 per 100; 3-in., \$7.00 per 100. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. First size gladioli for forcing; ready for immediate shipment. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

America, F. King, Independence, % to ¾-in., \$2.00 per 1,000; War, % to ½-in., \$7.00 per 100. % to ¾-in., \$12.50 per 1,000. Cash please. JOHN B. HUMPHREY, R. R. No. 3, Logan, O.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

BULBS.

Lily bulbs. For immediate use or later delivery. Lillium Giganteum, L. Auratum, L. Album and L. rubrum. For size and prices see advertisement elsewhere in this issue. Vaughn's Seed Store, Chicago and New York.

Bulbs. Dahlia, whole field clumps, \$5.00 per 100 to \$1.00 each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, transplanted seedlings, \$4.00 per 100; 2-in., \$8 per 100. ERNEST ROBER, Wilmette, Ill.

CANNAS.

Cannas, new. Burpee's "Fiery Cross." A canna with a vivid scarlet shading to red flower and a lustrous blue-green foliage. Divisions \$2.00 each, \$20.00 per dozen. W. Atlee Burpee Co., Philadelphia, Pa.

Cannas, dormant roots, 2-3 eyes. Austria, yellow, J. D. Elsele, red; David Harum, red, brown leaves, \$2.00 per 100, \$18.00 per 1,000. Cash. G. E. BERTHOLD, Nebraska City, Neb.

Cannas. Fine two to three eye, dormant roots. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Fresh cut, northern grown. For varieties, sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock, ready for immediate delivery.

	100	1,000
Carnegie	2.00	15.00
Victory	2.00	15.00
Bonfire	2.50	20.00
Matchless	3.00	25.00
Alice	2.00	18.00
Pink Enchantress	2.00	18.00
White Enchantress	2.00	18.00
Ward	2.50	20.00

WIETOR BROS.

162 N. Wabash Ave. Chicago.

ROOTED CARNATION CUTTINGS.

	100	1,000
Superb	\$6.00	\$50.00
Ench. Supreme	3.00	25.00
Alice	3.00	25.00
Matchless	3.00	25.00
Wh. Wonder	3.00	25.00
Aviator	3.00	25.00
Wh. Enchantress	2.50	20.00
Enchantress	2.50	20.00
Mrs. C. W. Ward	2.50	20.00
Mrs. Akehurst	2.50	20.00

CHICAGO CARNATION COMPANY, Joliet, Illinois

Carnation rooted cuttings, clean strong, dependable stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CARNATIONS.

ROOTED CARNATION CUTTINGS Choice Stock.

Well rooted and very strong of Belle Washburn, Alice, Matchless, White Enchantress and White Wonder. Price, \$3.50 per 100 or \$30.00 per 1,000. We bill 250 at the thousand rate.

BASSETT & WASHBURN Chicago
178 N. Wabash Ave.
Greenhouses: Hinsdale, Ill.

Rooted carnation cuttings. Large supply of fine stock ready for immediate delivery. Theanthos, \$4 per 100, \$35 per 1,000; Alice, Beacon, \$2.50 per 100, \$20 per 1,000; Rose Pink Enchantress, White Enchantress, Herald, Ward, \$2 per 100, \$15 per 1,000. Peter Reinberg, 30 N. Randolph St., Chicago.

ROOTED CARNATION CUTTINGS.

	100	1,000
Enchantress Supreme	\$3.00	\$25.00
White Enchantress	2.50	20.00

Good stock. Cash please.
DES PLAINES FLORAL CO. Ill.

Carnation rooted cuttings, strong clean stock. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon and Windsor, \$25 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnation cuttings, rooted, fine stock now ready. Belle Washburn, \$3.00 per 100, \$25.00 per 1,000. Peninsular Nursery, San Mateo, Calif.

Carnations. Pink Enchantress and White Wonder, \$4.00 per 100. Peerless Pink, \$35.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemum rooted cuttings. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Chrysanthemums. American novelties of unprecedented merit. Write for copy of our trade list. Elmer D. Smith & Co., Adrian, Mich.

CINERARIA.

Cinerarias, 2, 3 and 4-in., \$4, \$6 and \$10 per 100. Transplanted, \$2 per 100. Ernest Rober, Wilmette, Ill.

CYCLAMEN.

Cyclamen gig., Wandsbek type, 2½-in., \$5.00 per 100; 3-in., \$8.00 and \$10.00 per 100; 4-in., \$20.00 per 100; 5-in., \$35.00 and \$50.00 per 100. Seedlings, six varieties of Wandsbek type equally divided, \$5.00 per 100, \$45.00 per 1,000. Salmon and Rocco, separate, \$6.00 per 100; \$55.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN. 3-in., \$10.00; 4-in., \$20.00 per 100; 5-in., 35c to 50c each; 6-in., 75c to \$1.00 each. Larger plants, \$1.50 to \$2.00 each. Good colors. With buds and bloom. HENRY SMITH, Grand Rapids, Mich.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$8 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Cyclamens, 3 and 4-in., \$8 and \$20.00 per 100. Alonzo J. Bryan, Washington, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

COLEUS.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias. Best new and standard varieties; strong, well ripened field-grown roots, at right prices. Send for special wholesale list. Spring Lake Dahlia Farm, Box 332, Spring Lake, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

DRACAENA INDIVISA, 4-in., 12c; 5-in., 20c and 25c; 6-in., 50c. ERNEST ROBER, Wilmette, Illinois.

FERNS.**—FERNS—**

	Per 100
Roosevelt, 2½-in.	\$ 4.50
Boston, 2½-in.	4.50
Scholzell, 2½-in.	4.50
Teddy, Jr., 2½-in.	5.00
Roosevelt, 4-in.	15.00
Boston, 4-in.	15.00

THE REESER PLANT COMPANY, Springfield, Ohio

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. Aspidium, Holly, Mayli, Wilson and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

FERNS. Adiantum Cuneatum, 2-in., \$3; 3-in., \$5 per 100. Croweanum, 2-in., \$6; 3-in., \$8 per 100. Cryptomium Rockfordianum, 4-in., \$15 per 100. Assorted table ferns, 2-in., \$3 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Boston, fine stock, 4-in., \$2.50 per doz., \$16.00 per 100; heavy bushy plants, 5-in., \$3.50 per doz.; \$22.50 per 100. Extra heavy, 6-in., \$5.00 per doz., \$30 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Teddy Jr., 4-in., \$20; 5-in., \$35; 6-in., \$50 per 100. Boston, 5-in., \$35; 6-in., \$50 per 100. The Storrs & Harrison Co., Fainesville, O.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosback, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsias. Extra heavy summer propagated ready for shift. Black Prince, Minnesota. Souv. de H. Henkel (bronze foliage), 3-in., \$3.00 per 100; 2-in., \$2.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

GERANIUMS.**GERANIUMS.**

	2-inch 2¼-inch per 100 per 100
Beaute Poitevine and American	
Beauty	\$2.50 \$3.00
S. A. Nutt and double Gen. Grant	2.25 2.50
Mme. Sallerol	2.00

EVANSVILLE NURSERIES, Evansville, Ind.

ROOTED GERANIUM CUTTINGS

The "Big Four" Bedders. Strong, selected top cuttings only. S. A. Nutt, Gen. Grant, Mme. Buchner, \$1.50 per 100, \$14.00 per 1,000; Beauté Poitevine, \$2.00 per 100, \$18.00 per 1,000. The W. T. Buckley Co., Springfield, Ill.

Geraniums, from 2 and 2½-in. pots, sand rooted. A. Ricard, Beauty Poitevine. S. A. Nutt, Buchner, Montmore, Perkins, Viand, etc., \$2.75 per 100, \$25 per 1,000. Alonzo J. Bryan, Washington, N. J.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings, S. A. Nutt, \$12.50 per 1,000; Ricard and Poitevine, \$15 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLUS.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GLADIOLUS. Guaranteed true to name.

	Per 100
America	\$1.50
Alice Carey	3.00
Halley	2.50
Lucretia	2.75
Mrs. Francis King	1.50
Velvet King	2.50
Willy Wigman	2.50

Price list of other varieties mailed free.

HENRY C. ECKERT, Belleville, Ill.

GLADIOLI BULBS.

All Sizes.

B. HAMMOND TRACY, Wenham, Mass.

GREENS.

Gladioli—Mixture, 2,000 No. 2 at \$5.00 per 1,000; 4,000 No. 3, at \$3.00 per 1,000; 11,500 ¼-in., under \$1.25 per 1,000; bulbets 20 cts. for \$3.50 or all for \$35.00. Cash please. JOHN B. HUMPHREY, R. R. No. 3, Logan, O.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.) \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HYDRANGEAS.

HYDRANGAEA, Otaksa, 3-in., \$5 per 100. HENRY SMITH, Grand Rapids, Mich.

IVIES.

English Ivy, 4-in., \$15 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

LILY OF THE VALLEY.

Valley for Easter forcing. Best Holland grown. From cold storage, \$25 per 1,000; \$13 per 500; \$3 per 100. H. N. Bruns, 3040 W. Madison St., Chicago.

MANETTI.

Manetti Stocks. French, extra size, per 1,000, \$25.00. F. O. B. Chicago. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas, Laelio—Cattleyas our Specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms. Kentia Forsteriana, single specimens; good spread, make better showing than so-called made-up plants. Stock hard and well finished; will give satisfaction and stand store treatment. All in green tubs. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Fainesville, O.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES—100,000 pansies, Sept. sown, cold frame grown. Vaughan's Chicago Parks bedding. Popular Price mixture and Paris Market, per 1,000, \$2.50. Vaughan's Giant mixture and separate colors, per 1,000, \$3.50. ODOR GREENHOUSES, Iola, Kans.

PRIMULAS.

PRIMULA Obconica, 2¼-in. strong, \$4; 4-in., \$12.50; 6-in., \$25 per 100; Chinensis, 4-in., \$12.50, 6-in., \$25 per 100; Malacoides, 2¼-in., \$3; 4-in., \$10; 6-in., \$20 per 100. 4 and 6-in. well in bloom. All varieties. HENRY SMITH, Grand Rapids, Mich.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4, \$7 and \$10 per 100. Ernest Rober, Wilmette, Ill.

Primula Malacoides. Strong 5-in. lavender in bloom; none better. \$20 per 100. Cash. JOHN EITEL & SON, Greencastle, Ind.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

ROSES.

Roses. Field-grown, extra fine, 2-yr.-old, own roots, dormant roses Satisfaction guaranteed. WESTERN ROSE CO., Pasadena, Calif.

Roses. Hardy climbing field-grown and 2½ and 4-in. pot grown. Write for prices. The Leedle Floral Co., Springfield, O.

SCHIZANTHUS.

SCHIZANTHUS. Best colors, fine plants, 2½-in., \$4.00; 4-in., \$12.50; 6-in., \$25.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

Seeds, vegetables, both for forcing under glass and for early plants. Lettuce, cucumber, radish, cabbage, cauliflower, egg plant, pepper and tomato. For prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Pansy, big, finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fire-ball, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

Seeds. Dreer's reliable flower; all kinds. For varieties and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Seed. Corn, both field and ensilage, of excellent quality and germination. Prices quoted and samples mailed on request. T. W. Wood & Sons, Richmond, Va.

Seed. Asparagus plumosus nanus, northern greenhouse grown. For prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. O. Robinson Seed Co., Waterloo, Neb.

Seeds, Asters, Petunias, Sweet Peas and Nasturtiums, etc. Write for our special offer, 1917 crop. John Bodger & Sons Co., Station E, Los Angeles, Calif.

Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Wholesale price list for florists and market gardeners. W. Atlee Burpee & Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Flower, vegetable and farm. 74 years unrivaled reputation. Hurst & Son, 152 Houndsditch, London, England.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Choice flower for florists. For varieties see advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., N. Y.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt & Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds. Beans, peas and sweet corn. Write for contract prices for 1918 crop. Sioux City Seed Co., Sioux City, Iowa.

Seeds, specialties; beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Rutzahn Seed Co., Arroyo Grande, Calif.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Company, San Jose, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

SOLANUM

Solanum Cleveland and Orange Queen. You cannot afford to be without these from Thanksgiving to Christmas. For sizes and prices see advertisement elsewhere in this issue. Carl Hagenburger, West Mentor, O.

SNAPDRAGONS.

SNAPDRAGONS. Seedlings. Keystone, Pink and White, 2½-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

VEGETABLE PLANTS.

Cabbage plants, frost-proof Jersey, Charleston, All-Head, Sure-Head and Early Flat Dutch varieties at \$1.30 per 1,000 in 5,000 lots and up. Ozark Seed & Plant Co., Nashville, Ark.

Bonny Best transplanted tomato plants, \$2 per 100. A. O. SPERRY, Neodesha, Kan.

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100,000 extra strong Vinca variegata ready for a shift from 2-in. pots, \$1.75 per 100, \$17.00 per 1,000; 10,000 year-old cut back, 4-in. pots, \$5 per 100. Elmer Rawlings, Allegany, N. Y.

Vinca variegata, strong stock. 4-in., \$10; 3-in., \$7; 2½-in., \$3 per 100. The Storrs & Harrison Co., Painesville, O.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

The Coggan one-piece box. The ideal box for local trade. 24x4x3-in., \$2 per 100; 20x4x3-in., \$1.90 per 100. Write for special circular. The John Henry Co., Lansing, Mich.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoo Bros., 61-75 Metropolitan Ave., Brooklyn, N. Y.

Small shrubs for planting in nursery rows. Strong stock, well rooted. Write for price list. Thomas B. Meehan Co., Dresher, Pa.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Glass cloth. A transparent, waterproof fabric for hotbeds, coldframes, etc. Sample 3x6 feet, 60c., prepaid. Turner Bros., Bladen, Neb.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 503 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c., postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Bollers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hall storm insurance. John G. Esler, Saddle River, N. J.

MISCELLANEOUS.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastic for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchinson & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros., Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

ARTIFICIAL FLOWERS. Walter Vollman, 2651 Orchard St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge plain 4-in. and 6-in. chiffon. Jos. Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John O. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabasha Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc.; everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

POTS AND PANS.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

POTS AND PANS.

Paper pots and dirt bands. Our square double bottom paper pots and our dirt bands shipped from Pittsburgh, Cleveland, Cincinnati, Chicago, Milwaukee, St. Louis, Kansas City, Mo., and Chester, N. J. Immediate shipment. We have no agents. Address letters for samples and price list to F. W. ROCHELLE & SONS, 40 Main St., Chester, New Jersey.

Neponset Flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Red pots. Before buying write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. Hews' standard. A. H. Hews & Co., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicofine Mfg. Co., St. Louis.

CARNATION STAPLES.**SUPERIOR CARNATION STAPLES.**

Mend your split carnations. Finest article for carnation growers introduced so far. 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE, 284 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 95c; for 500, \$4.00; \$6.50 per 1,000.

Pipe stems, 4 to 6 feet, per 100, 70c; per 1,000, \$4.00. Vaughan's Seed Store, Chicago.

WIRE DESIGNS.

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

WOOD LABELS.

Labels for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

WHOLESALE CUT FLOWERS.

Amling Co., B. C., Chicago.
Angermueller, Geo. H., St. Louis, Mo.
Badgley & Bishop, Inc., New York.
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Bernheimer, Eugene, Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., New York.
Erne & Company, Chicago.
Fenrich, Joseph S., New York.
Fexy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Freres-Windler Co., The, Chicago.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Growers' Cut Flower Co., Inc., New York.

Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.50.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.

The Vegetable Garden.—By Vilmorin-Andrieux & Co. Most complete book published. Profusely illustrated. 782 pages. Price, \$6.00.

The American Flower Garden.—By Neltje Blanchan. Well bound. 368 pages and 92 illustrations. Price, \$5.35.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.

Strawberry Growing.—By Prof. S.W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages, 60 illustrations. Price, \$1.50.

Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, \$6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.

Chrysanthemum Manual.—By Elmer D. Smith. Profusely illustrated. Price, 50 cents.

Landscape Gardening.—By Sam'l Maynard. 338 pages, 165 illustrations. Price, \$1.50.

The Rose.—By H. B. Ellwanger. Its cultivation, varieties, etc. A complete guide. Price, \$1.25.

House Plants.—By Parker T. Barnes. 236 pages and 30 full-page illustrations. Price, \$1.20.

The Book of Water Gardening.—By Peter Blasf. 200 pages, 139 illustrations. Price, \$2.50.

Orchids: Their Culture and Management.—By W. Watson. Eight colored plates. 544 pages. Price, \$10.00.

Greenhouse Construction.—By L. R. Taft. How to build and heat a greenhouse. Illustrated. Price, \$1.50.

Cabbages, Cauliflower, Allied Vegetables.—By C. L. Allen. Also contains chapters on seed raising, insects, pests and fungus diseases common to these plants. Price, 50 cents.

Daffodils, Narcissi, How to Grow Them.—By A. M. Kirby. Illustrated. 233 pages. Price, \$1.21.

The Principles of Fruit Growing.—By L. H. Bailey. Fruit culture is treated thoroughly. 516 pages. Price, \$1.25.

Insects Injurious to Vegetables.—By F. H. Chittenden. 163 illustrations in the 262 pages. Price, \$1.50.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.30.

Greenhouse Management.—By Prof. L. R. Taft. Covers the subject completely. 382 pages. Price, \$1.50.

The Landscape Beautiful.—By Frank A. Waugh. An interesting book. 336 pages. Illustrated. Price, \$2.

How to Grow Roses.—By Robert Pyle. 121 pages. Illustrated. Price, \$1.00.

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The Florists' Hall Association

rate of insurance from Nov. 1st, 1917, to Nov. 1st, 1918, will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars address

JOHN G. ESLER, Secretary, Saddle River, N. J.

Terre Haute, Ind.

With pleasant, warm weather, there was a splendid demand for all kinds of flowers and plants for St. Valentine's day. The call for spring blossoms was enormous, while violets seem to be losing in popularity, with sales diminishing as each year goes by. Plants in bloom moved fast, especially cyclamens, primroses and cinerarias. All in all, the volume of business was about equal to that of a year ago, and much better than was expected, with so many of the young men with the colors.

Harry Campbell is now with the Terre Haute Carnation Co.

S.

SALEM, O.—J. J. Gunn & Co. have filed a petition in bankruptcy. Increased expenses and high cost of fuel are given as the cause. Assets are said to exceed liabilities.

BUFFALO, N. Y.—The retail florists' association, at its annual meeting, elected the following officers for 1918: Chas. Schoenhut, president; Robert Scott, secretary-treasurer, who with W. J. Palmer, S. A. Anderson and Theo. Frank comprise the board of directors.



THE RENOWNED FOOD FOR PLANTS.

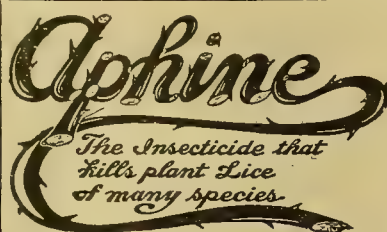
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Okmulgee Window Glass Co., Okmulgee, Okla.



The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

Quart, \$1.00 Gallon, \$2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.

Quart, \$1.00 Gallon, \$3.50

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For eel worms, angle worms and other worms working in the soil.

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is the best balanced fertilizer manufactured. It contains the ten salts constituting soil. It is giving satisfactory results wherever used.

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U. S. YARDS, CHICAGO, ILL.

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CONCENTRATED PULVERIZED
MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

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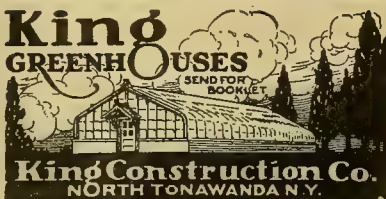
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The Original Patented Article.

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"They are all that is claimed for them."
Geo. E. Lasher.

1,000 for 35c; 3,000 for \$1.00, postpaid.

I. L. PILLSBURY, Galesburg, Ill.



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Dreer's Peerless Glazing Points
For Greenhouses

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The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

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**FULL
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No 2**

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SUPREME CARNATION STAPLES



Mend split carnations
Per 1000 \$0.35
Per 3000 1.00

Postpaid
Samples on request
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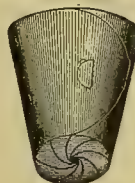
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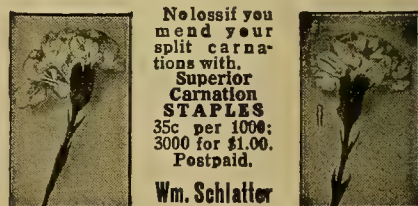


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2263 LUMBER ST., CHICAGO, ILL.

THE AMERICAN FLORIST



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Vol. L.

CHICAGO AND NEW YORK, MARCH 2, 1918.

No. 1552

THE AMERICAN FLORIST

ESTABLISHED 1885

Copyright 1918 by American Florist Company.
Entered as Second Class Matter Nov. 11, 1891
at the Post Office at Chicago, Illinois,
under act of March 3, 1879.

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440 S. Dearborn St., Chicago.

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year; Canada, \$2.00; Europe and Countries
in Postal Union, \$2.50. Volumes half
yearly from August 3, 1901.

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American Florist Co., 440 S. Dearborn St., Chicago

SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

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President; JULES BOURDET, St. Louis, Mo., Vice-
President; John Young, 1170 Broadway, New
York, Secretary; J. J. Hess, Omaha, Neb.,
Treasurer.

The thirty-fourth annual convention will be
held at St. Louis, Mo., August 20-22, 1918.

AMERICAN ROSE SOCIETY.

Next annual meeting and exhibition New
York, March, 16, 1918. BENJAMIN HAMMOND,
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City, Mo., Vice-President; PROF. E. A. WHITE,
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Next annual meeting and exhibition, New
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Next Annual Convention and Exhibition,
Pittsburgh, Pa., November, 1918. Wm. W. Vert,
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Next annual meeting and exhibition. Cleveland
O., June, 1918. JAMES BOYD, Haverford, Pa.,
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OFFICERS — A. E. KUNDERD, Goshen, Ind., Presi-
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N. Y., Secretary.

OWNERS' RISK SHIPMENTS.

Society of American Florists Takes Action.

The Meeting of Catalogue Men.

A large and enthusiastic meeting of
publishers of horticultural catalogues
was held at the new national head-
quarters of the S. A. F., 1170 Broad-
way, New York, February 21, at 2
P. M., to consider the question of li-
ability attaching to a proper delivery of
plants to purchasers. The subject was
discussed from all standpoints, and the
experiences of many of those present
were related. It seemed to be the con-
sensus of opinion, that when plants
were properly packed, according to
standard methods, and delivered to the
transportation company, the respon-
sibility of the shipper ceased, and the
shipment while in transit was at the
risk of the purchaser. The following
resolution resulted, the vote on the
same being unanimous:

"Resolved, That all wholesale ship-
ments of perishable nursery and green-
house stock, also seeds and bulbs, shall
hereafter travel at the purchasers' risk,
and it is recommended that this rule
be adopted by all shippers."

The action taken was considered
necessary, owing to existing conditions
in express service at the present time.
It was also decided by unanimous
vote, that the matter be referred to
the committee on tariff and legislation
of the society, Wm. F. Gude, chair-
man, Washington, D. C., with the re-
quest that all claims be filed in a
block, placed in the hands of an at-
torney, and that the committee confer
with the counsel of the American Asso-
ciation of Nurserymen, and that the
committee bring to the notice of the
transportation companies some facts as
to the large amount of business being
transacted by parcels post.

It was also suggested, that when
damage to a shipment is visible or
suspected, the consignee accept the
shipment subject to examination by
the express agent and the filing of a
claim to cover the damage to be de-

termined. It is a matter between the
consignee and the express company,
which company has already signed for
the shipment as in good condition, and
it is impossible for the consignor to
make the adjustment necessary in the
circumstances.

The gathering was a thoroughly
representative one, and included dele-
gates from some of the largest shipping
concerns in the country.

JOHN YOUNG, Secretary.

Penn's Plea for Bigger Business.

Now that our publicity campaign is
well on its way, may we not expect
further encouragement for still greater
results in this good work for the stimu-
lation of better and bigger business
from those who have not as yet sub-
scribed to our fund? Your officers of
the S. A. F. and members of publicity
and finance committees and their aux-
iliary committees of the various dis-
tricts and states are giving of their
time and money towards this new
movement, but the response is not up
to the mark. Show your appreciation
of this good work for greater sales of
flowers by sending in your donation
now, thereby not only increasing your
own sales, but by also helping every
branch of the florist business. Will
you be satisfied to allow your neigh-
bor to contribute to our publicity fund,
and not do your bit?

Show your liberality by coming
across now, without any solicitation on
the part of any one, and make this, our
first campaign, a big success. Send
your checks to John Young, secretary,
1170 Broadway, New York.

For every dollar spent now, it will
come back 10 for one, in the near
future.

Get the thought now in the minds
of the public for the need of more
flowers and take advantage yourselves
by tying up to our publicity movement
in your own town through the daily
press, and watch the results. We are

out to raise \$50,000 for our first campaign. We have raised \$30,000 now. Let's go over the top, and you'll feel better for doing your duty in this fine noble work which the S. A. F. has undertaken to do.

APPRECIATION.

I want to take this opportunity of thanking you in behalf of the publicity and finance committees of the Society of American Florists for giving them valuable space in your paper and thereby helping our campaign to further its mission towards raising our \$50,000 necessary to carry out our plans.

I have watched with great interest all articles written and published by you, as well as those of members interested in our great work, and I know the feelings of the officers and members of the S. A. F. are being expressed in the above sentiment.

HENRY PENN,

Chairman Publicity Committee.

National Publicity for Flowers.

Judging from the newspaper clippings being received by the promotion bureau of the Society of American Florists there was a large and general response from retail florists to the suggestions made that they make individual effort to draw to their own establishments the benefit of the publicity accruing from the page advertisement in the Saturday Evening Post. In many cases a large co-operative advertisements were used, the copy covering a whole page. The electrotypes supplied by the promotion bureau were very generally used and the advertisements stood out prominently, so that they could hardly fail to attract attention.

Those who have sent in orders for window and door transfers, and glass signs will please take notice that delivery of all has been promised in a few days, and all orders will be filled within a day following the receipt of the material. The stock of electrotypes provided for Easter and Mothers' day, and other occasions is now at hand, and all orders for the whole set, or single electros, are now filled.

The Wholesale Florists' Association of St. Louis has come across handsomely by a contribution of \$25 from each member. Chairman George Asmus of the publicity finance committee reports the following additional subscriptions annually for four years unless otherwise noted:

A. Weaver, Massillon, Ohio.....	\$ 5.00
W. J. Evenden, Williamsport, Pa.....	5.00
C. B. Johnson, Woburn, Mass.....	10.00
Casey Florist Co., Melrose, Mass....	10.00
Pelree Bros., Waltham, Mass.....	25.00
F. I. Deake & Co., Pittsfield, Mass...	5.00
H. J. Ball, West Derby, Vt.....	5.00
Herbert Spavins, Mt. Kisco, N. Y.....	5.00
John J. Connolly Estate, Rosemont, Pa.	5.00
Richard D. Kimball, Waban, Mass....	4.00
R. P. Peterson, Framingham, Mass...	5.00
Hugo H. de Wildt, Providence, R. I.	5.00
Kent Flower Store, Newark, O.....	5.00
Bruno Henker, White Plains, N. Y.....	5.00
Stephen Mortensen, Southampton, N. Y.	50.00
Van Lindley Co., Greensboro, N. C.	(second subscription)
Michler Bros. Co., Lexington, Ky.....	5.00
Baumgarten Florist, Inc., Milwaukee..	5.00
Henry C. Berning, St. Louis.....	25.00
C. A. Kuehn, St. Louis, Mo.....	25.00
Wm. C. Smith, Wh. Fl. Co., St. Louis	25.00
Windler Wh. Fl. Co., St. Louis....	25.00
The Heepe Co., Akron, O.....	15.00
F. J. Ullrich Co., Tiffin, O.....	5.00
E. R. Asmus, Gloucester, N. J.....	50.00
W. H. Ernest, Washington, D. C.....	5.00
C. J. Switzen, Monticello, Ind.....	5.00
Ansel D. Carpenter, Cohoes, N. Y....	25.00

Total\$ 439.00
Previously reported from all sources..\$30,198.00

Grand Total\$30,637.00
JOHN YOUNG, Secretary.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Arm Shower Bunches.

At a recent wedding, the bride carried a shower bunch of white daisies and white sweet peas, which was loosely arranged and plentifully decorated with chiffon. There was no handle, there being as a finish here, a bunch of daisies in the reverse direction, the space between being filled with the fluffy bows of the chiffon. The bouquet was carried over the left arm, the shower falling over the front of the dress. The shower was of No. 2 satin ribbon.

The maid of honor's bunch was made in a similar manner, of yellow daisies and lavender sweet peas, with sprays of shaded lavender and yellow snap-

dragons reversed at the handle. This was decorated with figured, shaded yellow chiffon, and carried over the arm. Both bouquets were of good size, but not heavy, as the flowers, and plenty of them, were so loosely arranged. With the chiffon ribbons, they presented a finished appearance which is not seen to the best advantage in the illustration, as it was necessary to take a partial side view to show the arrangement at the handles.

Wolfe's Tuscania Memorial Wreath.

One of the most artistic floral designs seen in Waco, Tex., in many years, was the gift of Wolfe, the Florist, of that city, for the memorial services for the victims of the Tuscania. The wreath, representing the splendid handiwork of Mrs. Annie Brigance Wolfe, was of red, white and blue, the outer circle being of red carnations,



ARM SHOWER BUNCHES.
Daisies and Sweet Peas.

the blue ribbon inserted ending on a field of calla lilies, the center of the design being a silken flag, while perched above was a dove. The design was a duplicate of that which easily won first prize at the recent Houston flower show.

Hotel Flower Stands.

ED. AMERICAN FLORIST:

There is a demand among high-class hotels for flower stands for the sale of cut flowers and plants to guests and to supply decorative plants for the hostelry. Have such stands in leading hotels proved a paying proposition generally? What is considered a fair average rental on decorative plants on an annual basis, such stock to be watered as required, washed and dusted, and where locations prove unfavorable, changed every three or four weeks? I operate glass and carry a good line to meet the requirements, but in this locality during five months of severe weather, the cost of wrapping and delivering large cibotiums, etc., is considerable.

D.

Toronto.

Conducting a flower stand in a hotel, and depending entirely on the work of the house and the patronage of the guests, has never been found very profitable. Even as a branch of a store with an established business, the stock of which, as well as help, can be drawn on at a moment's notice, never much more than pays expenses, and many such ventures are given up as unprofitable. When the business is conducted in a store on the ground floor of the hotel, with an entrance and show window on the street, and the rear, opening on one of the corridors, there is a much greater opportunity, as a goodly share of the transient and family trade of the whole city is a possibility.

One of the most successful stores of this description is that of J. J. Habermehl's Sons in the Bellevue-Stratford hotel, Philadelphia, Pa. This is one of the noted hostelries of the country. It is also the center of the social life of the city, as here are held the assembly balls, and nearly all other large public and private social events. At many large dinners, balls, receptions, etc., the decorations are very elaborate and amount to thousands of dollars. There are also a continuous run of luncheons, small dinners and after the theatre or opera parties, at which there are always more or less flowers required for decorating the table, corsages, etc.

John Habermehl, in recounting their experiences, when at first the business was a branch of their store and greenhouses at 22nd and Diamond streets, said that old customers would order flowers from them over the phone at the hotel store, but ask that they be sent from the greenhouses, as they were afraid they would cost too much if put up at the down town store. This hurt the trade somewhat, but on the other hand they gained perhaps more on account of the prestige of their position and the higher class trade they were catering to, and received orders from strangers, who wanting something choice, came to this higher class shop to get it. At times, the hotel business was a great advantage, particularly when they made all arrangements for the work directly with the guests or parties themselves. When, however, the management undertook the com-



ARM SHOWER BUNCHES.

Yellow Daisies, Lavender Sweet Peas and Snapdragons.

mission, and the flowers were billed to them at retail prices they placed a good-sized profit on the goods ordered, and as the flowers were known to come from the hotel florists, they were blamed for the high price.

The hours of the hotel store are very long, there being so many late affairs and after the theatre dinner parties. Frequently a crowd would come in late and a number of tables would have to be fixed up at once. This meant late hours for the help and carrying a stock of flowers to meet such requirements. In such a large place, the permanent decoration of halls, dining rooms, parlors, etc., requires a lot of plants, and one man's time to look after them. All the work of cleaning, watering, etc., had to be done at hours that did not interfere with the guests in the use of the rooms.

For the rental of such stock, at least 75 per cent, or if possible, the entire cost of the plants used should be

charged for the first month's hire, as two months is about the average life of stock which has so much to contend with. Customers often complain when charged \$1 for the hire of a \$10 palm, which Mr. Habermehl said was really not enough, as after being used 10 times, there was nothing for labor, hauling, damage, or the necessary accessories. He figures that it costs at least 25 cents each to transport decorative plants, counting from selection in greenhouse until they were returned. As many rent them out at from \$3 to \$4 a dozen, or \$10 a load of three dozen, they are doing business at a loss. Far too many florists do business in a haphazard way, not keeping any account of their overhead expenses. Loads of plants that go out, should have every plant, pedestal and pot cover charged up, the list to be checked up on the return. It is very easy to lose a plant or pedestal here and there, particularly if some one

about the building happens to set one aside to take home. Great care must be taken to charge up every plant that is used in renewing stock hired by the month, as only in this way can it be determined whether it was profitable. As to operating a flower stand in a hotel without a street or window display, Mr. Habermehl said he would not think of it, the ordinary business of the transient guests being too uncertain.

Chas. Stahl, another Philadelphia florist who makes a specialty of decorations and hotel work, believes there would be no money in this branch for those who do not have greenhouse facilities in which to recuperate the stock. To make the business of hiring plants profitable, there must be almost continuous use, carrying them from place to place, sometimes for a week before they get back home. Plants rented out by the month have to earn almost their full value the first month. He has found the imported palms to stand much better than the home grown stock, which he attributed to a better root growth. Palms from the other side are as a rule in smaller tubs in proportion to the size of the plant. The tubs, too, were filled with a mass of roots.

Next Week in the Flower Shop.

We are now approaching the greatest floral holiday of the year, it being only three weeks to Palm Sunday, which is the first day of the Easter week, that period which affords such a great opportunity to those prepared and ready to take advantage of it.

All energies should be utilized in preparation for this great event. All accessories, such as plant baskets, lattice boxes, plant tubs, fern and bulb pans, crepe paper, pot covers, mats, fibre and other ribbons, if not already in stock, should be ordered at the earliest possible moment. Old stock, if painted or gilded, can be made to look almost as good as new, and much of it worked off at this time.

If all plants have not been ordered or selected, this should be attended to at once. The general opinion among the weather vane of the trade, is that there will be a business fully as good as that of last year. It is not too early to display a well filled plant basket or two. Many who see them now, will remember when they want them later.

Have two good-sized lettered cards prepared with the inscription "Easter Sunday, March 31," one each for the store and window. They will have great advertising values.

Always have displayed a good-sized pan or two of Easter lilies; very often orders are received from such samples. A shallow tub, enameled white, with the bands gilded, is a good receptacle for lilies. Secondhand ones are often to be had from confectioners, which are then to be painted.

All stock sizes of wreaths and crosses should be mossed during spare moments. If the magnolia leaved pieces are running low, get busy on these and avoid night work later on.

The market is now full of flowers. Run a special each week using sweet peas, calendulas, carnations, or roses. A neatly gotten up card that Uncle Sam will carry for two cents should be sent to the customers' list weekly, calling attention to the special. All should carry the date of Easter. This is personal, up-to-date advertising, which will bring in far more than it costs.

Do not forget Paddy's day. It comes on Sunday this year, so the parade will take place on Monday. It is always worth while to feature the day, as there are public and private dinners, at which "green" carnations, shamrocks, etc., are more or less in demand.

The national publicity fund passed the \$30,000 mark last week. Is your subscription in yet? Henry Penn, of Boston, spent this much to advertise his own business last year, while the whole trade and allied interests have been struggling since last August to raise \$50,000. Peel off a five, ten or twenty from that roll and send it at once to John Young, secretary, 1170 Broadway, New York.

Lilium Giganteum.

As many growers of *Lilium giganteum* are in a quandary as to whether their plants are coming along just right for the early Easter, the writer made a visit to Harry Faust at Merion, Pa., who has for years made a specialty of forcing lilies for sale in pots at that time. His crop (he has some 12,000 bulbs), is making satisfactory progress. The first batch of 7,000 bulbs was potted December 10-15. These are now on an average about nine inches above the pots. Some smaller and stronger plants are seen, here and there, 12 to 15 inches above the pots. No buds are in sight as yet. Another lot of 5,000 bulbs was potted December 28-30. All were 7 to 9-inch stock. This last batch is coming along very fast, many of the most forward being seemingly nearly as far advanced as those potted two weeks earlier. The night temperature for all, has been, from the start, not less than 60°; now the mark is 65°, and up to 70°, during the day. When the sun is out, they get all that comes from this source, even if it gets up to 85° or 90°. Water is given freely when required, with syringe baths frequently on all sunny days. The water used has the chill taken off by means of a steam chamber, consisting of a six-inch pipe, eight feet in length, through which the 1¼-inch water main passes.

About five per cent of the potted bulbs either failed to start or have shown they will not amount to anything. These are thrown out as the plants are given more room, which is now being done. This percentage of loss is considered below the average. Mr. Faust is satisfied that he can easily flower all plants, in which the buds can be seen by opening up the foliage one month before Easter Sunday. They need not be even large enough to count. After they turn down, it takes about two weeks to finish them for market.

The illustration shows an average sized plant from each set of bulbs. The one on the right is a trifle the strongest, but the other, planted two weeks later, is fast catching up. The stick in the pot marks its exact height, on February 2. The photograph was taken February 9. The plant appears to have almost doubled in size since that time. Several plants measured gained an inch in height on February 11, which was a bright sunny day. Mr. Faust thinks that the second planting will catch up to and be in flower along with the others in good time for Easter delivery.

National Botanic Garden to Be Enlarged.

Wm. F. Gude, Washington representative of the Society of American Florists, supplies the information that, in an amendment to a bill (H. R. 9867), intended to be proposed by Mr. Gallinger, it is provided that within two years after the conclusion of the war, buildings shall be removed and the land known as East Seaton and West Seaton parks, shall be attached to and become a part of the national botanic garden, with permission to erect conservatories and other improvements of a permanent character.

PATCHOGUE, N. Y.—Frank Gleiche, of Medford, L. I., is reported to have purchased the range of Frank Niquet.

OTTAWA, ONT.—At a recent meeting, the advisability of forming a florists and gardeners' club here was discussed, the plan being well received.



GIGANTEUM LILIES.

Photo Taken February 11. Plant to the Right Started First Week in December; One to the Left, Last Week in December. Stick Shows Size of Plant February 4. Pots are 5¼ inch.

CHRYSANTHEMUM SOCIETY OF AMERICA

REVIEW OF THE WORK OF THE EXAMINING COMMITTEES FOR THE SEASON OF 1917.

Name of Variety	Where Shown	Date	Exhibited by	Color	Type	Scale	Color	Form	Fullness	Stem	Foliage	Substance	Depth	Size	Total
Idolph.....	Cincinnati	Oct. 13	Elmer D. Smith & Co., Adrian, Mich.	Pink	Pom.	Pom.	35	15	18	17					85
Idolph.....	Chicago	Oct. 15	"	L. Pink	Pom.	"	36	18	18	18					90
Adironda.....	Cincinnati	Oct. 20	"	Bronze	Pom.	"	38	18	19	17					92
Adironda.....	Chicago	Oct. 20	"	Bronze	Pom.	"	39	18	19	18					94
Edina.....	Chicago	Oct. 20	"	L. Pink	Pom.	"	40	18	18	18					94
Edina.....	Cincinnati	Oct. 20	"	L. Pink	Pom.	"	36	17	19	17					89
Laneta.....	Chicago	Oct. 20	"	Pink	Pom.	"	38	19	12	18					93
Laneta.....	Cincinnati	Oct. 20	"	Pink	Pom.	"	38	17	18	17					90
Wanda.....	Cincinnati	Oct. 27	"	White	Pom.	"	32	16	18	17					83
Liberty Bond.....	Cincinnati	Oct. 27	"	White	Inc. Jap.	Exh.	13	13	12	5	4			12	27 86
Liberty Bond.....	Chicago	Oct. 27	"	White	Inc. Jap.	Com.	19	13	8	14	14	13			9 90
Mimico.....	Cincinnati	Oct. 27	"	Pink	Pom.	Pom.	35	19	19	18					91
Aduana.....	Chicago	Oct. 29	"	Pink	Jap.	Com.	19	14	9	13	13	14			9 91
Midnight Sun.....	Chicago	Nov. 3	"	Yellow	Inc. Jap.	"	15	14	9	13	14	14			9 88
Midnight Sun.....	Cincinnati	Nov. 3	"	Yellow	Inc. Jap.	"	19	12	8	14	13	13			8 87
Midnight Sun.....	Cleveland	Nov. 8	"	Yellow	Inc. Jap.	"	18	14	9	13	12	13			8 87
Betsy Ross.....	Cincinnati	Nov. 3	"	White	Inc.	"	18	13	9	14	13	14			9 90
Betsy Ross.....	Chicago	Nov. 3	"	White	Inc.	"	19	14	9	14	14	14			9 93
Betsy Ross.....	Cleveland	Nov. 8	"	White	Inc.	"	18	13	9	13	13	14			8 88
No. 206-14-6.....	Cleveland	Nov. 8	"	Pink	Pom.	Pom.	28	18	16	18					80
Naponee.....	Cleveland	Nov. 8	"	Pink	Inc.	Com.	18	12	9	14	12	12			8 85
November Glow.....	Cleveland	Nov. 8	"	Bronze	Inc.	"	17	14	9	12	10	12			8 82
Purple King.....	Chicago	Nov. 10	"	Purple	Jap.	"	18	14	9	10	12	14			10 87
Mrs. C. W. Johnson.....	Cleveland	Nov. 8	Mt. Greenwood Cemetery Association Morgan Park, Chicago.	White	Inc. Jap.	Com.	18	18	9	15	14	13			9 91
Mrs. C. W. Johnson.....	Cleveland	Nov. 8	"	White	Inc. Jap.	Exh.	15	14	14	5	5				13 26 92
Mrs. C. W. Johnson.....	Chicago	Nov. 17	"	White	Inc. Jap.	Com.	19	14	9	14	13	13			9 91
No. 31-16.....	Cleveland	Nov. 8	"	White	Inc. Jap.	Exh.	14	13	13	5	5				14 28 92
No. 24-16.....	Cleveland	Nov. 8	"	Rose Pink	Inc. Jap.	Com.	13	15	9	13	12	12			7 81
No. 20-16.....	Cleveland	Nov. 8	"	Pink	Inc. Jap.	Com.	18	12	9	12	12	13			8 84
No. 21-16.....	Cleveland	Nov. 8	"	White	Jap.	Exh.	13	12	12	5	4				13 25 84
Sunshine.....	Cleveland	Nov. 8	J. B. Goetz Sons, Saginaw, Mich.	Yellow	Jap.	Exh.	13	13	13	4	3				12 27 85
No. 8.....	Cleveland	Nov. 8	The Friedley Co., Cleveland, Ohio.	Yellow	Ane.	Ane.	35	18	18	17					88
Christmas Gold.....	Chicago	Dec. 14	The Friedley Co., Cleveland, Ohio.	Yellow	Pom.	Pom.	36	18	15	18					87
Bronze Un-ka.....	New York	Oct. 6	E. W. Fengar, Irvington, N. J.	Bronze	Inc. Jap.	Com.	17	13	7	14	14	13			8 86
Bronze Buckingham.....	New York	Nov. 3	E. W. Fengar, Irvington, N. J.	Terra Cotta	Single	Sgle.	35	15	18	18					86
Delaware.....	Philadelphia	Oct. 6	George Fountain, Wilmington, Del.	Pink	Inc. Jap.	Com.	18	13	9	12	12	13			8 85
Nashawtue.....	Boston	Nov. 17	S. R. Cowey, Walpole, N. H.	Yellow	Inc. Jap.	"	20	12	9	12	11	13			8 85
Abenaque.....	Boston	Nov. 17	S. R. Cowey, Walpole, N. H.	Yellow	Ref. Jap.	"	20	14	9	10	10	13			9 85

Scores possible under scales used (C. S. A. Official)

Com.	20	15	10	15	15	15	10	100
Exh.	15	15	15	5	5	5	15	30 100
Pom.	40	20	20	20	20	20	20	100
Single	40	20	20	20	20	20	20	100

CHAS. W. JOHNSON, Sec'y.

CHRYSANTHEMUMS

Early Preparations.

An early start is a very essential factor for the plants intended to produce high-grade blooms, whether the object in view is for exhibition or for first-class commercial purposes. Many of the very finest exhibition varieties have to be started early to insure their being full double blooms at their best as regards size, depth, fullness and petalage. The very early commercial varieties, to be profitable, also require early propagation and a long season of growth to ripen their wood for the maturity of the blooms in their respective season. A large number of growers do not take this into consideration and treat the varieties of every section alike, without any regard of the time of their blooming; consequently, we find every year poor examples of the early sorts sent into the markets at the same time as the mid-season varieties.

The large specimen pot plants are another class that need early starting to be able to get plants of the largest size. The best stock obtainable is none too good to start as cuttings to produce the class of plants mentioned. The first consideration, therefore, is to get the stock plants in the best of shape. Go over the stools and clean off any diseased leaves.

Then loosen up the surface soil a little between the plants. To encourage the stools to throw a good supply of cuttings, they should be given a light, sunny bench and the soil kept a little on the dry side, with a moderate degree of temperature maintained. A high temperature will produce cuttings quickly, but they will be thin and spindly, remaining in that condition for a long time.

One of the surest precautions against diseases of any kind that chrysanthemums are subject to is to watch closely even the smallest detail in the general routine of caring for the plants from start to finish. Do not allow them to become infested with insects before attempting to eradicate the pests. Nowhere does "an ounce of prevention is worth a pound of cure" apply more forcibly than in keeping chrysanthemums clean of insects.

While the method most generally used in propagating chrysanthemums is to run the cuttings in the usual propagating bed of sand, many of the private gardeners who are most expert in growing the large exhibition blooms do not insert their cuttings in the sand at all, but pot them direct into 2¼ or 2½-inch pots and set them on a bench where they can be kept a little close and syringed regularly until rooted. The short-jointed cuttings, before they have had a chance to lengthen out at all, are the best to select for this method of propagation. Trim the cuttings in the usual man-

ner, removing any surplus foliage, and when potting set firmly and soak the cuttings well in. Use a fresh, finely sifted soil, with a liberal amount of clean, sharp sand added. After the first soaking in, they will stand for several days before needing water again, excepting an occasional syringing, but the soil should not be allowed to become dry enough to cause the cuttings to wilt. Strive at all times to keep the cuttings firm and plump until root action has commenced. Then as the young plants become established in the soil and are in need of shifting into larger pots they should be attended to, so as to guard against the wood becoming hard. The same selection of the cuttings for the propagating bed as that advised for the pots should be carried on, so that there will be a uniformity of grade with the plants throughout the season.

The sand best suited for propagating chrysanthemum cuttings is a medium coarse torpedo bank sand that will allow the water to pass freely through it and remain sweet. When a green scum forms quickly on the surface the sand is not suited for propagating purposes. The one most important point to consider in the propagation of chrysanthemums is never to allow the cuttings to wilt. The amount of water that has to be given by watering or spraying to prevent this makes it imperative that the sand be fresh and clean. Another advantage of early propagation is that when a

variety is scarce it can be very readily increased by planting out the young plants and propagating therefrom. In addition to the exhibition sorts that should go into the sand at this time, the following early varieties should be propagated now. They are all short-jointed growers and need a long season of growth: Pink and White Ivory, Polly Rose, Smith's Advance, Golden Glow, Alice Day, Unaka, October Queen, Tiger, Early Rose, Monrovia, and Early Frost.

C. W. JOHNSON.

PLANT NOTES.

Easter Lilies.

The one important crop to the plantsman at this time is the lilies for Easter, for they must be properly timed to be at their best on that date. Easter this year comes March 31, and most growers like to see buds on their plants six weeks before that time. If the buds are not showing, the temperature will have to be increased to 70° at night. This will do the plants no harm if they have good sunlight during the day and are given all the ventilation possible, but the ventilators should not be opened unless the sun is shining and the thermometer at least at the same degree as the night temperature, and avoid all draughts possible, for the plants grown so warm are very tender. It is next to impossible to bring a lot of lilies in all together, so it is better to grow them so the slowest ones will be in on time, and move those that are more advanced into a cooler house and retard them, but this should not be done until the buds are nearly full grown. A lily retarded when the buds are forming is very difficult to start into active growth again, but after the first buds begin to turn white the plants can be moved into a house of 50° or lower and they come on slowly and will be of better quality than those grown warmer. The plants should be all tied to a neat stake as soon as the buds form, if not already done, for the buds add considerable weight to the top of the stems and they bend over very quickly. When the buds form, if the plants are pot bound, a watering of liquid manure will increase the size and substance of the flower. It will be a continued fight against aphids from this time on, and fumigation or spraying with nicotine will have to be regularly and continually practiced to bring the plants into bloom in the best condition.

Mignonette.

The grower will always find some plants in his beds of mignonette that produce exceptionally large spikes of bloom; the plants are more vigorous in foliage or the blooms of better form, and these spikes that show special characteristics should be selected and the seed saved, and in this way the grower can procure a strain which after two or three years' selection will be far ahead of any seed he can buy. This seed should, however, be saved before the bees and other insects are flying around and attracted to the houses, for they will cross-fertilize the flowers with undesirable strains. The seeds of mignonette do not ripen all

at once, and as the pod remains open the ripe seed falls out and is lost, so special preparation must be made to receive it. Select the spikes that are to be saved for seed and tie them to strong stakes and mark them. The flowers should then be cross-fertilized by rubbing a camel's hair brush up and down the flowers. This should be done every bright day, so as to secure a thorough pollination. To catch and hold the seed, take a piece of heavy brown paper and roll it into a cone shape, and after winding a piece of cotton around the stem and stake below the flowers tie the small end of the cone-shaped paper around the cotton, the paper spreading upward so as to catch all the seeds that drop out of the seed pods. This can remain until all the seed has ripened, and as the spike grows the cross-fertilization continues, but care should be taken that no water gets into the paper to wet the cotton, and the seed must be gathered before the days become so warm that insects and bees are in the houses.

Sweet Peas from Cuttings.

New sweet pea varieties being always expensive and not always seeding freely, multiplication by cuttings may be made to increase the production from a certain amount of seed four or five fold. First of all, the mother plants must be grown short and stocky, for cuttings from weak plants would be worthless. When the plants are four to five inches high and have five to six joints make the cuttings with a good pair of scissors, just above the third joint. Scissors are better than a knife, on account of the fibrous stems, which, resisting the knife, are apt to tear or pull the roots. Remove the leaves from the cutting, except the upper two, and pot in sand in thumb-pots, taking care to place them near the edge. Water before and after potting, cover with glass; wipe the glass now and then, to remove superfluous moisture, and shade if too hot, though the cuttings like the light. They will be rooted in two or three weeks, when the glass may be removed, and a week later they may be repotted and treated the same as seedlings. Well cared for, they will give the same results and will bloom about the same time.

Violets.

With the approach of spring the violet plants grow rapidly and quantities of runners will spring from the old stools and propagation of the runners at this time will save much time and room later in the season when the spring stock is insistently demanding space, and much better plants are procurable from cuttings taken now than from divisions in May, when the days are often warm and the plants more or less exhausted. And if the young stock is procured now the old plants can be thrown out as soon as through blooming, securing available room at once. These runners or laterals root easily at this time in a propagating bench or can be taken off with a few small roots and either potted or placed in flats and will take but little room. And as early as possible placed in a cold frame. Treated in this manner, splendid stock may be obtained for planting out early, either in the field or in the houses, and with good strong stock to start with much better results

are sure to be attained than by being obliged to plant small, weak stock later in the year. As the warm days approach the houses will need to be shaded, for the sun bleaches the flowers, and a watering of liquid manure will greatly assist in maintaining the size of the blooms and also keeping up the color.

Hydrangeas.

The greatest demand for hydrangeas is in May and June, and to have them in the best condition at that time the plants should be started before March 1. While they may be started later and forced harder, yet the plants so grown are not as sturdy and do not give so good satisfaction after they are placed on the porches. Start the plants in a cool house and if the wood has become dry in their winter quarters frequent syringing will assist in softening it. When they begin to grow do not crowd them. Crowding and too much heat are the principal causes of the long, ungainly plants so often seen. If they are grown in a cool house, with plenty of room, the plants will be sturdy and short-jointed, covered with beautiful foliage and shapely, and are a great ornament, which surely cannot be said of the tall plants with small foliage and bare stems toward the base. When the plants begin to grow rapidly they will require plenty of water, and during the warm, sunny days of spring, when the houses are hot, all the ventilation possible, and at this time watch carefully for red spider, which gather in great numbers on the young growths and blooms and quickly spoil them. If they appear, syringe heavily until they are overcome. Keep the plants staked and tied as soon as required.

Floricultural Advancement.

Paper by Edward Williams, Grand Island, read at the annual meeting of the Nebraska State Florists' Society, Lincoln, January 15.

The subject, "Advancement of Floriculture," having been assigned to me, I will endeavor to give you a brief synopsis of the past year, as it enters my mind at this time. The year 1917, from what I can gather, was the best year, from a business standpoint, the florists have enjoyed. Several new varieties of roses for cut flowers were introduced, which will be grown extensively this coming year. The rose, Columbia, which I have had the pleasure of seeing, seems to me to be ideal. E. G. Hill may well be proud of this addition to the rose family. Ophelia Supreme, by Dailedouze Bros., is another which ought to do well with all of us, as the parent rose, Ophelia, is an easy doer. So they claim for this rose.

In my estimation, the Pink Killarney is on the decline. This season will be the last of them for several growers. Many are growing the Shawyer for their leading pink rose, which is a superb sort if mildew can be kept away from it.

I do not believe that our list of carnations can be improved upon for the coming season. While we have for red that wonderful Nebraska, which, in my estimation, will be the leader in its color for years to come, there are Belle Washburn, Mrs. C. W. Ward, Cottage Maid, the Enchantress family, Matchless and White Wonder.

There are several new varieties in the chrysanthemums for pot culture as well as cut flowers, which we will

hear from later. The list is so large that I will not endeavor to name them. What we want to grow are the best ones for average returns, the ones that bring in the money to help pay the coal bills, and leave the show varieties to the fellows who do not have to pay.

Imported plants were very scarce this past season, hence we have had to fall back on what we had ourselves. In my case, the cyclamens were the leaders. They sell themselves. The last Christmas demonstrated that. There is no question but that we are keeping pace with the times when it comes to bringing in new varieties, and building modern plants, which are essential to growing good plants and cut flowers. Now, how about the returns? Getting right down to brass tacks, are we getting the returns? I have dwelt on this subject before, and I am afraid that you will begin to think that I am a crank on the subject, but, nevertheless, I am going to say a word or two. Are we getting as good a return from our investment as good a return from our investment as we would if our money was invested in another commercial line? You will answer me by saying that it all depends upon the man at the helm. True, to a certain extent. There is hardly another line of legitimate business that carries the risk we do, hence our remuneration should be accordingly. What did we face last fall when it was time to lay in our winter supply of coal? This winter is taxing the energy of every grower, large or small, to conduct his business along economical lines. We were face to face with an increase of from 40 to 50 per cent on our coal, a problem that looked gigantic, and the only way we can meet it is to adjust our prices to meet the advanced expenses. Some of us secured our winter supply, others did not, and they have had to suffer the consequences by having to close a part of their ranges or discontinue doing business altogether. Speaking for myself, I figured as nearly as I could and prorated the extra expense through the season, compared with last season, and have endeavored to get better prices for my commodities.

I find that adhering to our method of allowing 20 per cent to our agents means quite a good deal for a season and helps meet our extra expense. I think that if we can get an even break in a season like this one we can congratulate ourselves.

The profession, as a rule, is a patriotic lot, and we are called upon a little more often than others for donations of different character, hence our generosity sometimes gets a little the best of us.

We are confronting right now a problem that we must take heed of, and must govern ourselves accordingly. I will only say this much, which ought to suffice for those of us who have kept watch of what has been done in our behalf, that if there is a florist in Nebraska who is not a member of the S. A. F. he ought to be, and if I have my way he will be a member before this year rolls around, for he is getting the benefit of something that he is not paying one cent for—like a boy peeking through a fence at a baseball game, which he could not do if the people on the inside did not pay to get in.

There are many more florists forcing vegetables this winter than ever before, and they will force vegetable plants for early spring planting and the returns for them will help towards meeting the extra expenses.

The people, as a whole, expect to pay more for flowers and plants than they did a year ago. They know that the expense of producing them has advanced to a degree that it would be suicide to try and hold them at the old prices. I do not believe that the government means to prohibit people from buying what they deem necessary. A funeral without flowers is the same as trying to dance without music. A sick room without a plant or a bouquet is like a death chamber. You will hear people call the product of our business a luxury. Far from it. It is just as essential to have flowers for certain occasions as it is to live. The past year has brought new thoughts to use in our line, the same as to others. What we have to do is to adjust ourselves to the conditions; not overdo it, but try and add to in a way that will pull us through without scaring us.

There are many new things in sight for us the coming year. We have progressed sanely, and it is up to each individual to proceed along lines such as will strengthen our standing in a commercial way; also along the conserving way. Since we met a year ago, there has more transpired than we care to tell or repeat.

I sincerely hope that when we meet again we can smile with the smile that is true and with a handclasp that is firm, with the conditions that the flag which bears the stars and stripes of a united country shall have shown to the world that democracy means peace, and that we will have it.

Fern Scale Control.

ED. AMERICAN FLORIST:

Will you kindly advise me of a remedy for a small white scale that attacks the Boston fern and turns the fronds white or yellow, as shown by the specimens enclosed.

C. E. F.

Oklahoma.

This particular scale insect is, unfortunately, a rather common pest on Boston ferns, and also attacks other varieties, doing much injury. Either dipping in, or spraying with, a solution consisting of half an ounce of whale oil soap and one teaspoonful of the 40 per cent solution of nicotine to one gallon of water, will help to overcome this trouble, but the treatment will have to be repeated several times in order to be effective. After using this solution on the plants the latter should be protected from sunshine for a day, as the soap will be likely to injure the young leaves unless they are protected from the sun.

T.

JAMESTOWN, N. Y.—Local florists have formed an organization with the following officers for the ensuing year: G. H. Heels, president; C. Zeestraten, vice-president, and C. Hahne, secretary.

STERLING, ILL.—The Sterling Floral Co. has entered suit for \$3,000 damages against the Northern Utilities Co., claiming that gas from the defendant's mains escaped through the ground and killed plants.

American Gladiolus Society.

AGGRESSIVE METHODS ADOPTED.

On February 1, the American Gladiolus Society at the direction of its president, A. E. Kunderd, Goshen, Ind., launched a five months campaign for membership. The present increase in garden interest manifesting itself throughout the country as a result of the nation's call for food production to tillers of the soil, increased the number of amateur gardeners in this country over 600 per cent. The next step in our gardening enthusiasm will be the taking up of "Flower Growing as a Hobby and Relaxation from the Stress of War." The American Gladiolus Society has long been active in fostering intelligent garden activity under proper lines, and this campaign will be not alone a membership campaign in the sense of having for its sole object the increase of members, but will as well undertake the fostering of increased gladiolus growing on the part of the American public.

The campaign will be in able hands. The services of Joseph J. Lane have been secured, and he will lead the membership committee in their activity. Mr. Lane is known throughout the country among garden lovers through his active association with a number of horticultural societies and floral bodies. He was one of the founders of The American Dahlia Society, and its first secretary. His aggressive methods in the early days of this organization did much to establish it on a solid footing on which it exists today. He secured over 300 members in the first three months of the organization's existence.

A committee is being appointed comprising a large number of the leading gladiolus dealers throughout the country, and all interested are invited to get in touch with the chairman, or write to President Kunderd. Detail plans will be promulgated through bulletins issued from time to time, and results of the campaign announced as it progresses. The executive committee has authorized the waiving of the membership fee for the period of the campaign, which is until June 1. Anybody joining in that time need not pay the initiation fee, but simply the annual dues of \$2 per year.

Arrangements have been made with Madison Cooper, Calcium, N. Y., who is treasurer of the society, to mail his paper, The Flower Grower, to all members during the life of their membership. This publication, formerly The Modern Gladiolus Grower, has been enlarged in size, and broadened in contents so as to become extremely valuable to every flower lover, particularly to those who are interested in the culture of the gladiolus.

Professor A. C. Beal, of Cornell University, is secretary of the society, and is undertaking to carry on an extensive drive for members from his office, and has already produced a splendid increase. President Kunderd wishes it to be understood that he believes this year to be a most logical one for intensifying the work of all floral societies, because of the conditions facing our country at the present time. Flower lovers are people of sentiment as well as action. Those who remain at home will need to continue their flower gardening as well as increase their vegetable and food plantings for the poise that the occupation will bring to them.

New York Federation of Societies.

The winter meeting of the New York Federation of Horticultural Societies and Floral Clubs was held in Ithaca in connection with farmers' week, February 12, 1918. The lectures were much better attended than had been anticipated and 27 delegates were present from the New York Florists' Club, Buffalo Florists' Club, Rochester Florists' Club, Syracuse Rose Society, Syracuse Florists' Association, New York & New Jersey Plant Growers' Association and Binghamton Florists' Association.

At 9 a. m., C. L. Thayer, instructor in floriculture, gave an illustrated lecture on "Some Herbaceous Perennials of Commercial Value." He was followed by Dr. A. C. Beal on "What Research Can Do for the Florist." Dr. Beal reviewed in a general way, the work which the experiment stations have already done and outlined those types of commercial work which he considered to be of the most importance to the commercial florist. Dr. L. M. Massey was prevented because of illness from giving his paper on "Diseases of Roses"; Dr. Donald Reddick, of the department of plant pathology, spoke for Dr. Massey. Professor F. W. Morse, of Amherst, Mass., who was to have lectured, was also prevented from being present, and Professor E. O. Fippin, of the department of soils, gave a very valuable talk on "Soils for Greenhouse Crops."

At 1 p. m. a luncheon at the Clinton house was given the delegates by the department of floriculture and proved a most enjoyable occasion. At 3 p. m. a round table discussion was held on the subject of "How the Agricultural College Can Best Serve":

(a) The Cut Flower Specialist — Robt. Simpson, Clifton, N. J.

(b) The Plant Specialist—Anton Schultheis, College Point, N. Y.

(c) The Retailer—W. A. Adams, Buffalo, N. Y.

The business meeting, which was to have been held at four o'clock, was postponed until the flower show in New York next month, because of the absence of President F. R. Pierson, and also because the Buffalo and Rochester delegates were obliged to leave earlier than they had anticipated because of a change in the train schedule. This meeting, however, will be held in New York on Monday afternoon, March 15, at four o'clock.

The following delegates were present: W. F. Bultman and Frederick Scharoun, Syracuse, N. Y.; R. J. Roskelly, Ithaca, N. Y.; E. H. Stetmeyer, J. J. Riebling, E. W. Werick, O. J. Klingenmerer, Wm. L. Kasting, W. A. Adams, and J. M. Fiebelkorn, Buffalo, N. Y.; Anton Schultheis, College Point, N. Y.; Frank H. Traendly, Flatbush, N. Y.; H. S. Morgan, Auburn, N. Y.; H. E. Bates, Rochester, N. Y.; Herbert H. Hill, and G. Guthrie Marvin, Wilkes-Barre, Pa.; Robert Simpson, Clifton, N. J.; James W. Heacock, Wyncote, Pa.; A. M. Fancher, Binghamton, N. Y.; John L. Robert, Syracuse, N. Y.; George W. Arnold, Ensenore, N. Y.; A. C. Beal, David Lumsden, C. L. Thayer, S. C. Hubbard and David Murray, Ithaca, N. Y.

E. A. WHITE, Sec'y.

Boston.

BUSINESS CONDITIONS IMPROVE.

With all restrictions taken off regarding closing on heatless Mondays, the fuel commissioners granting an extra two hours for closing of the flower markets, and the severe cold weather broken, everything is beneficial to all. Business is improving and stock never looked better. Carnations were never finer and sell at \$2, \$3, \$4 and \$8

a hundred. American Beauties are scarce and poor; 18-inch sell for \$3 a dozen, fancy \$6 a dozen, while Killarney Queen, Ophelia, Hadley, Sunburst, Sunburst sports, Shawyer and Maryland go at 12½ and 16 cents for the best. Sweet peas are good with a number of poor shipments arriving at 50 cents to \$2 a hundred. Wallflowers, myosotis, English primroses and English daisies are in great demand. Pansies and yellow marguerites are selling slowly. Cattleya orchids are selling fair at \$3 and \$5 a dozen.

NOTES.

Thomas Roland has an extra large stock of flowering plants for Easter, among them camellias and Peterson and Roland begonias, Dorothy Perkins, Hiawatha, Lady Gay and Crimson Rambler rose bushes, bougainvilleas, genistas, small heather plants and a large number of hybrid roses.

Mann Bros., who for years have raised lilies, lilac, rhododendrons, hardy azaleas and kalmia plants for the Easter trade, will not have any this year on account of coal shortage, having closed down four of the houses.

Harold Ryan, who has taken over the Hoffman greenhouses in Cambridge, is sending to the market Roman hyacinths and varieties of tulips and jonquils. He is also growing some specimen strelitzias.

Business is improving at Penn The Florist's store and the demand for funeral work is very heavy. The windows were attractively arranged with azaleas and cherry trees for Washington's birthday.

Mr. Greenlaw, salesman for the S. S. Pennock Co., Philadelphia, Pa., is in town for a few days after a splendid trip through the middle west and Canada, where business is very good.

The W. W. Edgar Co. has an extra good line of plants for the Easter trade. Some very good lilies, Avell grown French hydrangeas and rose bushes of all kinds are featured.

A. M. Davenport's houses look better than ever with expectations of a large Easter trade. Among his stock he has Genista praecox, hypericum, and a large variety of bulbs.

Edward Welch's wholesale store is a very busy place these days. Any time you go there, the whole force is busy shipping orders. He reports business very good.

James Galvin, traveling salesman for H. M. Robinson & Co., has returned from a trip through Maine and New Hampshire where he reports business very good.

William Gilson has returned to his work at the market after a week's illness with the gripe.

B. A. Snyder & Co. had a busy week and their line of flowers are among the best in Boston.

George Noyes, salesman for Samuel Goddard, is confined to his home with the measles.

John J. Cassidy continues to do a good business with two of his clerks sick. S. K. G.

Providence, R. I.

BRISK DEMAND AND PLENTIFUL SUPPLY.

Trade during the past week has been brisk and stock plentiful. Bulbous flowers are coming strong and there is a good sale for what is offered in pots. Easter lilies are plentiful and find a good market. Carnations are good and move nicely. Roses are the only short item. Violets are coming better than at any time this winter. From all appearances the Easter business will be good and the shortage of supply will be small. From the present indications there will be ample for all requirements. Local stores stimulated the Washington's birthday demand with some very attractive windows.

H. A. T.

San Francisco.

GOOD TRADE AT FINE PRICES.

Business during the past week has been very good. Valentine's day trade was particularly heavy and fine prices were maintained. Funeral work was also unusually heavy. There is still quite a shortage in a great many lines. Roses are still on the scarce list and are commanding high prices. The heavy shipping call is keeping the supply on the short side continually. Good American Beauties, and it must be said they are extra fine, are bringing \$4 to \$5 per dozen. Russell is a scarce item, this week, and prices are hard to quote. Shawyer is coming in more freely and so is Killarney. Radiance and Hadley are in short supply. There are practically no Cecile Brunners in the market. Ward is very good and Irish Fire Flame is becoming more prominent. Carnations have dropped \$1 per 100, owing to the heavy spring cut coming along. The quality is very good and also the demand. Enchantress Supreme is the most popular variety in this market. Cattleyas are plentiful with a steady demand. There are very few phalaenopsis being offered and there is no lily of the valley to be had at all. Gardenias are in liberal supply and sell steadily at good figures. There is a very heavy supply of fine freesias to be had and they meet with a continuous demand. Narcissi are also in heavy supply and prices have taken quite a drop. Lilium giganteum and longiflorum are coming in slowly and are bringing \$4 per dozen for good stock. Snapdragons are scarce at \$1 per dozen. Tulips and hyacinths come in slowly and bring steady prices as pot plants, as this seems to be the only way the public will buy this stock. Sweet peas of the finest quality and varieties of the latest winter flowering Spencers, are in good demand at \$2.50 per 100 stems. In pot plants, rhododendrons are taking the place of azaleas and meet with great favor. Boston ferns sell well, as do cinerarias and Primula malacoides. Very few cyclamens are seen. Asparagus and ferns are scarce with a strong demand. Fruit blossoms in many colors are to be had. Large quantities of cut Acacia mollissima is also arriving.

NOTES.

With the sale of the Sidney Clack range of greenhouses at Mayfield to M. Snutenhauser, of Schwerin Bros., the trade sees the retirement of one of the best liked and best informed men connected with the business in this city. Mr. Clack feels that he is entitled to a long rest from business cares and takes with him the good wishes of every one in the trade, that he may long enjoy the fruits of his labor. The new proprietor intends to erect a large retail store on the premises, located on the state highway south of this city.

The Art Floral Co. made elaborate window displays for Valentine's day. Each window contained a large heart made of red immortelles and red ruscus leaves. This was illuminated from behind with red electric lights, giving a very beautiful effect. Each heart was eight feet high and was the work of J. W. Williams, who was generously complimented for his good work. Manager Matraia reports Valentine's day business the best ever.

Manager J. A. Axell, of the E. W. McLellan Co., reports the heaviest Valentine's day shipping in the firm's history. This firm is now shipping over 400 dozen bunches of violets to northern and eastern points daily. While the cut of roses is a large one it is not adequate to meet the demand of this firm's business. They are also shipping freesias and other seasonable

flowers, including a heavy cut of asparagus and ferns.

Manager Walter A. Hoff, of MacRorie-McLaren Co., says his firm is more than pleased with the patronage their new store in the Palace hotel is receiving. Only the finest grade of stock is handled and it meets with ready sale. The firm is always receiving splendidly grown pot stock from their nurseries at San Mateo. The watchful eye of Supt. Andrew McDonald is accountable for this.

Pelicano, Rossi & Co. had a busy week on funeral work, owing to the death of one of our most prominent citizens. Every design was of the most costly order, and the heavy call for orchids taxed the supply for a few days. They say that the past week was a splendid one for business, the only complaint being that they are unable to secure enough stock for their demands.

The Bessie Boston Dahlia Farms, at San Mateo, of which Mrs. E. Lymbery is manager, is now busily engaged in filling orders for dahlias. The firm's attractive new catalogue has been mailed and she says the volume of business being received far exceeds her expectations. All her new prize winners are being listed this season.

Frank Mills, of Palo Alto, was a recent visitor to this city, calling on his many customers. Mr. Mills is one of the very few growers who has maintained a fine cut of lily of the valley during the past few years. He reported a heavy shipping to the north for Valentine's day.

H. Plath, of The Ferneries, is disposing of great quantities of foliage and flowering plants. His motor trucks may be seen in different parts of the city daily, delivering to his customers. He says his Easter stock never looked better and has booked heavily for that occasion.

G. Rossi & Co., have a fine lot of rhododendrons that will be ready for Easter. The plants are a mass of bud, the chief variety being Pink Pearl. They also have a large stock of birds' nest ferns in different sizes which are selling rapidly.

Some of the finest Spencer sweet peas being received by this market are coming from the Western Nursery Co., of Redwood City. This is their first season with sweet peas, and their success has induced them to plant largely another year.

The Elmhurst Floral Co. is sending some of the best Shawyer roses seen in this market for a long time. Okada Bros., the proprietors, have their range of glass always in first class condition, testifying to their ability as rose growers.

The many friends of Percy Ellings, of the Lynch Nursery Co., will be glad to hear that he has recovered from his recent illness and is in harness again. He is now compiling the firm's chrysanthemum catalogue.

Gus Berkman, prominent in the trade in Seattle for many years, has returned home after a long visit to his many friends in this city. He came south for the benefit of his health and returns fully recovered.

The United Flower & Supply Co. is handling a heavy cut of freesias. Margolds and daisies are considered among their specialties. They say that the business for Valentine's day was very satisfactory.

The Ashland Nursery at San Leandro, which specializes in carnations, is sending in a large cut of excellent quality. Their stock is eagerly sought by the flower buyers at the wholesale market daily.

Podesta & Baldocci have maintained a splendid showing of orchids in their Grant avenue store all week. Many finely flowered cattleyas were

shown and disposed of for Valentine's day.

M. A. Poss, the San Mateo florist, was a visitor during the week and says business is good with him. He says the recent rains have opened up the plant business with a rush.

Miss Groeche, the popular bookkeeper of the Art Floral Co., has left for a short vacation with her father, Fred Groeche, the well-known nurseryman of Santa Rosa. G. N.

Massachusetts Agricultural College.

S. J. Goddard, of Framingham, Mass., addressed the M. A. C. Florists' and Gardeners' Club February 19. The meeting was held in conjunction with the regular meeting of the Northampton and Holyoke Florists' & Gardeners' Club. He read a short paper on carnations and there followed an interesting discussion. During the evening it developed that Mr. Goddard does little syringing, as he believes syringing causes the spread of rust and other diseases. If the plants are sprayed with a salt solution in spring and fall, red spider, etc., will be destroyed and enough salt will remain on the plants from the fall spraying to keep them clean until spring. In answer to the question of the reason of long stems and large flowers, he said he believed this was due to using cow manure.

After the meeting, Mr. Goddard judged the various vases of carnations. Butler & Ullman, of Northampton, were awarded first for a vase of Benora. Other exhibitors were F. D. Keyes & Son, of Florence; G. H. Sinclair of Holyoke, and R. S. Carey of Holyoke. Mr. Goddard exhibited a vase of new seedlings and also a wonderful vase of Laddie. This is an exceedingly large sort and is said to be of value commercially as well as an exhibition flower. There does not seem to be any great trouble from splits, and it is said to average from 12 to 15 flowers per plant. After the meeting, refreshments were served by the M. A. C. club. C. E. W.

Nassau County Horticultural Society.

The monthly meeting of the above society was held in Pembroke hall, Glen Cove, N. Y., February 13, at 2 p. m. There was an excellent attendance, with President Robert Jones in the chair. Chas. Young and Wm. Milstead, of Glen Cove, were elected to active membership. The president appointed the following to act as judges for the monthly exhibits: Jos. Adler, Wm. Noonan and Frank Watson. Their awards were as follows: One pot of cyclamens, Thos. Twigg, first; one pot of cyclamens, certificate of culture to Robt. Jones. Mr. Jones, upon request, gave a short talk on his method of growing cyclamens, which proved very interesting and instructive. An essay written by H. B. Dornier entitled, "What the Universities Are Doing for Floriculture," was ably read by Ernst Westlake. A letter of thanks was ordered sent the author. It was moved and approved that the subject of holding shows for the coming year be laid on the table. Competitions for the next monthly meeting to be held on March 13, at 2 p. m., are: One pot or pan of tulips, any variety, one plant of cinerarias and three heads one plant of cineraria and three heads HARRY GOODBAND, Cor. Sec'y.

RICHMOND, IND.—The greenhouse at Glen Miller park, recently destroyed by fire, will be rebuilt.

CLEVELAND, O.—William H. Beaumont, pioneer florist, whose father opened the first flower shop in this city about 50 years ago, died here recently.

OBITUARY.

Mrs. Frank N. Doubleday.

By a cable message, received at the office of the Doubleday, Page Publishing Company of New York and Garden City, February 22, it was learned that Mrs. Frank N. Doubleday, wife of the publisher, had died the previous day in Canton, China, of apoplexy. Accompanied by her husband, she left her home in Glen Cove, L. I., N. Y., December 9, 1917, for a tour of the Far East, on a special mission for the Red Cross. Mrs. Doubleday was born in Chicago, 52 years ago, the daughter of Liverius and Alice De Graff. She had written a number of books on gardening and nature under the nom de plume of Nelte Blanchan.

A. F. F.

William F. Harkett.

William F. Harkett, a well-known florist of Dubuque, Ia., and for a number of years associated with his father, W. A. Harkett, in the management of the Harkett Floral Nursery in that city, died February 17, aged 43 years. The deceased was one of the most popular young business men of the city which had been his home since birth, and his death brings sincere regret to a large circle of friends. Surviving are his parents, a sister, Miss Flora, and two brothers, Arthur and Charles, all residing in Dubuque.

ST. JOSEPH, MO.—Frank Stuppy has joined John Furrow in Oklahoma for a hunting trip.

INDIANAPOLIS, IND.—The March meeting of the State Florists' Association of Indiana will be held at the Cumberland establishment of the Bertermann Bros. Co.

MARSHFIELD, ORE.—The Marshfield Florist Co. reports excellent weather conditions, free from snow, and trade active enough to move everything grown.

MR. STERLING, KY.—A. J. Humphries, florist, has brought suit for \$800 against the Kentucky Natural Gas Co. for loss of stock from freezing due to low gas pressure.

OTTAWA, ONT.—The executive committee of the Canadian Horticultural Association will visit this city, March 18, to make arrangements for the annual convention to be held here in August.

NEW HAVEN, CONN.—The following officers of the New Haven Horticultural Society have been elected for 1918: G. A. Cronic, president; A. E. Dady, vice-president; W. J. Rathgeber, secretary.

HARTFORD, CONN.—Doogue & Co. have filed a petition in bankruptcy and the affairs of the concern will be wound up February 15, after an existence of three years. A settlement of 25 cents on the dollar is offered.

SPRINGFIELD, MASS.—To facilitate shipments, Robert Groves, of Adams, has moved his packing and shipping departments to 43 Lyman street, this city, from which address all business will be handled until further notice.

WACO, TEX.—The many friends of T. J. Wolfe, who has been quite ill for about three months, will be glad to hear that he is improving. He says that business is good; in fact, too good for a sick man.—Visitors: James McHutchison, New York, on an extended western trip; E. G. Hill, Richmond, Ind.; Robert Newcomb, Chicago; Frank X. Stuppy, St. Joseph, Mo.

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We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

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THE garden movement promises to assume large proportions this year. Everyone in the trade should prepare for it and help.

SUPPLY men are complaining of the scarcity of imported goods, leading one to infer this is the opportunity of the age for the home producer.

Chrysanthemum Demand.

Elmer D. Smith, the well known chrysanthemum specialist, of Adrian, Mich., in a recent letter says: "Trade for chrysanthemum plants and cut flowers in 1917 was the best we have ever experienced, much to our surprise."

Chrysanthemums, lilies and many other plants can be grown to perfection with very little artificial heat.

American Rose Society.

The executive committee of the American Rose Society held a meeting at Hotel Collingwood, New York, February 21, 1918, at 2 P. M. A report was received from the committee appointed by President Hammond to confer with the New York flower show committee February 5, regarding the transfer of the spring exhibition and the annual meeting of the American Rose Society, from St. Louis to New York. The committee recommended that the American Rose Society co-operate with the New York flower show committee in holding its spring exhibition in New York, the flower show committee guaranteeing to provide suitable space for the exhibits, the premium lists and the general direction of setting up the exhibits. The American Rose Society is to name the judges. The report of the committee was accepted and ratified. W. R. Pierson and Robert Simpson were appointed to look after the interests of the American Rose Society in connection with the exhibition.

Judges were appointed for plant and cut flower exhibits. Robert Pyle, West Grove, Pa., was appointed on the central committee of rose test gardens. An application for life membership was received from Mrs. Charles Frederick Hoffman, president of the International Garden Club, which received favorable action. The secretary reported 56 life members and 998 annual members whose dues are paid for 1918. The secretary also reported that notices of the change in the time and place of the annual meeting and the spring flower exhibition are being mailed to members; also that all members whose dues are paid for 1918 will be given entrance tickets to the flower show at any time during the period, March 14-21.

THE ANNUAL MEETING.

The annual meeting of the American Rose Society will be held at the Grand Central Palace, New York, March 16 at 3 P. M., in connection with the New York flower show. No tickets will be sent out for this exhibition to save the unnecessary payment of war tax but membership cards for 1918 will be good for admission free upon presentation at the secretary's office. All members are urged to be present at this meeting if possible.

E. A. WHITE, Secretary.

Illinois State Florists' Association.

CHAMPAIGN TRAIN SCHEDULE CHANGED.

The annual meeting of the Illinois State Florists' Association will be held in the Floricultural Building, University of Illinois, Urbana, March 5-6. A very instructive programme has been prepared and every florist in the state is invited to attend and take part in the discussions.

Attention is called to the following changes in the original train schedule, effective February 24: The Chicago party will leave the Park Row station, via the Illinois Central railroad at 8:45 A. M., instead of 9:15 A. M., as previously planned. March 5, due at Champaign, 11:50 A. M. Other trains are as follows:

Lv. Chicago.	Ar. Champaign.
2:00 A. M.	5:35 A. M.
7:30 A. M.	12:01 P. M.
4:50 P. M.	8:45 P. M.
6:15 P. M.	9:25 P. M.
8:15 P. M.	11:20 P. M.
11:00 P. M.	3:30 A. M.

The fare in each direction to Champaign, the railroad station for Urbana,

is \$2.52, plus 20 cents war tax. No reduction is made for the round trip. There is no party rate.

THE PROGRAMME.

The programme for the opening session, starting at 2 P. M., will include an address of welcome, by Professor J. C. Blair; reports of the officers; committee on fuel investigation, by George Asmus; reports on experimental work, by Dr. Lehenbauer; general discussion, nomination and election of officers and invitations for the fall flower show. In the evening there will be an entertainment programme under the auspices of the Floricultural Club of the University of Illinois, including a talk by Professor Dorner. The second day of the convention will be devoted to unfinished business and inspection of the greenhouses. All florists are invited to be present.

I. L. PILLSBURY, Pres.

New York Flower Show.

There was a meeting of the schedule committee, February 16, at the office of the secretary, 1170 Broadway, at which the preliminary schedule of prizes was revised preparatory to the publication of the final schedule, copies of which may be had upon application to the secretary.

The American Rose Society has agreed to waive the ruling as to one pinch only being allowed in the classes for 100 roses, and in the classes covering rose displays. In all other classes the rules of the society prevail. It is also announced that the society will offer its gold and silver medals under the rulings usually applying. A special prize of \$50 has been offered by Mrs. Hobart Warren for the best red rose not yet disseminated.

The early ordering of trade tickets is urged. The prices are: For 100 or more 20 cents each, less quantities 25 cents each. No names will be printed on the tickets this year, but purchasers may rubber stamp their names on the backs, if desired.

JOHN YOUNG, Secretary.

Import Licenses.

Effective February 16, 1918, President Wilson's import proclamation requires license for all articles from all countries, according to the Official Bulletin. To avoid congestion of traffic at docks and on railroads crossing the border, it was found necessary to issue three temporary general licenses, the second and third of which will be revoked at 12 o'clock p. m., March 4.

The first general license, the date of expiration of which has not been determined, covers all commodities from Canada except those covered by the president's import proclamation of November 28, 1917; the second covers all goods in transit from all countries on February 16, except goods covered by the same proclamation, and the third includes all fresh fruits and vegetables from all countries.

By the issuance of these general licenses, opportunity is given the importer to apply for and obtain regular import licenses for future shipments so that upon arrival at ports of entry such licenses may be presented to the collectors and the goods released. The bureau of imports is prepared to handle applications for licenses and pass upon same within 24 hours from the time of their receipt. No telegraphic applications for licenses will be received.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
 Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Wholesale man is open for engagement in Chicago. Address
Key 874, care American Florist.

Situation Wanted—Good rose grower capable of taking charge. Can furnish all references. Chicago or immediate vicinity preferred. Address
Key 873, care American Florist.

Situation Wanted—By practical vegetable grower, single, middle-aged, sober and reliable. At present gardener at institution. West or south-west preferred. Address
Key 871, care American Florist.

Help Wanted—General worker; handy man. State wages.
Levant Cole, Battle Creek, Mich.

Help Wanted—Helpers in rose houses. Apply to
Albert F. Amling Co., Maywood, Ill.

Help Wanted—First-class storeman for steady position in a leading Chicago retail store. Address
Key 878, care American Florist.

Help Wanted—Experienced nurseryman and field men; also men for packing department to take charge. Give reference and wages expected. Address
The Wagner Park Nursery Co., Sidney, O.

Help Wanted—Single man for retail place of 5,000 ft. of glass; your morals and habits must be the best. Wages \$10.00 per week, room and board. Address
H. R. Fisher, Marysville, Kan.

Help Wanted—Good grower of carnations and potted plants. Must be steady and sober. State experience and wages wanted. Address
Lakewood Cemetery Greenhouses, Minneapolis, Minn.

Help Wanted—Designer, decorator and plant man that can fill window boxes, plant flower beds, etc., in the spring. State wages and references in first letter. Address
The F. Walker Co., 312 W. Chestnut St., Louisville, Ky.

Help Wanted—Experienced saleslady, must be first class clerk and be well acquainted with all departments of the business. Reference and photograph must accompany application.
Simmons & Son, Yonge and Elm Sts., Toronto, Canada.

Help Wanted—Young man experienced in selling. Salary and commission. Good opportunity for right party. For further particulars apply to
Otto N. Stein, 713 First Nat'l Bank Bldg., Chicago.

Help Wanted—Young man for plant order business; must have some knowledge of general plant business and be able to pick out catalogue orders. A splendid chance to learn the business. Give experience, age, wages, etc.
Joseph Bancroft & Son, (Inc.), Cedar Falls, Iowa.

For Sale—Second-hand pipe. All sizes suitable for steam or water lines; guaranteed sound. Write us for prices.
Baur Gas & Supply Co., Eaton, Ind.

For Sale—Retail store, established over eight years; located on north side of Chicago; price reasonable; good reasons for selling. Address
Key 872, care American Florist.

For Sale—Nine lots and three greenhouses, 10,000 sq. ft. of glass, double strength, iron frames, good business. Address
S. O. Johnson, 3129 W. 20th Ave., Denver, Colo.

SITUATION WANTED

By British gardener, single, age 34 years. An expert grower in flowers, fruit and vegetables, both greenhouse and outdoor; life experience. First class reference. Address,
Key 879, care American Florist.

Help Wanted

Experienced grower of high grade pot plants. Give references and wages expected in first letter. Near Chicago. Address
Key 875, care American Florist.

Seedsman Wanted

Young man experienced in filling orders and waiting on customers.

ALEX. FORBES & CO.
 115 Mulberry Street, NEWARK, N. J.

Salesmen Wanted

We prefer greenhouse men for our salesmen. If you can make good selling an established line of greenhouse supplies, we have openings in our sales organization. Previous sales experience is desirable, but not necessary. What we want are greenhouse men who understand greenhouse problems and can talk intelligently to the greenhouse trade. In writing us, give age, references, salary expected and territory you are familiar with. Address
Key 868, care American Florist.

For Sale, Boilers

Two used Atlas boilers 60 in x 16 ft., 80 h. p. Shaker grates, \$400 each. One Worthington Duplex 6 x 4 x 6 steam pump cheap. Also some pipe and valves.

EDWARD MANIE,
 1421 N. Dearborn Avenue, CHICAGO

WANTED

By large eastern seed establishment experienced buyer of Clovers, Grasses and Grains. Exceptional opportunity for capable man. Address
Key 877, care American Florist.

FOR SALE

Pennsylvania marine type boiler, style No. 80 r. t., total length 14 ft. 4 in., shell diameter 66 in. Number of flues in lower section 37, 4 inch diameter, 5 ft. 8 inches long. Number of flues in upper section 68, 3 inches diameter, 11 ft. long. Area of grate surface 4 ft. 11 inches x 4 ft. 11 inches. Good for 95 lb. pressure. F. O. B. cars Maynard, Ind., price \$700. Used; good condition.

Key 876, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches.
FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
 440 S. Dearborn St., CHICAGO

New Books--Just Issued

VEGETABLE FORCING

By RALPH L. WATTS

Dean of Pennsylvania State College School of Agriculture

A handy reference for professional growers, students and gardeners interested in growing vegetables under artificial conditions. Cloth bound. 400 pages and 158 illustrations covering a wide range of topics.

PRICE, - - - - \$2.00

Greenhouses: Their Construction and Equipment

By W. J. WRIGHT

Director, New York State School of Agriculture

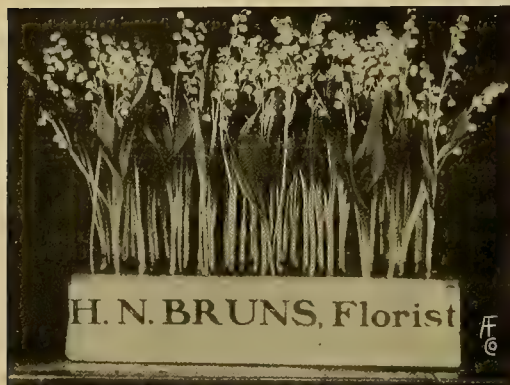
Contains 286 pages of practical data with tables and estimates on different forms of construction, heating and equipment, based on observations and experiences of prominent greenhouse builders and owners extending over a number of years. Bound in cloth, 131 illustrations.

PRICE, - - - - \$1.60

AMERICAN FLORIST COMPANY

440 So. Dearborn Street, CHICAGO

VALLEY FOR EASTER FORCING.



Best Holland Grown—From Cold Storage

\$25.00 per 1000

13.00 per 500

3.00 per 100

Order Now

H. N. BRUNS

3040 W. Madison St.,

Phone: Kedzie 1196

CHICAGO, ILL.

Lancaster County Florists' Association.

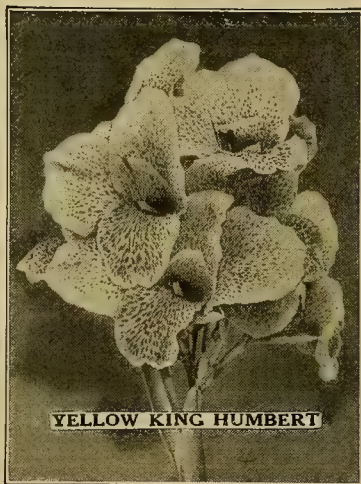
February 21, with the thermometer at 14° and a high wind, found only a few of us able to leave our places and take in the visiting trip, but the few learned some things; and here they are: First, at Amos Rohrer's, the conservation of space was strongly evidenced by the flats of young carnations and other plants put up on shelving where they did little damage to the crop underneath, and from the looks of the young carnations they certainly liked their roost up near the glass, better than if they had been down on the regular benches. Mr. Rohrer is a carnation man primarily, but had some good sweet peas as a side issue. In carnations, he has good results from all, and especially from White Wonder, which he always does to a finish that makes his white an exclusive product. Belle Washburn is well liked, and Miss Theo seems to like Strasburg from the way she is blooming here. The older varieties are always good and are as good as usual.

At Chas. B. Herr's, carnations are always good and this season is no exception; it is hard to pick one out for special mention, but Pink Delight perhaps comes the nearest to being worthy of this distinction, as it is truly a delight. Merry Christmas has been something of a disappointment, owing to diseased stock, the result of about 20 per cent of diseased cuttings and its tendency to have a crooked neck. The flowers bunched made a fine showing, and with a little selection, will, no doubt, come up to expectations. Two thousand cuttings of Alice just potted would indicate that he is going to grow this variety next winter, and there is always a little corner reserved for calla lilies. Mr. Herr, like some of the rest of us, is up against a coal proposition that is anything but pleasant, and certainly does not add anything to the pleasures of being a florist, although he has never been as close to freezing up as some of the rest of us.

Through the courtesy of Lewis Dyer, a brother-in-law of J. Wade Galey, we were enabled to visit his place with comfort via automobile, the range being about a mile from the trolley. J. Wade Galey is a comparatively new man in the business, but has been observant, both on his own place and in visiting the places of others, with the result showing in the wonderful success he has had with carnations. Today it can be said without exaggeration

CANNAS, DRY ROOTS


Sound Two-Eye Stock, True to Name



	Per 100	Per 1000
Allemania	\$3.00	\$22.50
Burbank	3.00	22.50
David Harum	3.50	30.00
Frederick Benary	3.00	22.50
Louisiana	3.00	22.50
Madam Crozy	3.00	22.50
Milwaukee	3.50	30.00
Mrs. A. Conard	6.00	50.00
Multiflora	3.00	22.50
Queen Charlotte	3.50	30.00
Souv. de A. Crozy	3.00	22.50
Chas. Henderson	3.00	22.50

Yellow King Humbert..7.00 65.00

The Leading Yellow for 1918.

 Yellow King Humbert is the Most Effective Novelty.

WRITE FOR OUR SPRING "BOOK FOR FLORISTS."

Chicago **Vaughan's Seed Store** New York

that he has the best two houses of carnations in Lancaster county. His plants are going to exceed the 14 flowers per plant that was considered by the American Carnation Society a very liberal estimate, and it may seem like an exaggerated idea, but I fully believe that he is going to double the 14 per plant, with the exception of Albert Roper, which is not producing very heavy and has quite a few off colored flowers. Beacon is one of the favorites here and produces very few bursted flowers. Alice is also considered one of the best. The cuttings are selected with care each year and grown in paper pots, and I might add that the soil on this place is ideal for carnations and asters, of which a good lot are grown in the summer.

Mrs. Albert M. Herr was running a chicken potpie supper for the benefit of the ladies' auxiliary of the Y. M. C. A., of which she is president, and as a result, the writer corralled the visiting boys and had them take supper at the Y. M. C. A. With the visiting florists, we had some real guests in the shape of W. J. Muth, Lansdowne; Joseph Goetter, Wallingford, and James Brown, Coatesville, Pa. They visited the establishments of Willis B. Girvin at Leola and Charles and Elmer Weaver at Ronks in the forenoon and left Lancaster, 6.18 p. m., feeling that their day was well spent.

The evening meeting was small numerically, but large mentally, and I am only sorry that we did not have a stenographer to take down the full

RIGHT ON TIME

For the Easter and Spring Trade.

You can secure a large share of this business, which, despite wartime conditions, promises to surpass previous years, by liberal advertising in the

~~~~~**SPRING NUMBER**~~~~~

— OF —

THE AMERICAN FLORIST

To be Issued March 14

Stimulated by the nation-wide publicity campaign of the Society of American Florists, and the great shortage of all European stocks, the opportunity offered the trade this spring has never been more promising.


Go after your full share of this business by using
THE BEST SELLING MEDIUM IN THE TRADE.

No change in Prices. Single Column Inch, \$1.00; Page of 30 inches, \$30.00, with the usual discounts on a series of insertions.

AMERICAN FLORIST COMPANY

440 S. Dearborn St., CHICAGO, ILL.

For upwards of 30 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

 Please send your copy for this issue as early as possible.

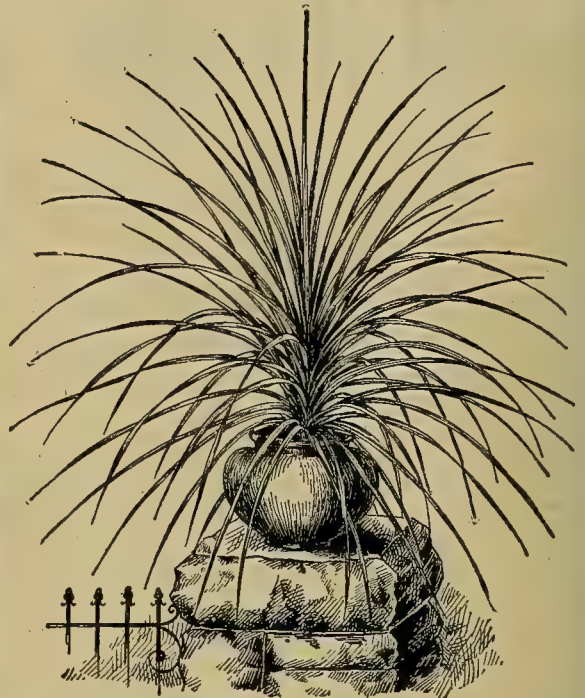
DREER'S RELIABLE FLOWER SEEDS

Our Wholesale Catalogue which every florist should have, contains a complete list of the best things in flowers that can be grown from seed, including the following items which florists are sowing now:

	Trade packet	Oz.
Ageratum Blue Perfection, best dark blue.....	\$.15	\$.60
Alyssum Little Gem or Carpet of Snow, select stock very dwarf15	.50
	100	1.000
Asparagus Plumosus Nanus, Greenhouse grown.....	seeds	3.50
Asparagus Sprengeri50	.75
Asters. Only the very best sorts, see catalogue for varieties		
	Oz.	¼ lb.
Calendula, Orange King, Dark orange, extra fine.....	.15	.50
Candytuft Empress, The finest white, select stock.....	.30	1.00
	Trade packet	Oz.
Centaurea Double Blue, The best cornflower for cutting....	.15	.60
Cosmos Colossal Early-flowering, Pink, White, Crimson, each.	.15	.50
" " " mixed colors15	.40
Dracaena Indivisa, A most useful variety.....	.10	.30
Ipomoea Grandiflora (Moonflower).....	.10	.30
Mignonette Defiance, A fine sort.....	.15	.40
" " " Goliath, giant spikes, extra fine.....	.15	.50
Petunia Rosy Morn, A useful pink sort.....	.50	2.50
" " " Dreer's Superb Single Fringed, the very best strain	.50	
	500	1.000
" " " Double Fringed, the very best strain	seeds	75
	Trade packet	Oz.
Salvia Splendens (Scarlet Sage), tall grower.....	.25	1.25
" " " Bonfire, a fine compact sort.....	.50	2.50
" " " Globe of Fire, Dwarf of very even growth	.50	5.00
Smilax15	.40
Sweet Peas, We offer the very best Orchid-flowered and Grandiflora sorts. See catalogue.		
Verbena Mammoth, Pink, White, Blue, Purple, Scarlet and		
" " " Striped, each.....	.30	1.50
" " " Finest Mixed25	1.00
Vinca Rosea, Rose, White with rose eye and Pure White, each15	.60

If you have not received a copy of our Wholesale Catalogue we will be glad to send one to any florist.

HENRY A. DREER, 714-716 Chestnut St., Philadelphia, Pa.



Dracaena Indivisa.

proceedings, of which I can give you only a small synopsis. In the discussion, it was brought out that 1,800 plants of Beacon produced 1,400 blooms for Christmas, and that 1,400 plants of Alice produced 1,800 blooms for the same occasion and this without any forcing of the plants. It was also brought out that Mrs. C. W. Ward always brings a better price than any of the other varieties, but will not produce as much per square foot of space. The necessity of careful selection in taking cuttings was dwelt upon and instances shown where the results fully justified any extra time that was used for such selection. Another feature of interest to the outside world, was the method employed by B. F. Barr to have a continuous supply of good carnations for the store. He plants about two-thirds of them on raised benches and the other third on solid beds, the latter coming in heavy with bloom in the spring and early summer when the benches are on the decline.

Criticisms were offered on Albert Roper, which produced one perfect flower in four; on Cottage Maid, which was without any definite color and should be placed in the variegated class and in a separate class for bursting its calyx. Merry Christmas seemed to have a serious affliction of the neck, and it was doubted if any surgical operation would overcome this defect. Old Gold was, up to date, not considered worthy of an opinion.

Plans for a series of ladies' nights are under way, and the writer wagers that when our friend Nolan gets these notices, he will not miss the meeting as he did this one. Of course, the "plans of mice and men gang aft a'glee."

ALBERT M. HERR.

St. Louis.

GOOD MARKET AND FAIR PRICES.

The market during the past week has been in very good condition. Stock of all kinds is in a much improved condition. Sweet peas and carnations are extra fine, and while they are arriving in heavy cuts, they seem to move well and at fair prices. The poorer grades of carnations, of course, are a glut and move only at bargain figures. The supply of roses has improved in quality, although the supply is still short of the demand. American Beauties have been quite plentiful, but on account of the demand created for Russell by the retailers, they do not have a big call. Jonquils, narcissi and tulips are coming in quite heavy, but move well for this class of stock. Freesias, have a good call. Violets are a glut and move only at bargain prices. Lilies and callas are equal to the demand. Greens of all kinds are equal to the call. Southern smilax is poor in quality. Business has slowed up a bit, due in a measure to the Lenten season, but funeral work has been very good, far greater than during the month of January. Hand in hand with the funeral work, have been the sick room bouquets, which showed a decided increase.

NOTES.

The local joint publicity committee held a meeting February 19 at which quite a number of plans were gone over for future publicity tied up with the national campaign. It was voted to repaint the sign used by the national flower show committee next to the Moolah Temple, with the words "Say It With Flowers." It was also voted to authorize the secretary and treasurer to solicit monthly subscriptions for one year for general publicity. It was also voted to pay the secretary a commission on the amount of money collected

for this purpose as a salary. Another feature taken up was the disposition of surplus flowers at a time of glut, and a letter was drawn up to send to all retail florists along these lines. A member of one of the wholesale florists was also invited to become a member of the joint publicity committee, they to select their spokesman. This will give every branch of the business a good representation on the joint committee.

The next officers' meeting of the florists' club is scheduled for Kirkwood, at W. A. Rowe's home. Mr. Rowe, by the way, is cutting some of the finest snapdragon ever seen on this market, with spikes four foot long. The varieties are, St. Louis, one of his own, and Venus. He is also cutting some very fine Enchantress Pink snapdragon.

O. C. May, of Sappington, Mo., is cutting some very fine freesias. He also reports that he sustained some loss of glass on account of the near-cyclone we experienced about a week ago.

Mrs. H. G. Berning, secretary of the ladies' florist club, announces a meeting Wednesday, March 6, at 2:30 P. M., at the central public library club. All ladies are invited to attend.

Hugo Gross is cutting some of the best violets seen here this year. The cut is handled by the St. Louis Wholesale Cut Flower Co.

H. G. Berning has been getting in quite a few American Beauties. His consignments of carnations are also fine.

J. J. W.

LIBERTYVILLE, ILL. — The establishment of the Merideth Flower & Vegetable Co., now in charge of Theodore Meyer, custodian, has been ordered sold by an order of the circuit court to satisfy a \$10,000 claim.

**Fresh
Cut**

CANNAS

**Northern
Grown**

Dry roots—which will be divided fresh for your order; thus doing away with all chance of your getting dried-up, shriveled roots. Some of these varieties may be new to you, but they are better in many ways than corresponding older types.

SPECIAL LIST

All varieties have green leaves unless noted.

	Per 100
Alphonse Bouvier, 5-6 ft., Deep Cardinal	\$2.50
Black Prince, 5 ft., Crimson Scarlet overlaid Maroon.....	2.50
Burbank, 6 ft. Lemon Yellow, Spotted Throat.....	2.50
Crimson Bedder, 3-4 ft. Dazzling Crimson Scarlet.....	2.50
Duke of Marlborough, 5 ft. Rich Crimson-Maroon	2.50
Dwarf Florence Vaughan, 3 ft. Yellow Speckled Red.....	2.50
Eldorado, 3½ ft. Yellow, faintly Dotted Red.....	2.50
Firebird, 3-4 ft. Absolutely pure Scarlet; very large, free and attractive	7.50
Florence Vaughan, 4 ft. Speckled Yellow and Red.....	2.50
Goethe, 4½ ft. Bronzy Orange Yellow	5.00
Gold Bird, 4 ft. Massive Fluted Petals of Pure Gold; fit companion to Firebird.....	12.00
Golden Gate, 4 ft. Gold, rayed with Orange and Rose.....	5.00
Graf M. Tolstoi (bronze foliage), 4 ft. Mottled Crimson	5.00
Gustav Gumpfer, 3-4 ft. Rich Orange Yellow.....	2.50



	Per 100
Hungaria, 3½ to 4 ft. Magnificent "Paul Neyron" Pink...	4.50
Indiana, 6 ft. Soft Orange suffused Rose and Gold.....	2.50
Julius Koch, 3 ft. Brilliant Blood-red	3.00
Kate F. Deemer, 5 ft. Yellow Bleaching White, Red Throat	3.00
Long Branch, 5 ft. Glorified "Queen Charlotte".....	3.00
Louisiana, 6 ft. Darkest Red Orchid-Flowered Canna.....	2.50
Mascagni, 4 ft. Brilliant Orange Scarlet	5.00
Meteor, 4 ft. Immense Heads, Brilliant Crimson.....	3.00
Mrs. Kate Gray, 6 ft. Deep Orange, shaded Carmine.....	2.50
Orange Bedder, 4 ft. "Tango Tints"	3.00
Panama, 3 ft. Butterfly effect Cream, Yellow and Red.....	3.00
Papa Nardy, 4 ft. Lively Carmine-Rose	3.00
Prince Wied, 4 ft. Deep Crimson, a fine bedder.....	2.50
Rheinstein, 3 ft. Large Heads, Bright Carmine.....	5.00
Richard Wallace, 5 ft. Best Canary Yellow.....	2.50
Venus, 4 ft. Beautifully Mottled Rose, Cream and White....	3.00
Wintzer's Colossal, 5 ft. Mammoth Orchid Flowered, Crimson	6.00
Wyoming (Purplish Bronze Leaves), 7 ft. Orange Flaked Rose	3.00
Yellow King Humbert, 4-4½ ft. Bright Green Leaves, Rich Yellow Flowers, Spotted Red. A grand novelty.....	7.00

THE STORRS & HARRISON CO., PAINESVILLE, OHIO

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

3102-1308 W. Division St.,

CHICAGO

Fort Wayne, Ind.

LENTEN TRADE HOLDS UP WELL.

Since St. Valentine's day there has been an increased supply of flowers of all kinds on the market, with the possible exception of violets. Prospects for a fine business this spring are very apparent at this writing. Trade is holding up well during this lenten season, and the growers are all preparing for a record Easter trade. Funeral work has been exceedingly heavy, and there have been a few good-sized weddings, besides the usual demand for flowers for the sick room. Carnations are showing marked improvement in the stability of their stems, and the supply is adequate. In roses, red varieties are scarce. Orchids are in fine crop, and the same may be said of calla lilies and rubrums. In pot plants, there are a few azaleas, cyclamens, primulas, cinerarias, and obconicas. The local greenhouses show signs that Easter is not far off.

NOTES.

The New Haven Floral Co. has had

a greater demand than they can supply on account of running their houses on low temperatures. They are cutting good carnations, sweet peas, roses, and bulbous stock of all varieties, much of which finds its way to this market.

There will be a meeting of the florists' club, March 13, at the New Haven Floral Co.'s greenhouses, New Haven, Ind. A large attendance is expected, as the February meeting was postponed on account of the severe weather and unfavorable conditions.

A. J. Lanternier & Co. did a fine St. Valentine's day business, and report the orders for cut flowers and blooming plants about equal. Funeral work has been very good at this establishment, with orders for blankets, and several other large pieces.

The Doswell Floral Co. is receiving some fine roses, sweet peas, and snapdragons from their greenhouses. This firm has some excellent hydrangeas, rambler roses, and other large plants which they are forcing for the Easter trade.

Judge and Mrs. W. J. Vesey, accompanied by Mrs. Will J. Vesey, Jr., visited with Sergeant Will J. Vesey, Jr., at Camp Taylor, Louisville, Ky., Saturday and Sunday. Sergeant Vesey is now at the officers' training camp.

Violets met with a bigger call this year than ever at the Edgar Wenninghoff store. He reports St. Valentine's day business very satisfactory, with a fine demand for spring flowers, both in pots and for corsage work.

The Flick Floral Co., has received a shipment of fine heather from California. Large cuts of roses and spring flowers arrive daily. Weddings and funeral work take the lead in the demand here.

F. J. Knecht & Co. had a good cut of both roses and carnations for St. Valentine's day and would have had many more had it not been for the adverse conditions of the past six weeks.

Miss Helen F. Patten, of the Patten Flower Shop, Toledo, O., was a visitor to this city last week, spending several days here.

H. K.

MATS--MATS--MATS

For Easter

All Colors, per 100, - - - \$15.00

Natural or White, per 100, - - 12.50

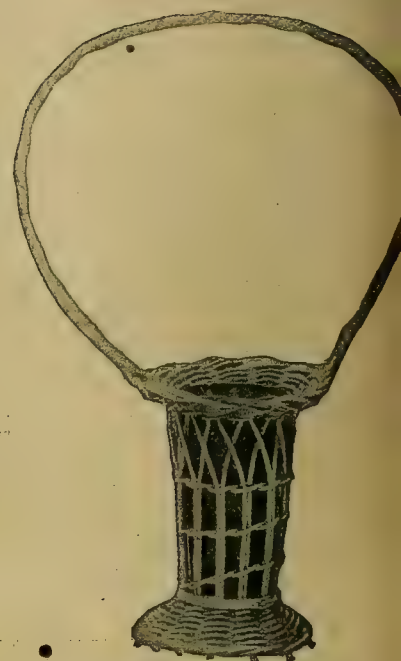
NEW NOVELTY

Hand-painted butterfly bows. Ready for use. Per Doz., \$4.00
2 dozen assorted in box.

OUR SPECIAL ASSORTMENT OF TUMBLER BASKETS

Our selection, including such baskets as Nos. 118 and 125.

Each, - - 30c to 50c



OUR LEADER
50c each

Order now for St. Patrick's Day Hughes' Shamrock Box

Two Plants to each box

\$3.50 per Dozen. \$25.00 per Hundred.

GREEN CARNATION DYE

Per package (enough for one qt. of fluid) \$1.00

Per package (enough for one pt. of fluid) .50

SEND FOR OUR NEW CATALOG

Just off the press.

It is up to the minute and should be in the
hands of every Florist.



POEHLMAN

72-74 E. Randolph St.,



HOUSE OF PHALAENOPSIS AT OUR MORTON GROVE GREENHOUSES.

SPLENDID CROP OF ORCHIDS.**Phalaenopsis and Cattleya Trianae**

We are in a position to supply extra fancy stock in this line at very reasonable prices.
They are giving satisfaction wherever used and are what you need for your best trade.

FANCY LILIES AND VALLEY.

**Tulips, Iris, Carnations, Jonquils, Freesias,
Cecile Brunner, Romans, Paper Whites.**

Leucothoe, Sprenger, Smilax, Boxwood, Ferns, Galax.

PLANTS**CYCLAMEN.**

4-inch pots...\$3.00, \$3.60 and \$4.20 per doz.
6-inch pots 6.00 per doz.

PANDANUS VEITCHII.

4-inch pots\$0.75 each
6-inch tubs\$3.00 and 3.50 each

BIRD'S NEST FERNS.

4-inch pots\$1.50 each

TABLE FERNS.

4-inch pots\$4.00 per 100

RUBBER PLANTS.

4-inch pots.....\$4.20 per doz.
5-inch pots..... 6.00 per doz.

HOLLY FERNS.

3-inch\$10.00 per 100
4-inch 15.00 per 100
5-inch\$3.00 and 4.20 per doz.
6-inch 6.00 per doz.

COLEUS CHRISTMAS GEM.

5-inch pots\$3.00 and \$4.20 per doz.

ASPARAGUS PLUMOSUS.

2 1/4-inch\$3.50 per 100
6-inch, made up..... 4.20 per doz.

ENGLISH IVY.

4-inch\$15.00 per 100

COCOS WEDDELIANA.

2 1/4-inch\$14.00 per 100

PYTHOSPERMA ALEXANDER.

3-inch pots\$15.00 per 100

SHAMROCKS, 2-inch pots, \$3.00 per 100.

N BROS. CO.

Long Distance Phone,
Randolph 35.

CHICAGO, ILL.

A Big Fine Crop of Roses

Bulb Stock Is Coming In Fast.

We spare no expense to give you the best service possible. This coupled with the superior quality of our stock and the advantage of buying direct of a large grower should induce a trial order.

AMERICAN BEAUTIES, a few long stem. Prices vary from \$1.50 to \$5.00 per doz., according to length of stem. Short, 50 cents to \$1.00 per doz.

RUSSELLS, best in market Per doz.
 Long \$2.00
 Good medium \$1.25 to 1.75
 Good short75 to 1.00

HOOSIER BEAUTIES, OPHELIA, SHAWYERS, SUNBURSTS. Per 100
 Long \$10.00 to \$12.00
 Good medium 6.00 to 8.00
 Good short 4.00 to 5.00

PINK, WHITE KILLARNEY AND BRILLIANTS. Per 100
 Long stem \$8.00 to \$10.00
 Good medium 6.00
 Good short 4.00 to 5.00

EASTER LILIES, Long Stem, per 100.....\$10.00 to \$12.00

BULB STOCK. We are now receiving an exceptionally fine lot of bulb stock.

TULIPS, all colors, per 100.....\$3.00 to \$4.00

JONQUILS, per 100..... 2.00 to 3.00

NARCISSUS, per 100..... 3.00

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS PLENTIFUL.

Stock is plentiful this week in all lines, including roses, which are now reaching the market in larger quantities, especially in the longer-stemmed grades. Short roses continue to clean up well at good prices and are in somewhat short supply. American Beauty roses are a little on the short side, but other varieties appear to be plentiful. Milady and Mrs. Chas. Russell are reaching the market in splendid condition and are having a good call. Carnations are in large supply and have dropped considerably in price the past week. Lily of the valley has been moving rather slowly the past week for the first time this season. Sweet peas are reaching the market in large numbers, but have been selling well, considering the large supply of the stock offered. Violets are moving better than they have been owing to the mild weather, but prices are not what they should be. Snapdragons of splendid quality are obtainable and the same holds true for fancy iris. Freesias, tulips, jonquils and narcissi are very plentiful and are to be had in quantity at bargain prices.

M. C. Gunterberg

—WHOLESALE FLORIST—

158 North Wabash Avenue,

CHICAGO

Orchids are seen in numbers, especially Cattleya Trianae and Phalaenopsis Schilleriana and P. amabilis, which are to be found featured quite extensively in many of the leading downtown establishments. Gardenias, stevias, wall flowers, calendulas, candytuft, bouvardias, pansies, daisies and mignonette are included in the offerings. Lilies and callas are plentiful. Business has been rather quiet the past week, which was to be expected the first part of Lent, but the demand appears to be slowly improving and a few more days will probably find a decided change for the better in the general market conditions.

NOTES.

Paul Schramm & Son, of Arlington Heights, have been burning wood for some time to conserve the coal supply so as to pull through the season safely. A. P. Schramm, who visits the market quite frequently, says that his

VIOLETS

We are growers of the famous
Marie Louise Double Violet.
Flowers Large and Fragrant.

Give us a trial order and then your Easter order.

PRICES RIGHT.

Wilson Violet Farm, BIG RAPIDS, MICHIGAN.

Mention the American Florist when writing

father was severely injured last week when a wedge he was driving in a stump flew back and hit him in the face, splitting his lip and knocking several teeth loose.

Edward Pieser, nephew of the late E. E. Pieser, of the Miller & Musser force, has been called for examination by his draft board this week.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CHICAGO
CENTRAL 601 and 2846

ROSES, CARNATIONS

And All Other Seasonable Stock

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Select	\$20.00
Medium	\$12.00 to 15.00
Short	6.00 to 10.00

RICHMOND

	Per 100
Select	\$10.00
Medium	8.00
Shorts	6.00

MILADY

	Per 100
Select	\$10.00
Medium	8.00
Shorts	6.00

Killarney.....
White Killarney...
Killarney Brilliant.
Sunburst.....
My Maryland.....
Ophelia.....
Champ Wieland...

Select

	Per 100
Select	\$10.00
Medium	8.00
Short	6.00

ROSES, OUR SELECTION.....

Per 100

\$ 5.00

Carnations, fancy..... 2.00 to 3.00

Harrisil 12.50

Valley 6.00

Violets 1.00 to 1.50

Stevia 1.50 to 2.00

Sweet Peas75 to 1.50

Smilax per doz. strings 2.00 to 2.50

Adiantum 1.00 to 1.50

Asparagus, per bunch..... 50c to 75c

Ferns, per 1,000..... \$3.50

Boxwood per bunch, 35c

Galax, bronze and green, per 1,000, \$1.25

Leucothoe Sprays 75c to 1.00

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association



182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

BIG PROFIT BARGAINS:

EXTRA FANCY CARNATIONS - - 3 Cents Each;

Good Selling Grade, 2c and 2½c each; Splits, 1½c each.

TULIPS

3c and 4c each.

PANSIES

8c per bunch

VIOLETS

50c to 75c per 100

JONQUILS

3c each

PUSSY WILLOWS

35c per bunch

VALLEY

\$6.00 per 100

ROMANS

3c each

SWEET PEAS

75c to \$1.50 per 100

DAISIES

\$1.00 per 100

FREESIAS

2c and 3c each

LILIES

\$10.00 per 100

CALLAS

\$15.00 per 100

NARCISSUS

2c and 3c each

CALENDULAS

3c each

BEST FERNS

\$3.00 per 1000

MIGNONETTE

\$4.00 to \$6.00 per 100

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

BEAUTIES--ROSES--CARNATIONS

EXTRA FANCY STOCK. ORDER HERE AND GET THE BEST.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.	Per doz.	SUNBURST and OPHELIA.	Per 100	CARNATIONS	Per 100
Long stems	\$8.00	Select	\$12.00	Valley	\$2.00 to \$3.00
30-inch stems	5.00	Fancy	10.00	MISCELLANEOUS.	Per 100
24-inch stems	4.00	Medium	8.00	Valley	\$ 6.00
RICHMOND.	Per 100	Short stems	6.00	Lilies	\$12.50 to 15.00
Select	\$12.00	WHITE and PINK KILLARNEY,	Per 100	Ferns, per 1,000	3.50
Fancy	10.00	KILLARNEY BRILLIANT.	Per 100	Smilax, per doz. strings	2.00 to 2.50
Medium	8.00	Fancy	\$10.00	Adiantum	1.00
Short stems	6.00	Medium	8.00	Galax (bronze and green), per 1,000	1.25
RUSSELL.	Per 100	Good	7.00	Asparagus Sprenger, bunch	.50
Fancy stock	\$6.00 to \$25.00	Short stems	6.00	Asparagus Plumosus, bunch	.50
ROSES, OUR SELECTION.	5.00	MINIATURE ROSES.	Per 100	Boxwood, per lb.	.35
		Baby Doll	\$2.00		
		Elgar	2.00		

Other Green Goods Market Rates.

George Anderson, formerly cashier at Poehlmann Bros. Co.'s city sales-rooms, who is a first-lieutenant in the United States aviation corps, broke his collar bone when he fell with his machine on a recent experimental flight at Ft. Worth, Texas. He visited his friends here this week and will join his corps in France as soon as he recovers sufficiently to permit him to embark. Sam Cohon, another one of Poehlmann's office employees, who left recently with the national army for San Francisco, Calif., writes that he will soon take an examination for sergeant-major and is confident of passing.

Mangel, the Palmer House Florist, had a very pretty window decoration for Washington's birthday, consisting of a grand showing of spring pot plants and a beautifully arranged basket of Cattleya Trianae and sprays of Phalaenopsis Schilleriana and P. amabilis.

E. B. Washburn, son of C. L. Washburn, well-known wholesaler, who is located at Pasadena, Calif., passed through here this week on his way to Columbus, O. He is with the colors and has been transferred from Pasadena to Columbus.

Robert Newcomb, with the American Bulb Co., has returned from a business trip through the southwest. D. W. Dumser is home from a trip to Minneapolis, and President Miller is back from a visit to Philadelphia and New York.

George Wienhoeber has a beautiful window display at his South Wabash avenue store, in which 50 Cattleya Trianae and 25 Phalaenopsis Schilleriana and P. amabilis plants play the leading part.

R. J. Mohr now has charge of the plant department at A. L. Randall Co.'s store. He is a graduate of the Missouri Botanical Gardens and will make good in his new position.

Ralph Anderson, brother of A. M. Anderson, with the A. L. Randall Co., who is at Rockford with the national army, has been promoted to sergeant.

A. L. Vaughan & Co. are well fixed in all seasonable stock including particularly fancy carnations and sweet peas.

Paul Berkowitz, of H. Bayersdorfer & Co., Philadelphia, Pa., was a welcome visitor, this week.

A. W. Herre, formerly with the A. L. Randall Co., is now representing

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

My Friend

Bill Says:

Van's 100% Service means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

Wonderful is the verdict of all the Chicago Retailers who have seen the Jonquils and Tulips

Grown by

PETER PEARSON.

Darwin Tulips are arriving in increasing quantity of superbly fine quality. Include some in your next order and you will be satisfied that they are Money Worth Quality. Sold by

ZECH & MANN, 30 E. Randolph St., Chicago

Mention the American Florist when writing.

a South Water street cheese and sausage house.

Miss Swanson, of the A. T. Pyfer & Co. office force, is confined to her home with the measles.

Herbert Stone is back in the employ of A. Lange, well-known East Madison street florist.

Sam Seligman, representing Lion & Co., New York, called on the trade here this week.



Flower Pot Covers

Crepwood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100	ROSES—Continued.		Per 100	MISCELLANEOUS		Per 100
Special		\$25.00	Killarney, special		12.00	Violets		\$0.50 to \$ 1.00
Select		20.00	" select		10.00	Valley		6.00
Medium		\$12.00 to 15.00	" medium		8.00	Easter Lilies		12.50
Short		6.00 to 10.00	" short		4.00 to 6.00	Stevia		1.00 to 2.00
Hoosier Beauty, extra special		20.00	Mrs. Ward, special		12.00	Strawflowers	per bunch	.35 to .50
" " special		15.00	" select		10.00	Calendulas		2.00 to 4.00
" " select		10.00	" medium		8.00	Paper Whites		2.00 to 3.00
" " short		6.00 to 8.00	" short		4.00 to 6.00	Daisies		1.00 to 2.00
Richmond, special		12.00	Sunburst, special		12.00	Snapdragons	per bunch	1.00 to 1.50
" select		10.00	" select		10.00	Mignonette		4.00 to 6.00
" medium		8.00	" medium		8.00	Callas	per doz.	1.50 to 2.00
" short		4.00 to 6.00	" short		4.00 to 6.00	Sweet Peas		1.00 to 2.00
Milady, special		12.00	Cecile Brunner		2.00 to 3.00	Freesia		2.00 to 3.00
" select		10.00	Elgar		2.00 to 3.00	Tulips		2.00 to 4.00
" medium		8.00	Baby Doll		2.00 to 3.00	Jonquils		2.00 to 4.00
" short		4.00 to 6.00	ROSES, OUR SELECTION		\$6.00			
Killarney Brilliant, special		12.00	Extra special roses billed accordingly.					
" " select		10.00	CARNATIONS.					
" " medium		8.00	Fancy		2.00 to 3.00			
" " short		4.00 to 6.00	Splits		1.50			
Ophelia, special		\$12.00	ORCHIDS.					
" select		10.00	Cattleyas		per doz.			
" medium		8.00			\$9.00			
" short		4.00 to 6.00						
White Killarney, special		\$12.00						
" " select		10.00						
" " medium		8.00						
" " short		4.00 to 6.00						

PLENTY OF SELECT STOCK

Take advantage of these lower prices. Heavy cut of Carnations, Peas, Bulb Stock and Violets.

CURRENT PRICE LIST

Carnations, Fancy		Per 100	Sweet Peas, Extra Select	Per 100	Jonquils	Per 100
"	Choice	\$ 3.00	"	2.00		2.00 to 4.00
	(1,000 lots, \$15.00 to \$25.00.)	\$ 2.00 to 2.50	"	1.00 to 1.50	Daffodils	2.00 to 4.00
			"	.75		(1,000 lots, \$25.00.)
Roses, Sunburst	Long	10.00 to 12.00	Violets, Double	.50 to 1.00	Calendula	2.00 to 4.00
" Ophelia	Medium	6.00 to 8.00	Choice Rhinebeck, 1,000 lots	5.00 to 7.50	Adiantum, Croweanum	1.25
" Milady	Short	4.00 to 5.00	Lilies, Select	\$10.00 to \$12.50	Asparagus Plumosus	.35
" Killarney			Narcissus	3.00 to 4.00	Asparagus Sprengeri	.35 to .50
" Russell		10.00 to 20.00		(1,000 lots, \$25.00.)	Ferns, per thousand	\$3.50
Tulips		2.00 to 4.00	Freesia	3.00	Galax, Select, per thousand	1.25
	(1,000 lots, \$25.00.)					(Subject to Market Change.)

A. T. Pyfer & Company

Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

Robert Northam, manager of George Reinberg's store, has the sympathy of the trade in the loss of his father, whose death occurred this week. The funeral was held February 27 at Fond du Lac, Wis., and it is needless to add that there were many beautiful floral offerings from his many friends in the trade here.

Kyle & Foerster are featuring Mrs. Chas. Russell roses of unsurpassed quality. The flowers are attracting much favorable attention, owing to the fact that they are perfect in every respect.

O. A. & L. A. Tonner are handling a good supply of spring stock, particularly fancy tulips.

O. A. & L. A. TONNER

ROSES--CARNATIONS

Freesias -- Tulips -- Calendulas -- Sweet Peas -- Narcissi

FLORISTS' SUPPLIES

Magnolia Leaves--Magnolia Wreaths--Cycas Leaves, Etc.

30 East Randolph St., Chicago, Ill.

Mention the American Florist when writing

If You Want Good Stock and Good Treatment Send Your Orders To Us For

ROSES CARNATIONS VALLEY LILIES GARDENIAS
STEVIA MIGNONETTE JONQUILS VIOLETS
FREESIAS SWEET PEAS NARCISSI TULIPS

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

Chicago's most up-to-date and best located Wholesale Cut Flower House

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

C. L. Washburn, of Bassett & Washburn, celebrated his sixtieth birthday with a party at the store last Wednesday, February 27, when all the visitors were treated to a fine smoke. Mr. Washburn has a host of friends in the trade here as well as elsewhere who are all pleased to know that he is in the best of health and sincerely wish him a continuance of same. It is hard to believe that the popular wholesaler is as old as he really is, for the years rest lightly on his shoulders and he looks as young as ever.

The large showing of bulbous stock at the Alpha Floral Co.'s store this week makes one think that spring is nearly here. One florist claims to have seen twelve blue robins this week on East Randolph street, which is not surprising when one hears the exact location.

Wietor Bros. have a good stock of strong healthy carnation cuttings on hand but orders for same are arriving so fast that an early cleanup is expected. They are now cutting a fine supply of carnations which rank second to none for quality in this vicinity.

Miss Olive Kracke, who has been assisting Mike Poletsos at the East Monroe street store of the Chicago Florist since several of the regular employees joined the colors, is proving to be an expert saleslady and is taking a great interest in designing.

Henry Hoefelder, with the National Army at Rockford, was called home this week by the serious illness of his father. He is a brother of Peter Hoefelder with Kennicott Bros. Co., who is also in the draft with a Class 1 rating.

Peter Pearson is shipping a particularly fine line of bulbous stock to Zech & Mann which includes especially well-grown Darwin tulips. He is producing his own bulbs at Jefferson Park and is having wonderful success with them.

William Wolf, who has been in the employ of A. Lange for the past 15 years, has opened a retail store at 7 West Monroe street. He reports business as good since February 23, the opening day.

Uncle Sam thinks so well of H. Van Gelder, manager of Percy Jones, Inc., that he has given him a Marshall Field & Co. rating, which means A1 in the draft.

Fred Lautenschlager of Kroeshell Bros. Co. reports inquiries as numerous



The Coggan One Piece Box

ECONOMY AND STYLE COMBINED.

24 x 4 x 3.....\$2.00 per 100 20 x 4 x 3.....\$1.90 per 100
 The ideal box for local trade. Write for special circular.

THE JOHN HENRY COMPANY, Lansing, Mich.

Baskets for Bulbous Plants in Two Tone Colors.

FITTING PANS FROM 5 TO 8 INCHES.

12 Baskets . . . \$4.50

25 Baskets . . . 9.00

Honest Quality — Honest Prices.

RAEDLEIN BASKET CO.

713-17 Milwaukee Ave., CHICAGO, ILL.



and that many nice boiler orders have already been booked for next season's delivery.

Robert Gunterberg, brother of M. C. Gunterberg, wholesale florist, who is in Class 1 of the draft, has been notified to appear for examination this week.

Zech & Mann are having a brisk call for Milady roses which they are handling in good supply in addition to extra fancy sweet peas and Darwin tulips.

H. A. Bauske, L. R. Cook and Leon


Glow, with the A. L. Randall Co., who are in Class 1 of the draft, are expecting to be called to the colors soon.

H. De Calume of the Bassett & Washburn greenhouse force left February 23 for Rockford with the drafted men from Hinsdale.

The E. C. Amling Co. is having a good run on Spanish iris and colored freesia.

John Bruckner is serving on the jury for two weeks.

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

The annual meeting of the state florists' association will be held in the Floricultural Building, University of Illinois, Urbana, March 5-6. August Poehlmann, chairman, Philip J. Foley, James Morton and E. A. Ollinger are on the committee representing the florists' club to encourage as many to attend as possible and from present indications there will be quite a large delegation from this vicinity. The party will leave the Park Row station, via the Illinois Central railroad, March 5, at 8:45 A. M., due at Champaign, 11:50 P. M. The fare in each direction to Champaign, the railroad station for Urbana, is \$2.52, plus 20 cents war tax. No reduction is made for the round trip. There is no party rate. Everybody is welcome.

The Rapid Wrapper Co. is experiencing a heavy demand for its wrapping outfits which calls for delivery before the Easter trade sets in. Leading florists everywhere realize the value of having a Rapid Wrapper in their establishments during the rush period—when every minute counts and judging from the many orders that have already been booked it appears as if everyone is anticipating a record breaking demand.

Poehlmann Bros. Co. is having a brisk demand for orchids which are to be seen featured in the window displays of practically all the leading loop establishments this week. Cattleya Trianae and sprays of Phalaenopsis Schilleriana and P. amabilis are the principal offerings. The supply department is mailing its new catalog and will be pleased to send one to those in the trade who are not on their mailing list.

Miss Marguerite McNulty, Peter Baumann and F. Hoeckner of the Peter Reinberg store force will make a trip to the greenhouses to get a line on what stock Superintendent Peter Showsboe will have for them to dispose of for Easter.

The Wholesale Cut Flower Association will hold a special meeting at the Hotel Sherman, Thursday evening, February 28, at 6 o'clock. All members are requested to be present owing to the important business that will be discussed.

The Chicago Flower Growers' Association is supplying its trade with fancy bulbous stock in all the seasonable offerings in addition to a complete line of all the leading roses and carnations.

A. T. Pyfer & Company will have a good supply of lilies to offer for Easter from the Pyfer & Olssem greenhouses at Wilmette. Sweet peas are a leader at this establishment this week.

J. A. Budlong reports a strong demand for the pretty miniature rose, Nesbit, which is being handled in quantity along with a large supply of all other seasonable stock.

Hoerber Bros. continue to clean up all the snapdragons they are cutting owing to the splendid quality.

THE RAPID RAPPER

will be used more than ever this month. It will come in handy in wrapping your bulb stock and Easter plants. Write for free illustrated booklet



Most beautiful ornamental Plant Stand on the market. Write for special price on lots of 50 or more. Good proposition for Agents and Jobbers.

THE RAPID WRAPPER CO.

56 East Randolph Street, CHICAGO

BURLINGTON WILLOW WARE SHOP,
BURLINGTON, IOWA.

Mention the American Florist when writing.

Wiltgen & Freres report a good demand for ferns which they are receiving regularly from Wisconsin and compare favorably with eastern stock.

The John Kruchten Co. is pleasing its trade with a choice grade of sweet peas and appears to have its share of all other seasonable stock.

Weiland & Risch are cutting a good supply of fancy Champ Weiland, Mrs. Chas. Russell and Mrs. Moorfield Storey roses.

Erne & Company received a large shipment of fine boxwood this week which they report to be in brisk demand.

The Freres-Windler Co. continue to feature a large quantity of home-grown Asparagus Sprengeri.

Peter Reinberg and wife are spending a few days at West Baden.

Z E C H M A N N & N N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady.

Sunburst.

Shawyer.

Ward.

Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES.

Make arrangements with us for a regular supply. You should always have some on hand, especially now during the extreme shortage of other flowers.

DARWIN TULIPS

(Best in Chicago.)

SWEET PEAS

Our famous high quality stock

DAFFODILS

Valley.

Callas.

Violets.

(Single and double)

Calendulas.

Cattleyas,

Paper Whites.

White Daisies.

Yellow Daisies.

Pansies.

Stevia.

Strawflowers.

Jonquils

Mignonette

Freessias

Tulips

GREENS.

Plumosus.

Sprengeri.

Galax, bronze.

Galax, green.

Ferns.

Leucothoe Sprays.

Mexican Ivy.

Smilax.

Adiantum.

Wild Smilax.

Boxwood.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Send in that Easter Order Now

Only four weeks more to the busiest period of the year.

Practical Plant Baskets in Great Variety

A sample order of \$10.00 to \$25.00 will surprise you.

Get your Cemetery Wreaths ready. Magnolia Leaves, in bulk or carton. St. Patrick's Day Novelties, Shamrocks, Pipes and High Hats. Green Dye, 50c per package. Send for our Price List, the illustrations tell the story.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Kansas City, Mo.

SUPPLY IN GENERAL SATISFACTORY.

The market is fairly well supplied, with the exception of roses, which continue scarce and high in price. Carnations are being received in large numbers and are somewhat cheaper. Bulbous stock is much more plentiful and the quality is good. Violets, sweet peas and calendulas make up the balance of the offerings. Pot plants are still good sellers. Green goods are more plentiful but there is still a shortage of full requirements.

NOTES.

J. B. Masson reports that owing to a shortage of coal he was forced to drop the temperature of the lily houses so much that they will not be in on time. He is now cutting fine carnations, violets and bulbous stock.

Wm. Foith is cutting a good crop of carnations and sweet peas. He reports his lilies showing bud and in fine shape; also a fine stock of geraniums in three and four-inch pots.

T. J. Noll & Co. report good sales in general. They have a plentiful supply of bulbous stock, lilies and sweet peas, with roses heading the list of scarce items.

The Rosery reports a week of good business, especially in funeral work. Pot plants are selling well. This store is now the possessor of a new Ford.

A. Mohr reports he is completely sold out of cinerarias and bulbous stock. He has 3,000 lilies in fine shape.

H. Kusik & Co. are showing fine stocks of roses, carnations and fancy sweet peas. Greens are scarce.

John Stevens has carnations in large quantities. He says his lilies are in fine shape.

Ernest Moore, formerly of this city, is now with James Hayes, of Topeka, Kan.

W. J. Barnes had the largest one week's sale of cinerarias in his history.

Visitors: E. C. Pruner, representing Poehlmann Bros. Co., Chicago; James Hayes, Topeka, Kan.; L. H. Archias, Sedalia, Mo.

E. J. B.



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President,
J. E. POLLWORTH, Sec'y and Gen'l Mgr

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

**116-118 Seventh Street,
PITTSBURGH, PA.**

Growers of Quality Flowers.

Cincinnati.

LARGE SUPPLY AND FAIR BUSINESS.

Business is fair with supply large and, in some lines, in excess of actual needs. Shipping trade is fair. Roses are arriving in larger numbers than they have been at any time during the past several weeks, still all are selling almost as fast as they come into the market. Carnations are very plentiful and sweet peas are in a large supply. They are proving good property. Easter lilies are fairly abundant and excellent rubrums and callas may be had. The bulbous offerings include tulips, daffodils, hyacinths, freesias and an oversupply of narcissi. Other offerings are violets, calendulas, baby primroses, for-get-me-nots and pussy willows.

NOTES.

E. G. Gillett spent the larger part of last week in Scottish Rite work. The local florists in the parade of Shriners on Saturday were E. G. Gillett, C. E. Critchell, Fred Gear and Wm. Mayhall. At a bowling tournament at Goode's alley between the growers and storemen, the former were victorious. Ar-



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

**AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.**

thur Becker rolled the high score of the evening, 199.

C. E. Critchell bowled with the Metropole Midgets, an aggregation of 200-pounders, in the American Bowling Congress tournament last week.

Visitors: H. E. Brandt, representing Wertheimer Bros., New York; A. T. Ney and Mr. Anderson, representing A. L. Randall Co., Chicago; G. A. Beckman, Middletown, Ohio, and Norval Kiger and wife, Marietta, Ohio.

H.

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2753

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing.

D. E. FRERES

R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

WILD SMILAX, \$2.50 Per Case

NATURAL LOG MOSS
Per bag (100 square feet).....\$1.75

PERPETUATED SHEET MOSS
Per bag (100 square feet).....\$3.50

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials.....	\$7 00
" " 36-in.	6 00
" " 30-in.	5 00
" " 24-in.	4 00
" Mrs. Chas. Russell.....	1 00@ 3 00
	100
" Hoosier Beauty	8 00@15 00
" Killarney Brilliant	6 00@15 00
" Killarney	6 00@12 00
" White Killarney	6 00@12 00
" Richmond	6 00@15 00
" Rhea Reid	6 00@15 00
" My Maryland	6 00@15 00
" Mrs. Geo. Shawyer.....	6 00@15 00
" Millady	6 00@15 00
" Sunburst	6 00@12 00
" Mrs. Aaron Ward.....	6 00@12 00
" Hadley	6 00@15 00
" Ophelia	6 00@12 00
" Double White Killarney..	6 00@12 00
" Mrs. Moorefield Storey..	6 00@12 00
" Champ Weiland	6 00@12 00
" Stanley	6 00@12 00
" Tipperary	3 00@10 00
" Francis Scott Key.....	6 00@15 00
" Bayard Thayer	6 00@15 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Nesbit	2 00@ 4 00
" Fireflame	6 00@ 8 00
" Our selection	5 00
Violets75@ 1.00
Carnations	2.00@ 4.00
Cattleya, per doz.....	7.50@ 9.00
Daisies	1 00@ 2 00
Lilium Harrisii	12 50@15 00
Valley	6 00
Fernsper 1000 \$3 00@\$3 50	
Freesias	2 00@ 3 00
Tulips	3 00@ 4 00
Jonquils	2 00@ 3 00
Galax	1 00@ 1 25
Leucothoe	75
Mexican Ivy per 1000. 5 00@6 00	
Plumous Strings each. 80@ 75	
Smilaxper doz., 2 00@2 50	
Sprengel, Plumous Sprays....	3 00
Boxwood, 35c per lb.	

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of.....\$4.50.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.

Wild Smilax, \$2.50 Per Case

Natural Log Moss, per bag (100 square feet). \$1.75.
Perpetuated Sheet Moss, per bag (100 square feet). \$3.50.

Caldwell The Woodsman Co. EVERGREEN, ALA.

Mention the American Florist when writing.

WEILAND-RISCH Co. FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE

Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing.

ROOTED CARNATION CUTTINGS

We have ready for immediate delivery a large supply of

**A. ROPER -- C. W. WARD -- MATCHLESS -- THEO -- BEACON --
ENCHANTRESS SUPREME -- BASSETT AND WASHBURN**

Special price on 1000 lots. Satisfaction guaranteed.

THE LEO NIESSEN CO., Wholesale Florists **1201-5 Race St., Philadelphia, Pa.**

Philadelphia.

DAILY ARRIVALS OF STOCK HEAVY.

The market is full of flowers; every line appears in increasing quantities daily. Roses are now even a trifle ahead of the demand. The American Beauty shipments are increasing, very good stock now being offered. All the other varieties are also at their best, everything lovely but the price. The dealers get all they can, but except for use in funeral work, there is no steady demand and prices worthy of the stock and season are almost impossible to maintain. Carnations take up a lot of room in the boxes—good stock most of it, worthy of better prices, but much of it goes in the Saturday cleanups to be huckstered off on the sidewalks in the business centers or the residential districts. Bulbous stock is plentiful, particularly daffodils, which are seen in quantity in all the houses. Spanish iris and fignitana, that superb large blue flowered variety, is one of the most decorative of the newer introductions. These are both features in most of the stocks. Easter lilies are plentiful, but hold well in price, as do callas. *L. rubrum*, as seen, was never better. The market absorbs quantities of this flower, which a year or two ago was a novelty in the winter season. Sweet peas of excellent quality make a great bid for favor, and no buyer goes away without a goodly supply. More violets, than buyers, good as they are. Gardenias also go begging. Cattleyas are in splendid form; there are quantities of them, but the good buyers appear to be in the camps or elsewhere. The one bright spot, at least that which shows up best in the returns, is green—75 cents per dozen for asparagus sprays, almost a record price with dagger and fancy ferns \$3 per thousand, and hardly enough to go around at that.

TRANSPORTATION PROBLEMS.

The experience of the various interests in the trade, in transportation matters, proves that while there has been some improvement in the express companies' handling of goods, results are far from satisfactory. Incoming shipments of a number of cases, all delivered to the company at one time, arrive on the installment plan days and even weeks apart, requiring very careful checking up. Arthur Niessen advises that all shippers, or those ordering goods which are delayed by the express companies, or parcels post, should at once take it up with the express or post office officials. The officials say they are at all times trying to improve the service, particularly that of the parcels post. They have several times called the attention of employees of the Philadelphia office handling parcels post matter to the perishable nature of flowers, and in consequence such shipments now get preference over other packages. They desire to hear of any delays, as in that way they can rectify or expedite this service, which if nothing is said, is supposed to be perfect. Many men, Mr. Niessen says, will not go to the trouble to write letters of complaint, saying it is no use. If every failure or delay was called to the attention of the various officials, there would be so

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, Feb. 27. Per 100		
American Beauty, per doz.,	1.00@	4.00
Roses, Killarney	4.00@	8.00
" Mrs. Chas. Russell.....	10.00@	25.00
" Opbella	8.00@	15.00
" Richmond	6.00@	15.00
" Sunburst	6.00@	12.00
Lilium Giganteum	10.00@	12.50
Carnations	2.00@	4.00
Valley		7.00
Narcissus	2.00@	3.00
Sweet Peas		1.00
Violets50@	.75
Daffodils	3.00@	4.00
Tulips	3.00@	5.00

BOSTON, Feb. 27. Per 100		
Roses, Beauty	10.00@	25.00
" Killarney Queen	2.00@	8.00
" White and Pink Killarney	4.00@	12.00
" Double White Killarney	2.00@	8.00
" Killarney Brilliant	4.00@	10.00
" Hadley	5.00@	25.00
" Cardinal	2.00@	8.00
" Mock	4.00@	12.00
" Mrs. Chas. Russell.....	3.00@	15.00
" Sunburst	10.00@	16.00
" Taft	4.00@	12.00
" Milady	2.00@	8.00
" Ward and Hillingdon.....	6.00@	8.00
" My Maryland	2.00@	8.00
Carnations	3.00@	4.00
Violets75@	1.00

BUFFALO, Feb. 27. Per 100		
Beauty Special	40.00@	50.00
" Fancy	25.00@	35.00
" Extra	20.00@	25.00
" 1st	10.00@	15.00
Roses, Killarney	4.00@	12.00
" My Maryland	4.00@	10.00
" Sunburst	4.00@	10.00
" Ward	3.00@	8.00
" Opella	5.00@	12.00
" Russell	6.00@	12.00
" Stanley	4.00@	8.00
" Mock	4.00@	8.00
" Shawyer	4.00@	12.00
Lilies	8.00@	12.00
Cattleyas	50.00@	60.00
Carnations	3.00@	5.00
Asparagus Sprengerl. .35@	.50	
Ferns.....per 1000, 2.50		
Smilax	15.00@	20.00
Violets60@	.75
Sweet Peas	1.00@	2.50
Daffodils	2.00@	3.00
Tulips	3.00@	4.00
Romans	2.00@	4.00
Paper Whites	2.00@	3.00
Freerias	2.00@	4.00
Calendulas	2.00@	4.00

many that it would result in a greatly improved service. Parcels post, where shipments are direct, has been found very satisfactory by his firm. They send all packages special delivery, and have a special sticker with the words showing prominently, so that the employees are sure to see them. Corrugated boxes, well wrapped with newspapers and heavy express paper, tied with light manilla rope, will stand being thrown about better than wooden boxes. They avoid transfers at the central postoffice by taking all packages to the various depots in time to make trains, as shown by the schedules of the postoffice, which they are glad to furnish.

Write For Our

**Price List
On Cut Flowers
H. G. BERNING**

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Central Market

**ROSES, ORCHIDS, VALLEY
VIOLETS.**

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

THE MICHEL LECTURE.

Eugene H. Michel, of Henry A. Dreer, Inc., this city, delivered a most delightful lecture on "Cannas" before the Pennsylvania Horticultural Society, at its monthly meeting, February 19, in Griffith hall. Mr. Michel's remarks were most practical, his descriptions of the many varieties shown on the screen were glowing, and put cannas into the hearts of many of his delighted audience. The colored slides were exceptionally fine, showing vases of selected spikes of bloom, together with lawn beds and fields in full flower at Riverton. There were on exhibition several vases of fine snapdragons and a vase of a red sport of Benora carnation, all the flowers of which were four inches in diameter.

WITH THE WHOLESALEERS.

The Leo Niessen Co. is featuring spring flowers. Carnations, lilac, snapdragons and American Beauty roses are also offered in quantity.

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Martin Reukauf

Wholesale Jobber in

Florists' Supplies

433 Callowhill St., Philadelphia, Pa.

At the Berger Brothers market, freesias, daffodils and orchid sweet peas are in evidence. Easter lilies are also a feature. Business has been quiet the past week.

Lots of roses in all grades are seen in the Jos. Heacock Co.'s stock. Manager Cortis reports a fair demand, cleaning up every day. Splendid cattleyas in quantity are a feature here.

"Nothing to brag of," is the report of Edward Reid, "still we manage to keep things moving." Carnations and superb orchid sweet peas are headliners.

Manager Miller, of the Philadelphia Wholesale Florists' Exchange, reports a full line of all stocks, being particularly strong in roses. Things were quiet along the line the past week.

Benny Gibbs, of the Eugene Bernheimer force, declared that the "father of his country" did not help a bit this week, as things had been anything but stirring. Orange snapdragons, sweet peas and choice carnations were quantity stocks the past week.

Fred Klinger, chief in the receiving department, and James Frazier, one of the chauffeurs of the Leo Niessen Co., joined the colors the past week.

NOTES.

H. Bayersdorfer & Co. are exploiting a fine line of Easter plant baskets. Mr. Bayersdorfer thinks from the way orders are coming in, that the trade expect a big Easter.

J. J. Habermehl's Sons are looking forward to a good Easter. Their Diamond street conservatories are filled with choice stock, of which fine azaleas are a feature.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446

Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers

Mr. and Dealer in "Florist's" (Brand) Supplies

1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Feb. 27. Per 100		
Roses, Beauty, special.....	35.00@50.00	
" " fancy	15.00@25.00	
" " extra	10.00@15.00	
" " shorter grades.....	8.00@10.00	
" Mrs. Chas. Russell.....	6.00@15.00	
" Prima Donna	6.00@10.00	
" Killarney	3.00@ 8.00	
" White Killarney	3.00@ 8.00	
" Hadley	6.00@20.00	
" Sunburst	4.00@10.00	
" Wards	3.00@ 5.00	
Carnations	1.00@ 3.00	
Cattleyas.....each \$0.35@ .50		
Valley	10.00@12.00	
Lilium Rubrum	5.00@ 6.00	
Calendulas	1.00@ 2.00	
Easter Lilies	10.00@12.50	
Snapdragons	6.00@12.50	
Violets, single and double.....	.50@ .75	
Asparagus.....string or bunch.....	.35@ .50	
Sweet Peas.....	1.00@ 2.00	
Daffodils	1.50@ 3.00	
Paper Whites	1.50@ 2.00	

PITTSBURGH, Feb. 27. Per 100		
Roses, Beauty, special	40.00	
" " fancy	25.00	
" " extra	15.00	
" " No. 1	10.00	
" Killarney	3.00@12.00	
" My Maryland	3.00@12.00	
" Sunburst	3.00@12.00	
" Mrs. Aaron Ward	3.00@12.00	
Cattleyas	50.00	
Lilium Giganteum	10.00@12.00	
Adiantum	1.25	
Asparagus Sprengeri, bunch, 35@40		
New Crop Green Galax per 1000 \$1.25		
Carnations	3.00@ 4.00	
Calendulas	2.00	
Violets25@ .50	
Paper Whites	2.00@ 3.00	
Daffodils	3.00	
Freesia	3.00	
Sweet Peas75@ 1.50	
Tulips	3.00	
Mignonette	4.00	

MILWAUKEE, Feb. 27. Per 100		
Roses, Killarney, W. Killarney	5.00@12.00	
" Ward	5.00@ 8.00	
" Mrs. Chas. Russell	10.00@35.00	
" Ophelia	6.00@12.00	
" Hoosier Beauty	5.00@12.00	
" Bon Silene	3.00	
" Cecile Brunner	3.00	
Carnations	2.00@ 4.00	
Valley	4.00@ 6.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing.

Fancy Raffia Mats

\$3.00 per doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

Mention the American Florist when writing.

EUGENE BERNHEIMER

—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia,

Carnations, Violets.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

ST. LOUIS, Feb. 27. Per 100		
Hadley	2.00@ 5.00	
Killarney	2.00@ 4.00	
White Killarney	2.00@ 4.00	
Hoosier Beauty	3.00@15.00	
Russell	4.00@25.00	
Sunburst	3.00@10.00	
Ward	3.00@ 6.00	
Mrs. Shawyer	2.00@ 8.00	
Ophelia	4.00@10.00	
Ferns	per 1,000, \$2.75	
Violets	1.00@ 1.50	
Paper Whites	3.00	
Stevia	2.00	

The London Flower Shop anticipates a good Easter and are already preparing to make the most of it. Choice flowering plants are a feature here.

Charles Grakelow enjoyed a good run of funeral work the past week. He keeps the boys in good humor, as he makes his daily rounds.

H. C. Vansant, Newport News, was a visitor the past week, looking up stock for the Easter holidays.

Samuel Sproul, of the Locust Flower Shop on South 60th street, has closed K.

New York.

LENTEN DULLNESS FELT.

The dullness that has prevailed in the trade during the past months, due to war conditions, has been more noticeable since the beginning of the Lenten season. Coupled with this, a week of mild weather greatly increased the supply of stock and prices are tottering and falling. The most marked increase in supply and decrease in demand and prices has been in American Beauty roses. Within 10 days the price of specials has been cut to half or worse. Around St. Valentine's day, special American Beauties were wholesaling at the rate of \$75 per 100; today \$25 to \$35 are nearer the figures. The tea roses are holding up better, but a break seems inevitable. Carnations, orchids and various other stocks are necessarily cheap. It is reported from the Netherlands that many of the bulb growers will turn a part of their bulb land into vegetable growing. We believe this to be a sensible move; good for them and good for us. For years, we have been impressed by the fact that this country was importing too many bulbs. In the times when bulbs could be handled and forced by cheap labor, it was not so bad, but cheap labor is not now in the market. Of late years, bulb stock, about from this time of year till it goes out, has been so plentiful in this market that it became a positive nuisance and a detriment to other stocks that require more time and skill to grow. We have no desire to injure the business of the Hollanders; but charity should begin at home. A reasonable amount of bulb stock is desirable, but an avalanche, as Artemas Ward used to say, "is 2 mutch."

February 25.—The weather is mild and springlike and heavy supplies of bulbous stock, carnations and sweet peas are arriving. The greater part of Easter lilies—cut stock—is poor, also a considerable supply of short and inferior lily of the valley. There has been some improvement in violets, the mild weather enabling the street merchants to do business. Tea roses and good tulips seem to be the best sellers. The Flamingo tulips move freely at 60 cents per dozen, with 75 cents for the best. Hyacinths and narcissi are slow.

NOTES.

Noteworthy among the harbingers of spring, are the catalogues of the florists, seedsmen and nurserymen. Regardless of war conditions and the high cost of paper, we must acknowledge they are as handsome as ever, among them Vaughan's Seed Store's wholesale price list of vegetable seeds, for 1918, which, if considered as a serial, is now in its forty-second year; from Weeber & Don, 114 Chambers street, New York, catalogue of "sturdy" vegetable and flower seeds; from George L. Stillman, Westerly, R. I., "Dahlias of Distinction"; from the Richard Diener Co., Inc., Kentfield, Marin Co., California, a catalogue of gladioli of their own production; from William M. Hunt & Co., 37 Warren street, New York, a catalogue of seeds and bulbs.

Now that the weather has grown warmer, and flowers are cheaper, many

From Cold Storage

LILIUM GIGANTEUM

7-9 (300 bulbs per case), \$60.00 per 1000.

LILY OF THE VALLEY

Best quality, \$30.00 per 1000.

Chas. Schwake & Co., Inc., 90-92 W. Broadway, New York

of the retailers are making fine window displays, and in variety they take a wide range. As a centerpiece for window decoration, the tall acacia plants are popular, the supporting features being baskets and vases, in which, according to the taste and fancy of the decorator, any or all flowers can be used. The French anemones are now pretty and popular flowers and the market is well stocked with them. Forget-me-nots, mignonette, myosotis, pansies, buddleias, snapdragons, and as a matter of course, the staple stocks such as orchids, roses and carnations, are all seen in gift baskets and window decorations.

The honest agriculturists and horticulturists of this state seem to be bent on a bold stroke in politics. It is rumored that a movement is on foot for fusion of the farmers with the democrats and to select Professor Liberty Hyde Bailey, of Ithaca, former dean of the State Agricultural College at Cornell, and author of the Standard Encyclopedia of Horticulture, as a candidate for governor. Incidentally, it is stated that Charles F. Murphy, leader of Tammany Hall, in this city, is one of the sponsors of the scheme.

Washington's birthday was largely given over to the entertainment of 10,000 soldiers that came in from Camp Upton, L. I., and to their parade in the afternoon. The business in flowers was light. Several of the boys, who were formerly in the florist business, were in the parade.

Lawrence Thieler, formerly bookkeeper for John Young & Co., who is now a sergeant in the army, stationed at Camp Upton, was in the parade, February 22, and also visited his former employers. Since joining the colors, he has gained 25 pounds in weight.

B. S. Slinn, of the Cut Flower Exchange, has just returned from a short visit to Florida, and is enthusiastic about the trip. He found the ocean warm enough for bathing. He visited a number of the growers of Asparagus plumosus and reports them prosperous.

Nicholas Archias, proprietor of the retail store known as the Broadway Florist, 2094 Broadway, has purchased the store at 2445 Broadway, formerly conducted by Peter Velotas. He is a clever designer and decorator, and both his stores are well stocked.

The C. A. Dards store, Madison avenue and 44th street, in addition to other activities, is doing quite a business in fancy baskets of mixed flowers, such as snapdragons, tulips, narcissi and sweet peas, which are attractive features.

At the store of George D. Nicholas, Seventh avenue and 123d street, we have recently noticed attractive features in plant baskets of azaleas, marguerites and primroses, all artistically arranged.

Leikens, Madison avenue and 55th street, arranged a fine decoration on Washington's birthday for a dinner at the aviation field, Mineola, L. I., given by officers of the aero squadron.

Chargranis Brothers, who have a neat store in the Regent Theatre building, 1908. Seventh avenue, advise us



Mention the American Florist when writing

MY SPECIALTY SWEET PEAS AND ALL

Flowers of Shipping Quality

Joseph S. Fenrich

51 West 28th Street, NEW YORK

Telephones—420-421-422 Farragut.

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.



that their St. Valentine's day business was good.

William Zois, the Subway Florist, Lenox avenue and 125th street, recently opened an attractive store at Broad street and Central avenue, Newark, N. J.

Malandre Brothers, Broadway and 72nd streets, are showing many fine features in plants and cut flowers and report good business.

In addition to a good stock of roses and carnations, J. K. Allen, 118 West 28th street, is now handling a fine stock of buddleia.

A. Meyer, 1062 Madison avenue, advises us that his St. Valentine's day business was better than in former years.

Gustav Richle, of Staten Island, is sending fine sweet peas to Hentz & Nash, Inc.

Herman Weiss, 130 West 28th street, is handling fine roses, sweet peas and callas.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

NEW YORK CITY

Telephone:
8864 Farragut.**GEO. J. POLYKRANAS**

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Everything in Cut Flowers

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Telephone Call:
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and Seasonable Flowers**HORACE E. FROMENT**

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All the New and Standard Varieties of Roses,
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Wholesale Florists

The Right People to Deal With.

102 West 28th St., New York

Mention the American Florist when writing

BADGLEY & BISHOP, Inc.

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34 West 28th Street, New York

Receivers and Distributors of Choicest Cut Flowers.

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Riede & Meyer, Inc.

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25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

New York, Feb. 27. Per 100	
Roses, Beauty, special.....	35.00@40.00
" " extra and fancy.....	20.00@25.00
" " No. 1 and No. 2.....	6.00@8.00
" Hadley.....	6.00@60.00
" Francis Scott Key.....	4.00@30.00
" Prima Donna.....	4.00@15.00
" Alice Stanley.....	4.00@15.00
" Mrs. Geo. Sawyer.....	4.00@15.00
" Double White Killarney.....	5.00@12.00
" Killarney, Special.....	10.00@12.00
" " No. 1 and No. 2.....	3.00@5.00
" " Queen.....	4.00@15.00
" " Brilliant.....	4.00@15.00
" Aaron Ward.....	4.00@15.00
" Sunburst.....	4.00@15.00
" J. L. Mock.....	4.00@15.00
" Ophelia.....	4.00@15.00
" Mrs. Chas. Russell.....	4.00@30.00
" Hoosier Beauty.....	4.00@15.00
Cattleya Orchids, special.....	35.00@50.00
Rubrum.....	3.00@6.00
Lilies, Longiflorum and Formosum.....	4.00@8.00
Lily of the Valley.....	4.00@6.00
Adiantum Croweanum and Hybridum.....	.75@1.00
Asparagus Plumosus.....	doz. bchs. 2.50@3.00
Smilax.....	doz. strings, 1.25@2.00
Carnations.....	1.50@3.00
Carnations, Fancy.....	3.50
Violets.....	.35@.50
Snapdragons.....	per doz. .75@3.00
Gardenias.....	per doz. 1.00@3.00
Narcissus, Yellow.....	2.00@2.50
Tulips.....	1.50@4.00
Iris.....	per doz. 1.00@2.00
Sweet Peas.....	1.00@2.00
Callas.....	per doz. 1.00@2.00
French Anemones.....	2.00@5.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

CONSIGNMENTS SOLICITED

Growers' Cut Flower Co., Inc.

E. J. VAN REYPER, Manager

Roses, Carnations, Violets

And all NOVELTIES in the Market.

LILIES and VALLEY EVERY DAY in the YEAR
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Farragut 3563

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 { 4423 Farragut**United Cut Flower Co., Inc.**

WHOLESALE

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PHONE { 2335 FARRAGUT
 { 2336**WM. KESSLER,**

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

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N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

Mention the American Florist when writing

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-

trated catalog of Greens and Florists' Supplies.

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GEO. B. HART

WHOLESALE FLORIST

24-30 STONE STREET,

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Mention the American Florist when writing

M. C. FORD121 WEST 28TH STREET
NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing.

D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing.

VAUGHAN'S ASTER SEED FOR FLORISTS



NEW ASTER—Mammoth Non-lateral Branching

MAMMOTH NON-LATERAL BRANCHING

Trade
pkt. Oz.

MAMMOTH NON-LATERAL BRANCHING WHITE. 2 ft. This is without doubt the largest Aster on the market. Many of the flowers will measure four inches in diameter. The plants grow about two feet high with a low branching habit, and the flowers which are borne on non-lateral stems are full, with petals curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching. 1/4 oz., \$1.00 \$0.35

MAMMOTH NON-LATERAL BRANCHING BLUE. 2 ft. Very like the preceding except the flowers are a medium shade of blue 1/4 oz., \$1.00 .35

10 Per Cent cash discount, on orders of \$2.00 or over, when cash accompanies order. Florists' catalog is now being mailed.

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

One of our humorists—we have a lot of them—has a novel scheme to keep constantly before the people the necessity of growing more vegetables. He wants the girls to trim their hats with vegetables, and he is so enthusiastic about it that he thusly bursts into song:

"Miss Margarite McTwillly has
The sweetest little bonnet,
It is a Hoover hat, you know,
For it has carrots on it."

"Tell me where the food is and I'll move it," writes Director General McAdoo of the railroads to National Food Administrator Hoover. Perhaps if the seedsmen will tell Mr. McAdoo where their seed corn, beans and peas are, he will move them too. Unquestionably, Mr. McAdoo is a man of brains and energy.

P. L. Bogart's Brothers, 970 Sixth avenue, had the pall and a large number of fine designs for the funeral of N. K. Bloodgood, an old and prominent citizen, which was held at the Church of the Heavenly Rest, February 23.

At the store of A. T. Bunyard, Madison avenue and 48th street, we have recently noticed a beautiful window decoration of large acacias and baskets and vases of spring flowers in variety.

Since A. L. Young & Co., 54 West 28th street, put in a new front and

otherwise improved their store, it is one of the show places of the district and their business is good.

American Beauties and other roses, fine carnations and tulips and a great variety of other stock arrives daily at M. C. Ford's, 121 West 28th street.

B. Jacobs & Co. are handling fine stock of the French anemones.

Frank H. Traendly is confined to his home by a severe cold.

A. F. F.

Rochester, N. Y.

TRADE IN GENERAL IS QUIET.

Business during the past week has been rather dull, with funeral work the mainstay of the trade, although there is a fairly good demand for plants for hospitals, cut flowers being expensive in comparison with other years. The best carnations continue to retail at \$1.50 per dozen and roses command from \$2 to \$6. Sweet peas are, however, beginning to arrive in large quantities. Cattleyas are plentiful, but the call is weak. Violets sell well.

NOTES.

Word has been received from Charles Gow, who is serving with the forces in France. The Christmas box sent him

QUEEN OF THE MARKET

The Standard Early Flowering Type Trade
White, Crimson, Pink, Dark Blue, Flesh, Lavender, Light pkt. Oz.
Blue.
Any of above, per lb. \$10.00, 1/4 oz. 30c. \$0.10 \$1.00
Mixed, all colors, lb., \$10.0010 .80

DAYBREAK (American Victoria)

Trade pkt. Oz.
Purity, White25 2.40 Rose Pink25
Pink, Fine for pots.25 Blue25 2.60
Salmon Pink25 2.60 Lavender25 2.60

THE ROYAL—Early-Flowering Branching

White, Shell Pink, Rose Pink, Lavender, Purple.
Any of the above. 1/4 oz., 45c .25 1.25
Mixed, all colors 1/4 oz., 45c .25 1.50

OSTRICH FEATHER

Light Pink, Dark Blue, Rose, White.
Any of above.20 1.20
Mixed, all colors20 1.20

SEMPLE'S BRANCHING

White, Lavender, Rose Pink, Crimson, Azure Blue, Daybreak (Mary Semple), Purple, Deep Violet.
Any of above, lb., \$10.00; 1/4 oz., 25c.10 .80
Mixed, all colors, lb., \$9.00; 1/4 oz., 20c.10 .70
Upright Branching, White15 1.00

CARLSON OR INVINCIBLE

White, Crimson, Purple, Lavender, Marquis Pink.
Any of the above. 1/4 oz., 35c .20 1.20
Mixed, all colors 1/4 oz., 35c .20 1.20

CREGO

White, Shell Pink, Dark Pink, Lavender, Crimson, Azure Blue, Purple.
Any of the above 1/4 oz., 35c .20 1.20
Mixed, the above15 1.00

Hohenzollern, Extra Early White25 1.60
Extra Early Rose25 1.60

AMERICAN BEAUTY

2 1/4 ft. Is similar in type of flower and growth to the well-known Late Branching Asters, but differs in that all the large blossoms are produced on much longer and heavier stems. It is the first of a new strain of late branching habit, and of robust growth. The flowers are fully double to the last and are a most lovely shade of bright carmine-rose. 1/4 oz., 50c .25 2.00

OTHER AMERICAN ASTERS

LAVENDER GEM. The flowers are of a true lavender shade and the petals are gracefully curled and twisted, and the blooms are borne on long stems.25 2.20

PEERLESS PINK. The flowers are enormous, globular in shape, of a most delightful and pleasing rich shell pink. First flowers appear about the middle of August, but the plant is at its zenith about four weeks later.20 1.20

CRIMSON GIANT. This shade has been one which has seemed to lack intensity of color, but in this variety the blood red blossom is particularly bright.20 1.20

SENSATION. The reddist of all red asters, the color being a dark rich garnet or ox-blood red, which glistens in the sunshine like a live coal.25 2.00

by the florists' association reached him in good condition and was much appreciated.

Chas. H. Vick, H. B. Stringer, Geo. T. Boucher, Fred C. Thomann and A. H. Salter have been named to represent the florists' association on the board of managers of the industrial exposition.

J. B. Keller Sons had an unusually attractive window for Washington's birthday, consisting of a portrait of the "Father of His Country" arranged with flowers and small American flags.

Douglass White, foreman at the H. E. Wilson range, reports his stock looks very promising for Easter.

Mrs. E. C. Armbrust has returned from New Britain, Conn., where she has been visiting relatives.

A. N. Pierson, Inc., Cromwell, Conn., are sending quantities of splendid freesias to this market.

CHESTER.

BALTIMORE, Md.—At a meeting of the florists' club, February 11, the following officers were nominated for the ensuing year: For president, John Nuth; for vice-president, R. A. Vincent; secretary, Wm. Ekas; treasurer, F. G. Burger.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857



745 Buckingham Place,
L. D. Phone, Graceland 1112.

Send us your retail orders.

We Have the Best Facilities in the City
Mention the American Florist when writing

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists
(INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis
and rest of Missouri.

Members of Florists' Telegraph Delivery.



Mention the American Florist when writing

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing.

Milwaukee, Wis.

**J. M. Fox & Son, Inc.**

437-39-41 Milwaukee St.
Members Florists' Telegraph
Delivery Association.

THOS. F. GALVIN
INC.**NEW YORK** — 561 —
Fifth Avenue**BOSTON** 1 Park Street
799 Boylston Street

Deliveries to Steamers and All Eastern Points.

Mention the American Florist when writing.

ORDERS
IN OR
AROUND

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTEL

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK

785 Fifth Ave.

Member of Florists' Telegraph Delivery

KOTTMILLER

426

Madison Ave.,
NEW YORK

Chicago.

A. LANGE,

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Mention the American Florist when writing

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street

To out-of-town florists:
We are in the Heart of New York
And give special attention to steamer and the-
atre orders. Prompt delivery and best
stock in the market.

Members of Florists' Telegraph Delivery.

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Chicago.

ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in the
city. All orders given prompt attention.

Members of Florists' Telegraph Delivery.

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.

H. B. WHITTED, Prop.

Careful attention given to all orders for
delivery in the Twin Cities or Northwest

Mention the American Florist when writing.

ALEXANDER MCCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded
to any part of the United States,
Canada and all principal cities in Eu-
rope. Orders transferred or entrusted
by the trade to our selection for de-
livery on steamships or elsewhere
receive special attention.

Reference or Cash must accompany all orders
from unknown correspondents.

Code Address: Alexconnell.
Western Union Code.

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Bangor, Me.

Adam Sekenger
FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing



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LOUISVILLE, KY.**THE F. WALKER CO.**

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1874.

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N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

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"We should all strictly adhere to the request of the United States Food Administration."

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Seattle's Leading Flower Shop

1536 SECOND AVE.

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Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

BUFFALO

N. Y.

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Member of Florists' Telegraph Delivery.

Pittsburgh, Pa.

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KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

City Index to Retail Florists Filling Telegraph Orders.

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Albany, N. Y.—Danker's.
Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. H. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—O. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Witbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Ft. Smith, Ark.—George Rye.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Paley.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Montreal, Quebec—The Dominion Floral Co.
Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—Phillips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—The Boulevard Floral Co.
New York—Dards' 44th and Madison Ave.
New York—Gilbanks, 50 Broadway.
New York—Hession.
New York—A. Meyer, 1062 Madison Ave.
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New York—D. J. Pappas, Inc.
New York—Max Schling, 785 Fifth Ave.
New York—G. E. M. Stump.
New York—Young & Nugent.
Omaha, Neb.—Alfred Donaghe.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
San Antonio, Tex.—Edward Green.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—Mullanphy Florists.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heintz & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington—Geo. H. Cooke, Conn. Ave. and L.
Washington, D. C.—Louise Flower Shop.
Washington—Gude Bros.
Williamsport, Pa.—Erenden Bros. Co.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

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Telephone
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HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St.

PHONES:
1501 and L1582

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THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

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Mention the American Florist when writing.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best Dunlop's

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

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Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation

Mention the American Florist when writing.

Philadelphia Orders

Chas. H. Grakelow

Broad St., at Cumberland

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to



Mention the American Florist when writing

Brooklyn, N. Y.

JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store— 334 Lewis Ave., No. 1150 Bedford
Telephone
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Mention the American Florist when writing

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heint)
336 Superior St., Toledo, O.
Both Phones, 527

Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.

**J. B. KELIER SONS,
FLORISTS**

25 Clinton Avenue N
Rochester Phone 506. Long Dist. Bell ph. 2189.
Members of Florists' Telegraph Delivery.

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Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Mention the American Florist when writing

Houston, Texas.

**Robt C. Kerr
Floral Co.**

Main and McKinney Phone Preston 160

Mention the American Florist when writing

Albany, N. Y.

Danker
FLORIST

The Best Service



Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

New York.

Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

Cincinnati.

JULIUS BAER
— FLOWERS —

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Kansas City, Mo.

A. Newell
FLORIST

Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

New York.

DRAKOS CO.

FLORISTS

2953 Broadway, Opp. Columbia College

Members of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones { 107 } Lenox
{ 420 }
{ 775 }

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Denver, Colo.

**The Park
Floral Co.**

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Members of Florists' Telegraph Delivery.



San Francisco

Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

HACKENSACK, N. J.

House of Flowers



HENRY WEISSMANN, Manager.
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842.

Lang Floral & Nursery Co.

1214 Main Street, DALLAS, TEXAS.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE
FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Little Rock, Ark.

PAUL M. PALEZ
FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.
Member of Florists' Telegraph Delivery.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCauslen, Prop.

173 North Fourth Street

All Orders Promptly Executed.

Cleveland, O.

The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Friedman

...FLOWERS...

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Omaha, Neb.

Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers all New England Points

KANSAS CITY, MISSOURI.

Rock's FLOWERS

Members Florists' Telegraph Delivery Ass'n.

New York.

D. J. PAPPAS, Inc.

2751 Broadway, at 106th St.

The right place to buy.

FLOWERS OF QUALITY.

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

C. Trauenerfeld
FLORIST

3343 W. MADISON ST.

NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing.

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.



WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

St. Louis, Mo.

WIRE

Grimm & Gorly

Mention the American Florist when writing.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

LEIKENS,

Madison Ave. and 55th St.,
New YorkWill be delivered for the trade in other cities by
the firms below, the Leading Retailers in the cities
indicated, on Wire, Phone or Mail Orders.

New York.

Gilbanks
Flowers of Quality

50 Broadway

Worcester, Mass.
Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

New York

G. E. M. STUMPP

761 FIFTH AVENUE
Member of Florists' Telegraph Delivery.

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET
Member of Florists' Telegraph Delivery.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, States St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffman, N. Y.

A. MEYER,

Boston, Mass.

Penn
The Florist"Penn, The Telegraph Florist"
Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers422 MAIN STREET
Greenhouses, 437 Bay Street.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction.
We are the center of the great
Northwest. Daily deliveries to Superior, Wis.

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail
Members of Florists' Telegraph Delivery.

San Antonio, Texas

Ave. C. at 8th St. EDWARD GREEN, Florist
Telegraph Orders a Specialty.

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

NEW YORK

1062 Madison Ave., near 80th St.
Phones, Lenox 2352-7019

Satisfaction Guaranteed.

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.
Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD
GREENHOUSES

Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.
Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist

WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

VISITED CHICAGO: E. L. Page, of the Page Seed Co., Greene, N. Y.

THE mail trade throughout the country is bounding ahead of all previous records.

LOUISVILLE, KY.—Wood, Stubbs & Co. have increased their capital stock from \$200,000 to \$350,000.

ALBERT DICKINSON, of Chicago, is recovering at Orange City, Fla., from an illness of several weeks.

CURTIS NYE SMITH supplies important data on seed embargoes which will be found on page 334 of this issue.

IT is reported the United States government will requisition all the present season's food beans as well as the coming crop.

J. CHAS. McCULLOUGH and family, of Cincinnati, O., and Lem Bowen and wife, of Detroit, Mich., are at Miami, Fla., this week.

W. W. BARNARD, of the W. W. Barnard Co., Chicago, is touring California in his auto and recently visited the fresia growers.

GRAND RAPIDS, MICH.—The A. J. Brown Seed Co. has received orders aggregating about \$100,000 for seed peas for England and France.

CALIFORNIA advices of February 25, supplementing the information given in our last issue, are to the effect that seed growers are having more rain, a total fall of six inches for the week.

GRASS SEEDS.—Prices for grass seed on the Chicago Board of Trade February 27 were as follows: Timothy, \$7.00 to \$8.25 per 100 pounds; clover, at Toledo, \$25.00 to \$30.00 per 100 pounds.

ONION SETS have again advanced slightly in the Chicago district, reds and yellows being now \$2.75 to \$3.00, and whites \$3.50 to \$4.00 in car lots. The rot is said to be much worse than anticipated.

WASHINGTON, D. C., February 26.—President Wilson issued a proclamation today putting the fertilizer industry under license. Licenses must be obtained by March 20. The proclamation is under the food and fuel conservation law.

Two more of Vaughan's Seed Store employes at Chicago joined the colors this week, Ed. Goldenstein, the well known manager of the bulb department, and Chas. Mason of the retail staff, making a total of 14 stars in the firm's service flag.

SAN FRANCISCO, CALIF.—The Hallawell Seed Co., whose store adjoins the British recruiting station, recently attracted throngs to its windows, which were donated for the display of trophies captured by the allies. This firm reports a heavy spring counter trade.

California Rain.

L. W. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, Calif., advises as follows, February 27:

"Good rains have fallen the past week in the California seed growing sections. Growers are now busy completing planting and the earlier planted crops are making satisfactory growth. The rainy season usually ends here about April 1 and the rainfall is now under 50 per cent normal. Abundant spring rains will be needed to bring crops through.

"Onion and root crops have suffered considerably from the drought. The most optimistic estimate gives possible yields of onion, beet, carrot and lettuce about 60 to 70 per cent. Salsify, parsnip and parsley 50 per cent. Radish not over 30 per cent.

"Substitute the word precipitation for reciprocity in the fourth paragraph of last week's message."

Western Seedsmen's Association.

The above association met at Kansas City, Mo., February 16, for the purpose of considering the best plans for meeting conditions confronting seedsmen for the season of 1918, especially those engaged in the package seed business. The following firms were represented: American Seed Co., Fort Worth, Tex.; Barteldes Seed Co., Lawrence, Kan.; N. J. Burt & Co., Burlington, Ia.; Condon Bros. Co., Rockford, Ill.; Griswold Seed Co., Lincoln, Neb.; Harnden Seed Co., Kansas City, Mo.; Mangelsdorf Bros. Seed Co., Atchison, Kan.; Missouri Seed Co., Kansas City, Mo.; Northrup, King & Co., Minneapolis, Minn.; Sabetha Seed Co., Sabetha, Kan.; A. W. Schisler Seed Co., St. Louis, Mo.; Sioux City Seed Co., Sioux City, Ia.; Mel L. Webster Co., Independence, Ia., and Waco, Tex., and Wood, Stubbs & Co., Louisville, Ky.

The following resolution was drawn up and adopted unanimously:

Whereas, owing to a total lack of rainfall in California since March last, and the existence of very unfavorable conditions in other important seed growing sections, the prospect for a crop of garden seeds this year is the poorest seedsmen have ever faced; and

Whereas, owing to changing conditions and the feeling of unrest among the farmers, growers are reluctant to make contract prices for 1918; and

Whereas, the cost of labor and materials has advanced enormously in the last few years, therefore be it

Resolved, That it be recommended to the seed trade engaged in putting up seeds in packets, that instead of trying to decrease the quantity of seed in the packet to meet new conditions, the quantity be based on a \$3.50 per 100 price to the dealer, and that in selling at this price it be recommended that the dealer resell the packets for 10 cents or three for 25 cents.

Also that it be recommended that cartons of beans, peas and corn be marked to retail at from 15 cents to 20 cents, according to quantity in the

package, and that the price to the dealer be on the basis of 9 cents each for a carton of four ounces.

Also that it be recommended that for the present at least all future contracts with dealers for bulk seed be booked at open prices.

MEL L. WEBSTER Co.,
A. W. SCHISLER,
O. A. BARTEDES,
Committee.

Denmark Prohibits Seed Trading.

The British minister at Copenhagen reports that the Danish ministry of the interior has issued a notice forbidding, pending the issue of further regulations, all trade in all kinds of seeds, including field seeds, root seeds, garden seeds, etc., whether of Danish or foreign origin, both of the 1917 and of previous harvests. Bird-seed is, however, excepted. Moreover, all deliveries of such seeds, notwithstanding running contracts, are forbidden until further notice.—British Board of Trade Journal.

New York Seed Trade.

Since the cold wave passed, there is a noteworthy speeding up in the seed trade district. Farmers, market gardeners and war gardeners seem to be heeding the advice that has been widely published, that is, to buy early.

On February 20, Peter Henderson & Co., received a shipment of corn that had been started from "somewhere" upstate on December 22, 1917.

J. B. Deamud of Vaughan's Seed Store, has returned from an extended trip.

S. D. Woodruff & Sons advise us that seed potatoes will be \$6.50 per barrel.

Clover at Toledo.

Clover stocks showed a heavy decrease last week, receipts being 2,195 bags and shipments 3,911. For the season, to date, receipts have been 20,806 bags and shipments 44,036. Last year an accumulation of 19,361 bags was made in the same period.

ROCHESTER, N. Y.—James Vick's Sons will remove to their new quarters, 23-25 Stone street, about March 1.

Alfred J. Brown Seed Co.

Growers of

**Peas and
Beans**

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED, GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed
100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10,000 seeds, \$30.00.
25,000 seeds, \$72.50.

Also all other seasonable Seeds, Bulbs and Supplies.

Wholesale Price List Free.

HENRY F. MICHELL CO.

518 Market St., Philadelphia, Pa.

Choice Flower Seeds FOR FLORISTS

Cineraria, prize strains mixed, tall and semi-dwarf.

Alyssum: Little Gem.

Calendula: Orange King; Lemon Queen.

Snapdragon: Silver Pink.

Begonia: Vernon.

Delphinium Newport Rose, finest Pink Larkspur, at 80c per oz.; \$2.25 per 1/4 lb.

J. M. THORBURN & CO.

53 Barclay Street, - New York

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

SEED PACKETS

Flower Seed Sizes to Catalogue Envelopes—Return Envelopes

The Brown Bag Filling Mach. Co.
FITCHBURG, MASS., U. S. A.

Rutgerd y van Zanten
LISSE, HOLLAND

Grower of

HIGH GRADE QUALITY HYACINTHS
Special prices mailed on application.

NEW YORK ADDRESS:

Care of KUYPER & CO., 10 Broadway



LILY OF THE VALLEY

For Easter

(March 31)

We have a surplus of our famous exhibition brand which we offer at \$40.00 per 1000. (1750 pips to the case.) These are now in storage and can be shipped at short notice.

WEEBER & DON

114 Chambers St., New York

Mention the American Florist when writing.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

Growers and Specialists

Beans, Peas and Sweet Corn

Write us now for contract prices for CROP OF 1918

Sioux City Seed Co.

SIoux CITY, IOWA

Branch Office: Millington, Mich.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho.

MILFORD, CONN.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm.

Bristol, Pa.

Mention the American Florist when writing.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Day St, NEW YORK
and ORANGE, CONN.

Mention the American Florist when writing.

Wing's DAHLIAS



Nearly 200
varieties to
select from

Many of them im-
ported from the
great French Hy-
bridists.

Write for complete
list. We will quote
you special prices
on small lots as well
as quantities.

THE WING SEED CO.
Dept. A, MECHANICSBURG, OHIO

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cab-
bages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin.
Sweet, Flint and Dent Seed Corn.

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

We carry a reserve stock of the
important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia, - Pa.

Arthur T. Boddington Co. INC.

SEEDSMEN

128 Chambers St., New York

Mention the American Florist when writing.

Roses, Rhododendrons, Boxwood

Spring importation of Holland stock now ready:

Baby Rambler Roses, two year field grown. We have regraded these
and are shipping out as No. 1 grade only such plants as you should have
for pot plant and best retail sales.

Baby Rambler , (Mme Norbert Levavasseur) Crimson.....	Per 100	\$20.00
Baby Tausendschon , pink; Baby Dorothy , deep pink; Ellen Poulsen , light pink; Erna Teschendorf , dark red; Greta Kluis , deep rose; Jessie , bright rose; Mrs. Cutbush , light pink; Orleans , bright rose; Triumph de Orleans , bright red.....	18.00	
Baby Ramblers , same varieties as above, in medium or No. 1½ grade, a little lighter plants, suitable for smaller pots, or outside planting.....	\$130.00 per 1,000	14.00
Hybrid Tea Roses , two year field grown; Arthur R. Goodwin , Bessie Brown , Betty , Edw. Mawley , Farbenkonigen , Gen. McArthur , Grus An Teplitz , Kaiserin Augusta Victoria , Killarney , Lady Ashtown , Lady Alice Stanley , Lady Hillingdon , La France , Mad. A. Chatenay , Mad. Caroline Testout , Mad. Leon Pain , Mad. Ravary , Mrs. A. Ward , Prince of Bulgaria , Johnker Mock	20.00	

RHODODENDRONS.

Fresh, clean looking stock in best possible condition, 18 to 24 inches high, 8 to 12 buds, at.....	\$85.00
24 to 30 inches high, 12 to 16 buds, at.....	115.00

Hardy Hybrids in all colors, only such sorts as are hardy in
America.

BOXWOOD.

Ball shaped bush and pyramidal forms; bright foliage and up to grade, all
balled and burlaped.

Bush Shape—	Per 100	Pyramid—	Each
12 inches high.....	\$30.00	30 inches high.....	1.65
15 inches high.....	50.00	36 inches high.....	2.00
18 inches high.....	75.00	42 inches high.....	2.25
24 inches high.....each	1.25	48 inches high.....	3.25
Globe or Ball—	Each	54 inches high.....	4.00
12 by 12 inches through..	1.75		
15 by 15 inches through..	2.25		
18 by 18 inches through..	3.75		
Kalmia Latifolia—			Each
18 to 24 inches.....			B & B
24 to 30 inches, heavy bushy.....			\$1.00
Acuba Punctata— 24 inches.....			1.50
			1.00

The Storrs & Harrison Co., Painesville, Ohio

HOLLAND BULBS AND PLANTS

GERRIT SEGERS, Tromp's Nurseries, Lisse, Holland

"None But The Best." Correspondence until May next may be addressed to my representative:

G. OVERDUIN, care of Maltus & Ware, 14 Stone Street,
NEW YORK CITY

CARNATIONS

Rooted cuttings, strong clean stock, \$25.00 per
1000. Matchless, White Enchantress, Pink
Enchantress, Rose Pink Enchantress, Enchant-
ress Supreme, Beacon, Windsor.

JAMES VICK'S SONS

ROCHESTER, - NEW YORK

Mention the American Florist when writing.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato,
Vine Seed and Field Corn.
Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

Mention the American Florist when writing.

Before Placing Orders for

SWEET PEAS, Spencers, Grandi-
floras, etc., ASTERS and FLOWER
SEEDS in general; TOMATO,
LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing.

Import Specialties

Write for import prices upon

DRACAENA CANES.
JAPANESE LILY BULBS.
KENTIA and other palm seeds.
PAPER WHITES and ROMANS.
DRIED ADIANTUM FRONDS.
JAP BAMBOO STAKES.
KENTIAS, for growing on.
FERNS IN FLATS.
NURSERY STOCK, from all sources.
AUSTRALIAN GRASS SEEDS.

Correspondence invited.

McHUTCHISON & CO.

The Import House

95 Chambers Street, NEW YORK

Mention the American Florist when writing.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

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American Grown GLADIOLUS

All strictly First Size. F. O. B. Chicago.

	Per 1000
America.....	\$20.00
Augusta.....	18.00
Panama.....	36.00
Mrs. Frank Pendleton.....	50.00
Europa (Grand White).....	60.00
Mrs. Francis King (Earliest).....	18.00
Chicago White.....	22.50
Myrtle (True).....	75.00
Halley.....	20.00

Medium sizes, fine stock, of above, 10 per cent less.
Let us mail samples.

Tuberoses

	Per 1000
Dwarf Pearl.....	\$10.00
First size, 4 to 6 inches.....	

Lily of the Valley

	Per 1000
Fresh New Crop Pips Ready.....	\$25.00
Holland grown.....	
Same out of Storage Ready Mar. 1.	

Paper White Narcissus for late planting.
ASK FOR PRICES.

Write for our Spring "Book for Florists."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

LILY BULBS

Lilium Giganteum

	Per Case
7-9 inch, 300 to case.....	\$18.00
9-10 inch, 200 to case.....	25 00
11-12 inch, 130 to case....	25.00

Lilium Auratum

	Per 100	Per 1000
8-9 inch, 160 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 100 to case.....	9.50	90.00
11-12 inch, 75 to case.....	17.00	160.00

Lilium Album

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 9.50	\$ 90.00
9-11 inch, 140 to case.....	12.00	110.00
11-12 inch, 90 to case.....	17.00	160.00

Lilium Rubrum (Magnificum)

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 140 to case.....	10.00	95.00
10-11 inch, 125 to case.....	12.00	110.00
11-12 inch, 100 to case.....	\$15.00	
11-13 inch, 90 to case.....	17.00	
12-14 inch, 72 to case.....	20.00	

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EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash,
Pumpkin, Cucumber and Watermelon
Seed and Field Corn, on Contract.

CORRESPONDENCE SOLICITED

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TOMATO SEED

Grown for the Wholesale Seed Trade.

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WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

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SEASONABLE STOCK

S. & H. Co.'s Quality, - - - Ready for Immediate Delivery

ASPARAGUS PLUMOSUS—

2½-inch—Surplus; grand stock for
benching; \$2.50 per 100; \$20.00 per
1000.

Fern Dish grade, dwarf and full; \$3.50
per 100; \$30.00 per 1000.

1½-inch, \$2.00 per 100; \$17.50 per 1000.

ASPARAGUS SPRENGERI—

2-inch, \$2.50 per 100; \$20.00 per 1000.

2½-inch, \$3.00 per 100; \$25.00 per 1000.

3-inch, \$5.00 per 100.

BEGONIAS—

Chatelaine, 3-inch, \$10.00 per 100.

Sandersoni, 2½-inch, \$4.00 per 100.

DAISY (Marguerite)—

Reve d'Or (yellow), \$3.00 per 100.

Mrs. Sanders (double white), \$5.00 per
100.

FERNS (Fine Stock)—

Teddy, Jr., 4-inch.....\$20.00 per 100

Teddy, Jr., 5-inch.....35.00 per 100

Teddy, Jr., 6-inch.....60.00 per 100

Boston, 5-inch.....35.00 per 100

Boston, 6-inch.....60.00 per 100

DRACAENA TERMINALIS—

Beautifully colored, 4-inch, \$25.00 per
100.

5-inch (heavy), \$40.00 per 100.

LANTANAS (10 Varieties)—

2½-inch, all colors, \$4.00 per 100; \$35.00
per 1000.

COLEUS—

12 Market Sorts, including Trailing

Queen, 2½-inch, \$2.50 per 100; \$20.00
per 1000.

KENTIA BELMOREANA—

2½-inch, \$9.00 per 100; \$75.00 per 1000.

3-inch, \$15.00 per 100; \$140.00 per 1000.

SNAPDRAGON—

Large yellow, white and "Keystone"

(pink), 2½-inch pots, \$4.00 per 100.

VINCA VARIEGATA (Strong

Stock)—

4-inch pots, \$10.00 per 100; 3-inch pots,

\$7.00 per 100; 2½-inch pots, \$3.00 per

100. Can offer these in large quan-

tity.

THE STORRS & HARRISON CO.

NURSERYMEN—FLORISTS—SEEDSMEN

PAINESVILLE,

OHIO

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-
President; S. W. Severance, Louisville, Ky.,
Secretary; Eugene Davis, Grand Rapids,
Mich., Treasurer.

FARMERS' BULLETIN 901, entitled "Everbearing Strawberries," has been issued by the United States department of agriculture, a pamphlet of 20 pages and numerous illustrations devoted to the above subject.

Potato and Onion Supply for Army Camps.

Some idea of the consumption of potatoes and onions at the army camps in the United States is given in a recent call for bids on these two items by the quartermaster general's office, the requirements being 13,750,000 pounds of potatoes and 884,000 pounds of onions, deliveries to commence about March 1 and be completed in 30 days.

Prices of Indoor Fruits and Vegetables.

Chicago, February 25.—Mushrooms, home-grown, No. 1, 20 to 25 cents per cartor; lettuce, box, 22½ to 25 cents; radishes, 50 to 60 cents per dozen bunches; celery, \$1.25 to \$1.50 per box; tomatoes, per 6 baskets, \$2.00 to \$2.50; cucumbers, per box, \$1.75 to \$3.75.

New York, February 25.—Celery, dozen stalks, 20 to 50 cents; cucumbers, \$1.00 to \$1.75 per dozen; mushrooms, 80 cents to \$2.20 per 4-lb. basket; tomatoes, per pound, 12 to 35 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$2.00 to \$4.00.

Seed Sowing.

At this moment, when the interest in regard to the seed situation is keen, some general notes on getting results should be in order. Sometimes we have seeds on hand from last year, or even two years ago, and knowing what these are, such stocks are of great value; next our seedsman may furnish us seeds of a year ago or more; or some of the seeds that are absolutely fresh may be of poor vitality, owing to unfavorable crop conditions last year. Any gardener who has hotbeds or greenhouses should test all seeds he is likely to use, so as to get familiar with their growing qualities. Thus we can reduce the seeding of high vitality lots to the minimum and spread such seeds out over a great area; on the other hand, poor lots can be overseeded in order to get a fair stand. It may be stated that no matter if a certain kind of seed will grow for many years, each year will reduce the germinating power some. This is not so noticeable the second year, but after three years most seeds deteriorate rapidly.

We would like to make a broad statement that more seeds are annually lost by over-covering than under-covering. A heavy covering is not nature's way. In a wild state the seeds fall to the ground and are either held in place by humus, leaves, or dead grass, or beaten into the earth by rain. In most cases the covering is very shallow. Then we find that during long-continued wet spells seeds germinate the easi-

est. It is the alternate shower and sunshine of April that is the proverbial spring weather. In our practice, we can imitate Nature. In greenhouses, hot beds and frames under glass, we have for years used the ordinary cheese cloth or white "bunting" as a cover. By its use we are enabled to cover seeds sparingly, if at all; the seeds are pressed into the ground with a brick or plank and the cloth laid directly upon the soil. Water will go right through the cloth, yet any displacement of seed is not likely. Sufficient light is admitted for the young plants, the first day or two after germinating reducing risks at that time, and the cloth can be used over and over if removed and dried for future use. As a substitute, newspapers are used; while they are good as they go, they are waterproof and sprinkling does not reach the seeds directly. Whatever we use, cheesecloth, newspaper or burlap, frequent sprinkling is in order—coaxing the seeds to sprout. The more doubtful the lot of seed, the more attention should be given. Outdoors, over-covering is serious. Time and again have we seen fields where failure to get a stand resulted from deep sowing. Proof of this can always be found at the ends—where the drill is turned and some of the seeds are merely spilled on the ground and stepped on—if these grow and the main field is a failure, look into your depth adjustment. Grand Rapids lettuce especially is sensitive to covering, and so are beets.

MARKETMAN.

Vegetable Markets.

Jobbing prices of vegetables reported by the United States department of agriculture for the period February 12-18, were as follows:

The market in the potato producing sections settled to a rather more steady basis. Holding in some sections at about the low points of the preceding seven days, the general tone was still very weak. While stock in bulk, track side, ruled unchanged, \$1.82 per 100 pounds at Presque Isle, Me., lower \$1.68 at Caribou and steady at \$1 to 1.10, Waupaca, Wis., seed stock, Bliss Triumph, held, \$2.25 in bulk Waupaca, seed cobblers ruled \$1.97, at Presque Isle, and Michigan Round Whites, sacked, sold 25 cents lower, \$1.70 to 1.90, f. o. b. Grand Rapids. F. o. b. sales at Rochester, N. Y., for No. 1 Round Whites dropped 10 to 15 cents, selling \$1.90 per 100 pounds in bulk, and \$2.05 to 2.10, sacked. Western sacked white stock sold from wagons, track side, 5 to 10 cents lower at Greeley, Colo., ranging \$1.10 to 1.15, but held unchanged at \$1. Idaho and northwestern shipping stations. Conditions generally favored buyers on account of liberal offerings. Demand in all shipping sections was reported slow, but total volume of shipments gained sharply.

The few f. o. b. onion sales reported were at a fairly steady range, \$2 to

2.50 per 100 pounds for yellow stock, sacked, f. o. b. cash on track at Northampton, Mass. Most shipments from producing sections were on commission basis. Total for week was 217 cars, the decline of 22 cars being divided quite generally among central and eastern producing states. Carlot shipments reported for season from 13 leading northern onion states were 10,313 cars at 600 bushels per car or 6,187,800 bushels. Sales to jobbers in general markets ranged \$1.75 to \$2.50 for Ohio, Indiana, New York and Massachusetts, yellow stock with slow, weak markets. Western red stock ranged \$2 to \$2.50.

The market was stronger in Michigan bean producing sections, prices paid growers ranging fully 25 cents higher at \$11.25 to 11.75 per 100 pounds for navys in bulk. In Western New York pea beans were still selling at \$11 in bulk from wagons, track side. Colorado Pintos made another sharp advance to growers, reaching \$7.50 per 100 pounds, in bulk, re-cleaned basis, and the week's range at Denver and Greeley was \$7 to 8. The market was strong in San Francisco, small whites ranging, \$12.50 to 12.65, pinks \$8 to 8.25, and limas \$12.50 to 13.10, f. o. b. The general bean situation has been strengthened by recent large purchases of imported Colorado beans for the navy and of entire California white stocks for the army. Price of California pink stock is being informally fixed at \$8 basis. Colorado county agents and food administrators are reported offering agreement blanks to growers of Pinto beans at the same price basis. Michigan navy and various white stock ranged about steady at \$13.50 to 14.25 per 100 pounds to the jobbing trade. New York pea beans sold, \$13.50 to 14.50. California small whites ranged firm at \$13.25 to 14 and Cali-

Comet Tomato Plants

Strong rooted from 2¼ inch pots. English grown seed, \$2.25 per 100; \$20.00 per 1000. Cash or satisfactory reference.

W. W. COLES, Kokomo, Ind.

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FLOWER, VEGETABLE AND FARM

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LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

74 YEARS UNRIVALLED REPUTATION.

TWENTY MILLIONS FROST-PROOF CABBAGE PLANTS READY

Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier. From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OSARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

DREER'S GRAND NEW CANNAS FOR 1918

Ten truly marvelous acquisitions, introducing new tones of color and showing the highest development in form and habit.

Carmine Beauty. Deep bright carmine flowers, freely produced high above the heavy dark-green foliage which has a narrow red margin. The flowers, while not as large as those of Olympic, are of a much brighter and more pleasing tone. $4\frac{1}{2}$ ft. 75 cts. each; \$7.50 per doz.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety with its erect stems always topped with clusters of cheerful color held high above the foliage. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Cloth of Gold. A very attractive dwarf, compact, growing, free-flowering golden yellow. 3 ft. 40 cts. each; \$4.00 per doz.

Dazzler. Time and again the past season the dark green foliage of this variety has been hidden beneath the mass of clusters of deep fire-red flowers. The intensity of coloring and freedom of blooming coupled with compact habit, make this variety the peer of the best for bedding purposes. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Golden Eagle. A wonderfully intense golden-yellow. Very free upright grower. The large flowers are produced in great clusters well above the foliage. $4\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Harmony. Great clusters of good-sized, well-formed Geranium-red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. Altogether a dignified harmonious combination. $3\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 50 cts. each; \$5.00 per doz.

Salmon Queen. An entirely new color in Cannas. Rosy salmon-scarlet, blending to a rosy-carmine toward the center. The large substantial flowers are freely produced in great clusters high above heavy green foliage. Very effective in bedding. 5 ft. 40 cts. each; \$4.00 per doz.

Sensation. To get a sensational color-tone in a pink Canna is particularly noteworthy. Our first impulse was to call it "La France" because the color called to mind the La France Rose but the tone is even cleaner and purer; it being a lovely pale-rose. The foliage is a beautiful glaucous-green; the plant dwarf and compact. One of the most noteworthy additions to Cannas in recent years. 3 ft. 75 cts. each.



TYPE OF NEWER CANNAS.

Superb. This variety is unique in color and truly superb; having large, clean bright orange-scarlet blossoms of good substance, produced on strong stalks with glaucous-bronzy foliage giving a most pleasing effect. 5 ft. 40 cts. each; \$4.00 per doz.

One each of the above Ten Novelties for \$4.00.

New Cannas From Other Sources

We offer here eight new varieties, which after several years' trial have proven themselves worthy of our commendation.

Cleopatra. A striking beauty. Wonderful deep carmine-crimson flowers surmounting the dark glaucous-bronze foliage. This variety stands out strongly in effectiveness. 4 ft. 50 cts. each; \$5 per doz.

Dragon. An incessant bloomer, continuing to produce new stalks of flowers until cut down by frost. Dark ox-blood red. 3 ft. 15 cts. each; \$1.50 per doz.

Flag of Truce. A large flowered creamy-white, with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka but quite distinct and valuable. 4 ft. 35 cts. each; \$3.50 per doz.

Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine. $4\frac{1}{2}$ ft. 15 cts. each; \$1.50 per doz.

Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stand more erect and the plant grows taller. 5 ft. 30 cts. each; \$3.00 per doz.

Pocahontas. (Bronze-leaved Olympic.) Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze; one of the best recent introductions. 4 ft. 30 cts. each; \$3 per doz.

San Diego. Chinese-orange or Persian-yellow. The crimped petals are remarkable for substance which enables them to withstand the hot summer sun without wilting. Another charm lies in the dark bronze color of the buds which harmonize with the rich bronze foliage. 4 ft. 15 cts. each; \$1.50 per doz.

Varouna. We have tried this variety for several years and at all times the bright orange-scarlet flowers, combined with the good bronze foliage, has won our admiration. A free luxuriant grower, producing its flowers well above the plant. $4\frac{1}{2}$ ft. 25 cts. each; \$2.50 per doz.

One each of the Eight Varieties for \$2.00.

HENRY A. DREER,

714 and 716 Chestnut Street,
PHILADELPHIA, PA.

The Above Prices Are Intended for the Trade Only.

fornia limas strengthened to \$13.75 to 15. Colorado Pintos met fair demand at stronger range, \$8.50 to 9.50 per 100 pounds.

Northern celery, storage stock, appears fairly well cleaned up, and the

light carlot movement, chiefly 18 cars from New York, was nearly all direct to washers. Florida celery, in 10-inch crates, sold cash, f. o. b., at shipping points, at \$1.10 to 1.35, mostly \$1.25, and in 12-inch crates at \$1.40 to 1.50

with demand good. Best available New York stock sold to the jobbing trade at \$2.35 to 3 per crate in the rough, and around \$1.25 per dozen, washed. Inferior stock sold, \$1 to 2 per crate in the rough, at New York.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. E. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

Seed and Nursery Stock Embargoes Lifted

Orders have been issued releasing seeds and nursery stocks from present and future embargoes, as follows:

January 10, 1918—Regional director eastern railroads, seeds.

January 26, 1918—Regional director western railroads, seeds.

January 30, 1918—Regional director eastern railroads, seeds and nursery stock.

January 30, 1918—Regional director southern railroads, seeds.

February 2, 1918—Regional director western railroads, nursery stock.

February 11, 1918—Director general railroads, all railroads and water carriers connected with railroads; seeds and by definite agreement with counsel for the seed and nursery trade associations, February 16, supplementary order will be issued as a routine matter, including nursery stock in General Order No. 1 of February 11, 1918.

Regional divisions of railroads and regional directors—General order No. 4, issued January 18, 1918, for the purposes of operating the railroads of the United States, classifies railroads as eastern, southern, and western railroads, as follows:

Eastern railroads: The railroads in that portion of the United States north of the Ohio and Potomac rivers and east of Lake Michigan and the Indiana-Illinois state line; also, those railroads in Illinois extending into that state from points east of the Indiana-Illinois state line; also, those railroads in Illinois extending into that state from points east of the Indiana-Illinois state line; also, the Chesapeake & Ohio, the Norfolk & Western, and the Virginian railways.

Southern railroads: All railroads in that portion of the United States south of the Ohio and Potomac rivers and east of the Mississippi river, except the Chesapeake & Ohio, Norfolk & Western and the Virginian railways, and also those railroads in Illinois and Indiana extending into those states from points south of the Ohio river.

Western railroads: All railroads not included in the above definitions and broadly speaking, all railroads in the territory west of Lake Michigan and of the Indiana-Illinois state line to the Ohio river and west of the Mississippi river from the Ohio river to the Gulf of Mexico, excepting those railroads in Illinois included in eastern territory and those railroads in Illinois and Indiana included in southern territory, as above stated.

REGIONAL DIRECTORS.

A. H. Smith, president of the New York Central, is appointed regional director with office at Room 3627 Grand Central Terminal, New York, in charge of the operation of eastern railroads.

C. H. Markham, president of the Illinois Central, is appointed regional director, with office at Atlanta, Geor-

gia, in charge of the operation of southern railroads.

R. H. Aishton, president of the Chicago & North Western, is appointed regional director with office at Chicago, 226 West Jackson boulevard, in charge of the operation of western railroads.

Orders issued by the gentlemen named in their capacity as regional directors will be issued by authority of the director general, and will be respected accordingly.

CURTIS NYE SMITH, Counsel,
American Seed Trade Ass'n,
American Ass'n of Nurserymen.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE
PENNA.
Ant. Wintzer, Vice-Pres.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. J.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

SMALL SHRUBS for Planting in Nursery Rows

Strong stock, well rooted. Long list of varieties. Order now.

We never have enough to go around. Send for price list.

THOMAS B. MEEHAN CO., - Dresher, Pa.

Mention the American Florist when writing.

THE WORLD'S BEST

DAHLIAS

Best new and standard varieties, strong well ripened field-grown roots, at right prices. Send for special wholesale list. We can make prompt shipments, or will reserve for spring delivery if desired.

SPRING LAKE DAHLIA FARM
P. O. Box 332, SPRING LAKE, N. J.

Mention the American Florist when writing.

DAHLIA BULBS

Whole field clumps, \$5.00
per 100 to \$1.00 each.

Order now for spring delivery.

R. VINCENT JR. & SONS CO.
WHITE MARSH, MD.

Mention the American Florist when writing.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

Mention the American Florist when writing.

2¼ and 4-inch Pot-grown. **ROSES** Hardy Climbing Field-grown

Spring Price List, 400 best new and standard sorts, on own roots, from summer propagation.

THE LEEDLE FLORAL COMPANY
SPRINGFIELD-OHIO

Mention the American Florist when writing.



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VAUGHAN'S SEED STORE

NEW YORK

SPIRAEA CLUMPS

JUST ARRIVED IN SPLENDID CONDITION.

Prompt shipments from
New York or Chicago.

	Per 100
America, pink,	\$13.00
Gladstone, best white,	13.00
Queen Alexandra, pink,	14.00
Philadelphia, lavender,	15.00
Avalanche, white,	13.50

Above prices f. o. b. Chicago.
At New York \$1.00 per 100 less.

GLADIOLUS, The Bride

Splendid early forcing white,
Per 1000, \$7.00; 2000 for \$13.00.

CANNAS

Fine 2 to 3 eye, plump, dormant
roots, true to name

CANNAS**King Humbert**

Most popular of all.
Bronze leaf, orange-
scarlet flower.

Per 100 Per 1000
\$3.50 \$30.00

Yellow King Humbert

Sport of King Humbert, with
green foliage, flower yellow,
spotted red.

Per 100 Per 1000
\$8.00 \$75.00

Firebird

Very large scarlet
flowers borne well
above foliage.

Per 100 Per 1000
\$7.00 \$65.00

Hungaria

Large trusses of beau-
tiful rose-pink flowers
one of best pink vars.

Per 100 Per 1000
\$3.50 \$30.00

Red Flowering, green foliage

	100	1000
Alphonse Bouvier, 5 ft., dark crimson.....	\$2.00	\$18.00
Chas. Henderson, 4 ft., bright crimson.....	2.25	20.00
Express, 2½ ft., scarlet-crimson.....	3.00	25.00
Firebird, 4 ft., scarlet.....	7.00	65.00
Louisiana, 7 ft., bright scarlet.....	2.00	18.00
Pennsylvania, 5 ft., vermilion-scarlet.....	1.90	17.00

Pink-flowering Sorts

Hungaria, 3½ ft., large flowers, beautiful rose-pink	3.50	30.00
Mme. Berat, 4½ ft., rose-carmine.....	2.50	22.00
Rosea Gigantea, 4 ft., rich rose.....	6.00	

White-flowering Sorts

Mont Blanc, 3½ ft., almost pure white.....	3.50	32.00
--------------------------------------------	------	-------

Yellow Sorts

Austria, 5 ft., canary yellow.....	2.00	18.00
Buttercup, pure yellow.....	3.00	25.00
Florence Vaughan, 5 ft., yellow, spotted crimson	2.25	20.00

Yellow Sorts—Continued

	100	1000
Gladator, 4½ ft., deep yellow, dotted red....	\$2.25	\$20.00
Richard Wallace, 4½ ft., canary yellow.....	2.00	18.00
Yellow King Humbert, 4 ft., yellow, red spots.	8.00	75.00

Bronze Leaf, with Red Flower

David Harum, 3½ ft., dark bronze foliage...	2.50	22.00
Egandale, 4 ft., currant red.....	2.25	20.00
King Humbert, 5 ft., orange-scarlet.....	3.50	30.00
Wm. Saunders, 3½ ft., bright crimson scarlet.	3.00	25.00

Gold-edged Varieties

Mme. Crozy, 5 ft., vermilion, with red border.	2.25	20.00
Queen Charlotte, 3½ ft., orange-scarlet, with gold belt around each petal.....	2.50	22.00
Souv. de A. Crozy, 4 ft., crimson, with gold band	3.00	25.00

Orange-flowering Sorts

Indiana, 3½ ft., orange, striped red.....	2.00	18.00
Kate Gray, 5 ft., orange-salmon.....	2.25	20.00
Wyoming, 7 ft., orange color, purple foliage..	2.25	20.00

A. HENDERSON & CO.

211 North State Street,

CHICAGO, ILL.

JOSEPH HEACOCK CO., WYNCOTE, PA.

offers the following

Home Grown Palms

Well established, strong and healthy.

Areca Lutescens

	Height	Each
6-in. in pot, 3 plants in pot, 24 to 30-in.		\$1.00
6-in. in pot, 3 plants in pot, 30 to 36-in.		1.50

Kentia Belmoreana

	Leaves	Height	Each	Dozen
5-in. pot.....	6 to 7	18 in.	\$ 0.75	\$ 9.00
6-in. pot.....	6 to 7	22 to 24 in.	1.00	12.00
6-in. pot.....	6 to 7	26 to 28 in.	1.50	18.00
6-in. pot.....	6 to 7	28 to 30 in.	2.00	24.00
7-in. Cedar Tubs.....	6 to 7	34 to 36 in.	3.00	36.00
7-in. Cedar Tubs.....	6 to 7	38 to 40 in.	4.00	48.00
9-in. Cedar Tubs.....	6 to 7	48 to 54 in.	8.00	
9-in. Cedar Tubs.....	6 to 7	4½ to 5 ft.	10.00	

Kentia Forsteriana, Made-up

	Height	Each
7-in. Cedar Tubs.....4 plants in tub	30 in.	\$ 3.00
7-in. Cedar Tubs.....4 plants in tub	36 to 40 in.	4.00
9-in. Cedar Tubs.....4 plants in tub	40 to 42 in.	5.00
9-in. Cedar Tubs.....4 plants in tub	42 to 48 in.	6.00
9-in. Cedar Tubs.....4 plants in tub	4 to 4½ ft.	8.00
11-in. Cedar Tubs.....4 plants in tub	4½ ft.	10.00
11-in. Cedar Tubs.....4 plants in tub	5 to 5½ ft.	15.00
11-in. Cedar Tubs.....4 plants in tub	6 ft.	18.00



CHRYSANTHEMUMS

Elmer D. Smith & Co., Adrian, Mich.

SEE CLASSIFIED ADVERTISEMENT.

100,000 Geraniums

From 2 and 2½-in. pots—Sand Rooted.
A. Ricard, Beauty Poitevine, S. A. Nutt, Buchner, Montmore, Perkins, Viand, etc. \$2.75 per 100, \$25.00 per 1,000.
2½-in. Marguerites, Fuchsias, Heliotropes, Lantanas, \$3.00 per 100, \$27.50 per 1,000.
3 and 4-in. Cyclamens, \$8.00 and \$20.00 per 100.
Abundance of other stock.
Correspondence Solicited.

ALONZO J. BRYAN

WHOLESALE FLORIST

WASHINGTON, NEW JERSEY.

Mention the American Florist when writing

Belle Washburn

Rooted carnation cuttings, fine stock now ready, \$3.00 per 100; \$25.00 per 1000.

PENINSULA NURSERY

SAN MATEO, CALIF.

Mention the American Florist when writing

FEVERFEW

Extra strong plants from 3 inch pots, \$5.00 per 100. Cash.

H. N. EATON

SO. SUDBURY, - - MASS.

Mention the American Florist when writing

Bargain in California Privet

Can ship now or hold in storage until spring.

6-12 inch.....	\$ 6.00 per 1000
12-18 inch.....	10.00 per 1000
18-24 inch.....	12.50 per 1000

SOUTHERN NURSERY CO.
WINCHESTER, TENN.

Mention the American Florist when writing

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty

Mention the American Florist when writing

Robert Craig Co...

High -
Class - **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

Chrysanthemums



ROOTED CUTTINGS

These are now ready to ship with first mild weather.

LARGE FLOWERING

A. Barham. Incurved bronze.
Autumn Glow. Rosy crimson.
Carrie. Yellow.
Carpet of Snow. Good white, (Aug.)
Cranfordia. Immense yellow.
Firefly. Reddish-bronze.
Greystone. Golden-bronze.
Garza. White.
Harvard. Dark crimson.
Horace Martin. Golden yellow.
Indian. Indian-red.
Le Pactole. Good bronze.
Mrs. F. Ben. Bronze.
May Foster. Good white for pots.
Normandie. Blush pink.
Oconto. Early white.
Old Homestead. Splendid pink.

Price of above:

Per 100, \$3.00; per 1000 \$22.50

CAPRICE VARIETIES.

Butler's Caprice. Deep pink.
Katherine Thompson. Crimson.
Lilac Cap. Lilac mauve.
Mrs. Greening. Pink. Purple Cap. Purple.
White Cap. White. Yellow Cap. Yellow.

Price of above:

Per 100, \$4.00; per 1000, \$35.00.

SINGLE VARIETIES.

Blazing Star. Fiery Crimson.
Phyllis Bryant. Sulphur-yellow.
R. B. Burge. Pure white.
Wm. Buckingham. Deep rose.

Price of above:

Per 100, \$3.00; per 1000, \$22.50

POMPON VARIETIES

Bijou Rose. Rose pink.
Charlotte. Deep bronze.
Clarinda. Bronze. Diana. Pure white.
Elva. Early white. Excelsior. Yellow.
Fairy Queen. Bright pink.
Golden Climax. Golden yellow.
Golden West. Bright yellow.
Lillian Doty. Early pink.
Leota. Delicate pink.
Mike Gable. Early yellow.
Prince of Wales. White.
Uneda. Yellow.
Zoda. Pink. Zora. Early yellow.

Price of above:

Per 100, \$3.00; per 1000, \$22.50

WRITE FOR OUR SPRING "BOOK FOR FLORISTS."

Chicago Vaughan's Seed Store, New York

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

Season's Greeting to all our
Friends and Customers.

Get Ready for Easter by ordering Easter Greeting Begonias, ready for a shift, 3 in., at 15c; 4 in., at 25c; 5 in., at 50c. These will make grand plants.

GEO. A. KUHL, Wholesale Grower,
PEKIN, ILL.

Mention the American Florist when writing

VINCA VARIEGATA

Our strong 2-in. Vinca will make you good 4-in. plants for spring sales. Our special sale at \$1.75 per 100 or \$17.00 per 1,000 will be continued a short time.

Geraniums, Nutt, Ricard, and Poitevine, 2-in., \$2.00 per 100; \$18.00 per 1,000.

Mrs. F. Sander Daisy, 2-in., \$2.00 per 100.

ELMER RAWLINGS, Wholesale
Grower
ALLEGANY N. Y.

GERANIUMS

ROOTED CUTTINGS.

S. A. Nutt.....	per 1,000,	\$12.50
Ricard and Poitevine..	per 1,000,	15.00
Asparagus Plumosus, 2½-in.	100,	3.00
Asparagus Sprengerii, 4-in.	100,	7.50

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing

Ready Reference Section.

10 CENTS PER LINE, NET.



ALTERNANTHERAS.

*ALTERNANTHERA. Aurea Nana, Yellow Jewel, Red, large plants, full of cuttings, 75c per dozen, \$5.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ASPARAGUS.

Asparagus plumosus seedlings, \$1.25 per 100; 2-in., \$3.00 per 100; \$25.00 per 1,000. Asparagus Sprengeri, \$1.00 per 100; 2-in., \$2.50 per 100, \$20.00 per 1,000; Hatcheri, 2-in., \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

Asparagus plumosus, 2½-in., \$3.50 per 100; \$30 per 1,000; 1½-in., \$2.50 per 100, \$20 per 1,000. Sprengeri, 2½-in., \$3.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprengeri, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

ASPARAGUS plumosus, extra fine, 3-in., \$5 per 100. Sprengeri, 3-in., \$4.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus plumosus, 2½-in., per 100, \$3.00; Sprengeri, 4-in., per 100, \$7.50. Albert M. Herr, Lancaster, Pa.

Asparagus Sprengeri, 3-in. pot busters, 4c each. ODOR GREENHOUSES, Iola, Kans.

AZALEAS.

Azaleas, mostly Mad. Van der Cruysen, 10-12-in., \$1.25; 12-14-in., \$1.50; 14-16-in., \$2.00 each. Well budded. ERNEST ROBER, Wilmette, Ill.

Azaleas. W. & T. Smith Co., Geneva, N. Y.

BEGONIAS.

Begonias, Gracilis Rosea, Erfordi and Vernon type, 2-in., \$2.00 per 100; 3-in., \$3.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Begonia Chatelaine, 3-in., \$10 per 100; Sandersoni, 2½-in., \$4 per 100; 3-in., \$7.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

Boxwood. Ball-shaped, bush and pyramid forms, bright foliage and up to grade, all balled and burlaped. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

BULBS.

America, F. King, Independence, ¾ to ¾-in., \$2.00 per 1,000; War, ¾ to ¾-in., \$7.00 per 1,000; ¾ to ¾-in., \$12.50 per 1,000. Cash please. JOHN B. HUMPHREY, R. R. No. 3, Logan, O.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Lily bulbs. For immediate use or later delivery. Lillium Giganteum, L. Auratum, L. Album and L. rubrum. For size and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Bulbs. Dahlia, whole field clumps, \$5.00 per 100 to \$1.00 each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, transplanted seedlings, \$4.00 per 100; 2-in., \$8 per 100. ERNEST ROBER, Wilmette, Ill.

CALLAS.

CALLA LILIES. Extra quality started 2½-in. pots, \$4.00 per 100; 5-in. coming in bud, \$2.00 per doz. THE WAGNER PARK NURSERY CO., Sidney, O.

CANNAS.

Cannas, new. Burpee's "Fiery Cross." A canna with a vivid scarlet shading to red flower and a lustrous blue-green foliage. Divisions \$2.00 each, \$20.00 per dozen. W. Atlee Burpee Co., Philadelphia, Pa.

Cannas, dormant roots. 2-3 eyes. Austria, yellow, J. D. Elsele, red; David Harum, red, brown leaves, \$2.00 per 100, \$18.00 per 1,000. Cash. G. E. BERTHOLD.

Nebraska City, Neb.

Cannas. Fine two and three-eye, dormant roots. For varieties and prices see advertisement elsewhere in this issue. A. Henderson & Co., 211 N. State St., Chicago.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Fresh cut, northern grown. For varieties, sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock, ready for immediate delivery.

Carnegie	100	15.00
Victory	2.00	15.00
Bonfire	2.50	20.00
Matchless	3.00	25.00
Alice	2.00	18.00
Pink Enchantress	2.00	18.00
White Enchantress	2.00	18.00
Ward	2.50	20.00

L. D. Phone 2081.

162 N. Wabash Ave. Chicago.

ROOTED CARNATION CUTTINGS.

Superb	100	1000
Ench. Supreme	\$6.00	\$50.00
Alice	3.00	25.00
Matchless	3.00	25.00
Wh. Wonder	3.00	25.00
Aviator	3.00	25.00
Wh. Enchantress	2.50	20.00
Enchantress	2.50	20.00
Mrs. C. W. Ward	2.50	20.00
Mrs. Akehurst	2.50	20.00

CHICAGO CARNATION COMPANY, Joliet, Illinois

Carnation rooted cuttings, clean strong, dependable stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CARNATIONS.

ROOTED CARNATION CUTTINGS Choice Stock.

Well rooted and very strong of Belle Washburn, Alice, Matchless, White Enchantress and White Wonder. Price, \$3.50 per 100 or \$30.00 per 1,000. We bill 250 at the thousand rate.

BASSETT & WASHBURN
178 N. Wabash Ave. Chicago.
Greenhouses: Hinsdale, Ill.

ROOTED CARNATION CUTTINGS.

Enchantress Supreme	100	1,000
White Enchantress	\$3.00	\$25.00
Good stock. Cash please.	2.50	20.00

DES PLAINES FLORAL CO.
Des Plaines, Ill.

Carnation rooted cuttings, strong clean stock. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon and Windsor. \$25 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnation cuttings, rooted, fine stock now ready. Belle Washburn, \$3.00 per 100, \$25.00 per 1,000. Peninsular Nursery, San Mateo, Calif.

Carnations. Pink Enchantress and White Wonder, \$4.00 per 100. Peerless Pink, \$35.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

The Coal Saving Crop.

The stock and labor involved is the entire cost of producing the early varieties. We will gladly supply a list of the best. Maturing from September to last of October. Our 1918 trade list mailed on application.

ELMER D. SMITH & CO., Adrian, Mich.

Chrysanthemum rooted cuttings. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CINERARIA.

Cinerarias, 2, 3 and 4-in., \$4, \$6 and \$10 per 100. Transplanted, \$2 per 100. Ernest Rober, Wilmette, Ill.

CYCLAMEN.

Cyclamen gig. Wandsbek type, 2½-in., \$5.00 per 100; 3-in., \$8.00 and \$10.00 per 100; 4-in., \$20.00 per 100; 5-in., \$35.00 and \$50.00 per 100. Seedlings, six varieties of Wandsbek type equally divided, \$5.00 per 100, \$45.00 per 1,000. Salmon and Rococo, separate, \$6.00 per 100; \$55.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN. 3-in., \$10.00; 4-in., \$20.00 per 100; 5-in., 35c to 50c each; 6-in., 75c to \$1.00 each. Larger plants, \$1.50 to \$2.00 each. Good colors. With buds and bloom. HENRY SMITH, Grand Rapids, Mich.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Cyclamens, 3 and 4-in., \$8 and \$20.00 per 100. Alonzo J. Bryan, Washington, N. J.

COLEUS.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

DAHLIAS.

Dahlias. Best new and standard varieties; strong, well ripened field-grown roots, at right prices. Send for special wholesale list. Spring Lake Dahlia Farm, Box 332, Spring Lake, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

DRACAENA INDIVISA, 4-in., 12c; 5-in., 20c and 25c; 6-in., 50c. ERNEST ROBER, Wilmette, Illinois.

FERNS.**—FERNS—**

	Per 100
Roosevelt, 2½-in.	\$ 4.50
Boston, 2½-in.	4.50
Scholz, 2½-in.	4.50
Teddy, Jr., 2½-in.	5.00
Roosevelt, 4-in.	15.00
Boston, 4-in.	15.00

THE REESER PLANT COMPANY, Springfield, Ohio

Ferns. Boston, fine stock, 4-in., \$2.50 per doz., \$16.00 per 100; heavy bushy plants, 5-in., \$3.50 per doz.; \$22.50 per 100. Extra heavy, 6-in., \$5.00 per doz., \$30 per 100; 2½ in., extra good quality, \$5.50 per 100; \$50.00 per 1,000. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. Aspidium, Holly, Mayti, Wilson and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

FERNS. Adiantum Cuneatum, 2-in., \$3; 3-in., \$5 per 100. Crowneum, 2-in., \$6; 3-in., \$8 per 100. Cryptomeria Rockfordianum, 4-in., \$15 per 100. Assorted table ferns, 2-in., \$3 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Teddy Jr., 4-in., \$20; 5-in., \$35; 6-in., \$50 per 100. Boston, 5-in., \$35; 6-in., \$50 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsias. Extra heavy summer propagated ready for shift. Black Prince, Minnesota. Souv. de H. Henkel (bronze foliage), 3-in., \$3.00 per 100; 2-in., \$2.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

FUCHSIAS. Strong rooted cuttings; finest assortment, labeled true to name, \$1.50 per 100, by mail; \$12.00 per 1,000, express. S. W. PIKE, 142 W. Third St., St. Charles, Ill.

GERANIUMS.**GERANIUMS.**

2-inch 2½-inch
per 100 per 100

Beaute Poltevine and American Beauty	\$2.50	\$3.00
S. A. Nutt and double Gen. Grant 2.25		2.50
Mme. Sallerol	2.00

EVANSVILLE NURSERIES.

Evansville, Ind.

ROOTED GERANIUM CUTTINGS

The "Big Four" Bedders. Strong, selected top cuttings only. S. A. Nutt, Gen. Grant, Mme. Buchner, \$1.50 per 100, \$14.00 per 1,000; Beaute Poltevine, \$2.00 per 100, \$18.00 per 1,000. The W. T. Buckley Co., Springfield, Ill.

Geraniums, from 2 and 2½-in. pots, sand rooted. A. Ricard, Beaute Poltevine, S. A. Nutt, Buchner, Montmore, Perkins, Viald, etc., \$2.75 per 100, \$25 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings, S. A. Nutt, \$12.50 per 1,000; Ricard and Poitevine, \$15 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLUS.**MASSACHUSETTS GROWN GLADIOLI.**

	Per 1000	Per 1000	Per 1000
	1½ in.	1¾ in. 1-1½ in.	and up
America, light pink	\$18.00	\$12.00	\$ 9.00
Augusta, white	15.00	12.00	9.00
Baron Hulot, blue	20.00	15.00	12.00
Brenchleyensis, scarlet	15.00	12.00	9.00
Cameo, white	15.00	12.00	9.00
Empress of India, dark red	20.00	15.00	12.00
Glory of Holland, white	25.00	20.00	15.00
Chicago White, white	25.00	20.00	15.00
Halley, salmon pink	15.00	12.00	9.00
Independence, scarlet	15.00	12.00	9.00
Mrs. F. King, salmon pink	15.00	12.00	9.00
Mrs. F. Pendleton, pink	45.00	36.00	27.00
Mary Fennell, lavender	75.00	60.00	50.00
Peace, white	30.00	24.00	18.00
Exhibition Mixed	12.00	10.00	8.00
Extra Choice Mixed	10.00	8.00	6.00
Primulinus Mixed	12.00	10.00	8.00

Correspondence solicited on other varieties, smaller sizes or bulbets.

CENTRAL GLADIOLUS GARDENS.

Jelle Roos Milton, Mass.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladioli—Mixture, 2,000 No. 2 at \$5.00 per 1,000; 4,000 No. 3, at \$3.00 per 1,000; 11,500 ¾-in., under \$1.25 per 1,000; bulbets 20 cts. for \$3.50 or all for \$35.00. Cash please. JOHN B. HUMPHREY, R. R. No. 3, Logan, O.

Gladiolus, The Bride. Splendid early forcing white, \$7 per 1,000, \$13 per 2,000. Vaughan's Seed Store, Chicago and New York.

GLADIOLI BULBS.

All Sizes.

B. HAMMOND TRACY, Wenham, Mass.

GREENS.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.) \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. B. A. Beaven, Evergreen, Ala.

HYACINTHS.

Hyacinths. High grade quality. Prices mailed on application. Rutgerd y. van Zanten, care of Kuyper & Co., 10 Broadway, New York.

HYDRANGEAS.

HYDRANGEA, Otaksa, 3-in., \$5 per 100. HENRY SMITH, Grand Rapids, Mich.

IVIES.

English Ivy, 4-in., \$15 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

LILY OF THE VALLEY.

Valley for Easter forcing. Best Holland grown. From cold storage, \$25 per 1,000; \$13 per 500; \$3 per 100. H. N. Bruns, 3040 W. Madison St., Chicago.

Lily of the Valley for Easter. Our famous exhibition brand at \$40 per 1,000 (1750 pips to the case). Weeber & Don, 114 Chambers St., New York.

MANETTI.

Manetti Stocks. French, extra size, per 1,000, \$25.00. F. O. B. Chicago. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas, Laello—Cattleyas our Specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

PALMS. Belmoreana, heavy plants from 4-in. pots, 5 to 6 leaves, 2 to 2½ ft. high, \$1.00 each, \$10.00 per dozen; 5 to 6 leaves, 2½ to 3 ft. high, \$1.25 each, \$13.50 per dozen. From 5-in. pots, 2 to 2½ ft. high, \$1.35 each, \$15.00 per dozen; 2½ to 3 ft. high, \$1.50 each, \$17.00 per dozen. This is all extra fine stock of our own growing and not imported stock as frequently offered. THE WAGNER PARK NURSERY CO., Sidney, O.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms, home grown. For varieties and prices see advertisement elsewhere in this issue. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES—100,000 pansies, Sept. sown, cold frame grown. Vaughan's Chicago Parks bedding. Popular Price mixture and Paris Market, per 1,000, \$2.50. Vaughan's Giant mixture and separate colors, per 1,000, \$5.50. ODORE GREENHOUSES, Iola, Kans.

PRIMULAS.

PRIMULA Obconica, 2½-in. strong, \$4; 4-in., \$12.50; 6-in., \$25 per 100; Chinensis, 4-in., \$12.50, 6-in., \$25 per 100; Malacoides, 2½-in., \$3; 4-in., \$10; 6-in., \$20 per 100. 4 and 6-in. well in bloom. All varieties. HENRY SMITH, Grand Rapids, Mich.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4, \$7 and \$1 per 100. Ernest Rober, Wilmette, Ill.

Primula Malacoides. Strong 5-in. lavender in bloom; none better. \$20 per 100. Cash. JOHN EITEL & SON, Greencastle, Ind.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

RHODODENDRONS.

Rhododendrons. Fresh, clean looking stock in best possible condition. 18 to 24 in. high, 8 to 12 buds, \$85 per 100; 24 to 30 in. high, 12 to 16 buds, \$115 per 100. The Storrs & Harrison Co., Painesville, O.

ROSES.**BENCH ROSE PLANTS.**

	100	1000
Milady	\$6.00	\$50.00
Pink Killarney	6.00	50.00
Killarney Brilliant	6.00	50.00
White Killarney	6.00	50.00
Ward	6.00	50.00

Cash with order.

Chicago Flower Growers' Ass'n.
182 N. Wabash Ave., Chicago.

CHOICE, WELL ROOTED ROSE CUTTINGS. Ophelia or Shawyer, rooted cuttings, choice stock, per 100, \$3.50.

BASSETT & WASHBURN.

178 N. Wabash Ave., Chicago, Ill.
Long Distance Phone, Central 1457.

FOR SALE. Excellent bench plants of White Killarney and Nesbit roses, \$6.00 per 100; \$50.00 per 1,000. Cash please. ALBERT F. ANGLING CO., Maywood, Ill.

Roses. Spring importation of Holland stock now ready. For varieties and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Roses. Bench-grown. Ophelia, \$10 per 100, \$90 per 1,000; Mrs. Chas. Russell, \$12 per 100, \$100 per 1,000. A Henderson & Co., 211 N. State St., Chicago.

Roses. Field-grown, extra fine, 2-yr.-old, own roots, dormant roses Satisfaction guaranteed. WESTERN ROSE CO., Pasadena, Calif.

SALVIAS.

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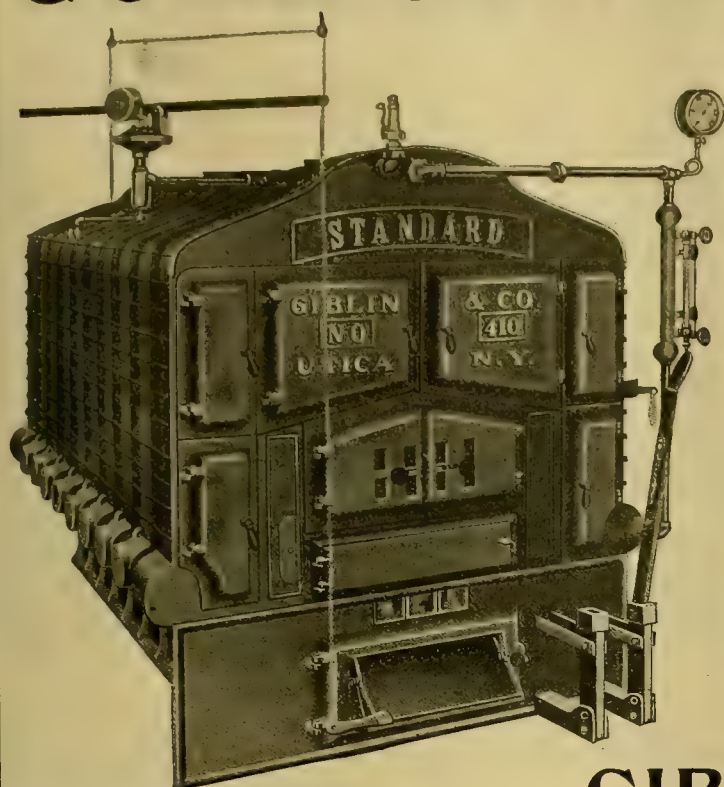
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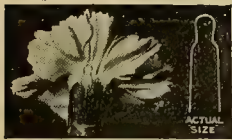
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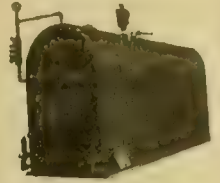
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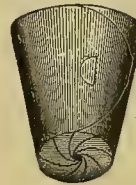
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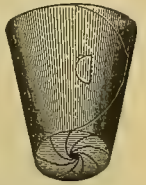


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Vol. L.

CHICAGO AND NEW YORK, MARCH 9, 1918.

No. 1553

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS — C. H. TOTT, Madison, N. J.,
President; JULES BOURDET, St. Louis, Mo., Vice-
President; John Young, 1170 Broadway, New
York, Secretary; J. J. Hess, Omaha, Neb.,
Treasurer.

The thirty-fourth annual convention will be
held at St. Louis, Mo., August 20-22, 1918.

AMERICAN ROSE SOCIETY.

Next annual meeting and exhibition New
York, March, 16, 1918. BENJAMIN HAMMOND,
Beacon, N. Y., President; WM. L. ROCK, Kansas
City, Mo., Vice-President; PROF. E. A. WHITE,
Cornell University, Ithaca, N. Y., Secretary.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, New
York, September, 1918. OFFICERS — RICHARD
VINCENT, JR., White Marsh, Md., President;
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Brooklyn, N. Y., Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition,
Pittsburgh, Pa., November, 1918. Wm. W. Vert,
Greenwich, Conn., President; C. W. Johnson,
2242 W. 109th Street, Chicago, Secretary.

AMERICAN CARNATION SOCIETY.

CHAS. S. STROUT, Biddeford, Me., President;
CARL HAGENBURGER, Mentor, O., Vice-President,
A. F. J. BAUER, Thirty-eighth Street and Rockwood
Ave., Indianapolis, Ind., Secretary.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, Cleveland
O., June, 1918. JAMES BOYD, Haverford, Pa.,
President; A. P. SAUNDERS, Clinton, N. Y.,
Secretary.

Spring Number Next Week
Also New York Spring Show
March 14-21

ILLINOIS STATE FLORISTS' ASSOCIATION.

Twelfth Annual Meeting and Exhibition, Urbana, March 5-6, 1918.

Live Meeting With Improved Attendance.

The twelfth annual convention of the Illinois State Florists' Association was held in the Floriculture Building, State University, Urbana, March 5-6. This was a very interesting meeting, many of the puzzling trade questions of the day being seriously discussed. The attendance was much better than that of last year and the visitors displayed such interest and enthusiasm as clearly show there are many new plans and cheerful days in the business of the immediate future.

President Pillsbury promptly opened the meeting by calling on Prof. Blair, of the State University horticultural department, who welcomed the members of the association in his usual happy style, assuring them he believed it to be their patriotic duty as florists to keep the business firmly entrenched at the front, spreading broadcast through their products the sunshine and consolation so necessary in this dark time of sorrow. He added that the university is well represented in the war work of the day, 3,000 members of the staff and students being already in military service and the agricultural department active in the production of scarce medicinal plants. The addresses and reports of the officers followed, as printed elsewhere in this issue. Harry G. Johnson, of Bloomington, presented the report of Treasurer Washburn, who for the first time in many years was unable to be present, and in the audience there were noted many feeling expressions of regret at his absence, caused by serious ankle injury, now progressing favorably.

At the close of his address President Pillsbury read a letter from Dillon Myers, of Bluffton, Ind., representing the florists' association of that state, urging the greenhouse men of Illinois to help the food administration by the production of more and better vegetable plants. A telegram from J. C. Vaughan, of Vaughan's Seed Store,

Chicago, now in Florida, was then presented.

MR. VAUGHAN'S TELEGRAM.

Miami, Fla., March 4, 1918.

I. L. Pillsbury, Pres.,
Illinois State Florists' Association,
Urbana, Ill.

Best wishes for successful meeting. Believe your association should recommend that its members maintain product and distribution of finest plants and flowers in the trade, thus deserving, and I anticipate, securing the continued patronage of that large class of well-to-do buyers whose tastes demand our products, and who are able to continue their well-established usage of flowers and plants. To slow down is suicidal. Better maintain our standards without profit rather than retrograde.

J. C. VAUGHAN.

A letter from C. L. Washburn, of Bassett & Washburn, Chicago, with regard to the fuel question, was next read:

MR. WASHBURN'S LETTER.

Chicago, March 2, 1918.

Mr. I. L. Pillsbury, Pres.
Illinois State Florists' Ass'n,
Champaign, Ill.

Dear Sir: I am writing you in regard to the coal situation, which is likely to develop this coming winter and which I think should be taken up by you at the present time. If you will remember at the meeting at Galesburg, you started to care for the fuel needs of the florists by appointing a committee. This action resulted in a national committee being appointed, and also our local florists' club appointed a committee for the Chicago district. This local committee succeeded in getting about 70 cars of coal for the florists in this vicinity during the most stringent coal shortage ever known. Now, would it not be as well to appoint a committee to take up the future coal situation with Mr. Williams, who is the coal administrator, and have the committee represent the

whole state? By getting an early start much better results can be obtained. Mr. Williams has already stated that each trade should appoint a committee to take up the fuel question with him. If I am unable to be with you in Champaign this coming Tuesday, will you please present the matter to the association, and greatly oblige

Respectfully yours,

CHAS. L. WASHBURN.

As a result of Mr. Washburn's letter, the fuel committee was continued.

Chairman Asmus of the fuel committee reported that, contrary to the general idea, the association's representatives thought it best to go direct to the government officials with their grievances, stating them plainly, and this proved to be the right course. Working with the national society and the Chicago Florists' Club, much good was accomplished in placing the urgent needs of the trade rightly before the authorities. The work of the fuel committee of the Chicago club, consisting of Peter Reinberg, August Poehlmann and C. L. Washburn, with Fuel Administrator Ollinger of THE AMERICAN FLORIST staff, in charge, was cited as an example of what could be accomplished by proper methods. Mr. Ollinger had reported to him that in a period of six weeks 102 cars of coal had been delivered to the local florists, some of them, in very urgent cases, within 24 hours.

August Poehlmann, who followed, said he believed they had pursued the right course in the coal question. He added that there was now less talk about non-essentials, especially since the bankers advised government officials that the throttling of industry meant bankruptcy. The wise course for the present, he thought, would be to curtail the product, as his firm and many others had done, grow better stock and charge higher prices for it.

C. W. Johnson told of his tour of the eastern carnation growers, saying the western craftsmen had much to learn from them in this department of floriculture. The easterners, he said, frequently produced from 30 to 40 blooms per plant, and by careful culture and selection of stock were enabled to obtain abundant supplies of good flowers through May, June and July.

P. J. Foley of the Foley Greenhouse Mfg. Co., Chicago, spoke of the great losses frequently sustained by greenhouse men through the defective installation of the heating plant. He thought it would be a good investment on the part of many florists, in these trying times of high cost and shortage of fuel, to thoroughly examine their heating systems and change them where necessary. Defective installation, he claimed, often meant a difference of more than 100 per cent in the cost of fuel used.

President Lautenschlager referred to the national publicity campaign, urging the members to make the Illinois contributions worthy of this great state.

A. D. King, Mattoon, whose greenhouses were wiped out by the cyclone of last year, thanked the members and the trade generally for their valuable assistance.

The auditing committee (W. J. Heimbreeker and Geo. W. Jacobs) reported the accounts correct.

Dr. Lehenbauer presented his valuable report on experimental work, syn-

opsis of which will be found elsewhere in this issue.

Peoria, Kewanee and Springfield were mentioned for the next fall flower show, the final selection resting with the executive committee.

The Evening Session.

At the evening session Prof. Dorner of the Floricultural Department delivered an address on "How the Floricultural Student Is Trained," for which we hope to find space in an early issue, and President Beust of the Floricultural Club read a paper on "What a College Education Means to Us." Two of the students, W. K. Moore and P. H. Heinz, then fought a lively broadsword duel. A one-act piece followed, entitled "Swartz der Florist," the students taking the various parts. It was a highly appropriate skit and very well put on. Izzy (W. G. Poehlmann) said Swartz was a born florist, coming into the world with a palm on each hand. The other characters were taken by W. J. Werstler, R. H. Mueller and Geo. P. Goodman.

That performance was thoroughly enjoyed by the numerous members of the college staff and their ladies in attendance and even more keenly appreciated by the trade visitors, a very pleasant evening terminating with ice cream in small flower pots, the cream made to resemble soil, with a live tulip bloom in the center of each pot, served on a fibre pan with coffee from a watering can.

The Visitors.

The visitors included the following: A. F. Amling, Maywood; E. Amling, Maywood; J. F. Ammann, Edwardsville; Geo. Asmus, Chicago; M. Barker, Chicago; F. E. Bonham, Macomb; S. Buchbinder, Chicago; Emil Buettner, Park Ridge; F. R. Eddy, Chicago; P. J. Foley, Chicago; T. E. Franks, Champaign; W. J. Heimbreeker, Springfield; G. W. Jacobs, Canton; C. W. Johnson, Chicago; Harry G. Johnson, Bloomington; A. D. King, Mattoon; W. P. Kyle, Chicago; F. Lautenschlager, Chicago; George Mohn, Chicago; F. H. Morris, Chicago; I. L. Pillsbury, Galesburg; Adolph Poehlmann, Chicago; August Poehlmann, Chicago; A. T. Pyfer, Chicago; I. Rosnosky, Chicago; Frank Schramm, Crystal Lake; Wm. Spandikow, Crystal Lake; J. E. Yeats, Champaign; A. J. Zech, Chicago.

A. H. Nehrling traveled all the way from Crawfordsville, Ind., to be present, and said he felt well repaid for the trip.

The Exhibits.

Vaughan's Seed Store, Chicago, made a fine display of lily bulbs and excellent sweet peas grown by George Ball, Glen Ellyn, the varieties including Columbia, White Orchid, Rose Queen, Blue Jay, Yarrowa, Heather Bell and Mrs. Chas. Zvolanek.

Zech & Mann, Chicago, exhibited some fine vases of Darwin tulips grown by Peter Pearson of that city, and equally noteworthy vases of Chicago Jewel and No. 0012 sweet peas grown by the Deerfield Nurseries, Shermer-ville.

Frank Schramm, of Crystal Lake, staged a vase of his fine Russell roses.

Election of Officers.

The election of officers resulted as follows: W. J. Keimel, Elmhurst, president; W. J. Heimbreeker, Springfield, vice-president; J. F. Ammann, Edwardsville, secretary; F. L. Washburn, Bloomington, treasurer.

President Pillsbury's Address.

It is with pleasure I greet you today, and to know that in these troublesome times there are so many who are willing to put aside individual business for a day or two and meet here for the good of the trade. I hope it will be profitable for each one. When I think of the work the state florists' association has done in the past, and the men who have put in their time and efforts in its behalf, I want to thank them, one and all, and when we look at these experimental greenhouses and see the work that is being done, I wish to thank them for getting under this thing and making it a reality. To the teachers and professors who conduct these experiments so carefully and so successfully and make them the help that they are, I desire to extend the thanks of this convention.

To our worthy secretary, we are greatly indebted, not only for his untiring efforts at all times, but for his benevolent work for the relief of a brother florist, A. D. King, of Mattoon, when the tornado demolished his greenhouses and his business.

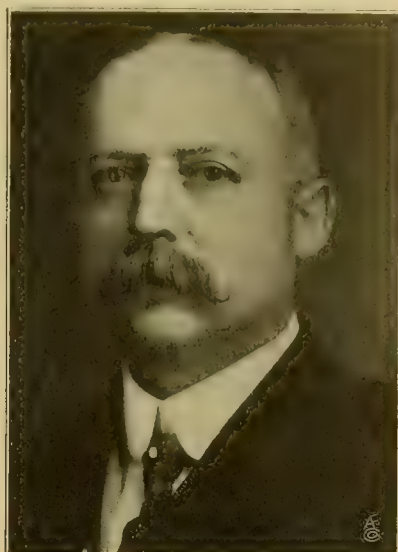
When we remember the many fine displays of flowers at our meetings and the fall flower shows at Bloomington and Galesburg, which the association and its members handled so successfully, we realize that there has been set a high standard for our work. I do not know what the possibilities may be for the future. At this time it may be opportune to tell you something of our fall flower show at Galesburg. We—and by "we" I mean H. F. Drury and myself—we began in the spring by advertising chrysanthemum plants. We gave them to the school children, if they would call and get them at our stores. With each one was given printed instructions how to grow them. We gave away between 1,000 and 2,000 plants. It advertised our flower show and created considerable interest in it. It also was the means of starting some children to growing plants, but I am sorry to state that the plants grown by the children were not very creditable. Then we called on some of the merchants and they furnished the premiums, something from their stock worth about \$1 or \$2. We gave each contributor 10 tickets. We advertised the merchants by putting their premiums with their cards on display in our window. We advertised the flower show by giving out a lot of tickets to the influential ones. When we got our retail merchants' association and our mayor interested we sent invitations to the florists of the state to come to Galesburg to our flower show. They bought 250 tickets to pay the expense of the invitations. We decided to make a nominal charge of 10 cents for admission to meet the expenses, and then decided to donate to the Red Cross any amount that might be over. We advertised it well in our local papers and with cards, and we had a good crowd. We laid out spaces around the outside of the hall for the wholesale men and sold them at \$10 each, and I think they all did some business. The center of the hall was arranged for flowers and the florists and wholesale men responded splendidly and sent in a fine lot of displays. We thank each one of them



J. F. Ammann, Edwardsville.
Secretary Illinois State Florists' Association.



I. L. Pillsbury, Galesburg.
President Illinois State Florists' Association.



Charles Loveridge, Peoria.
Vice-Pres. Illinois State Florists' Association.



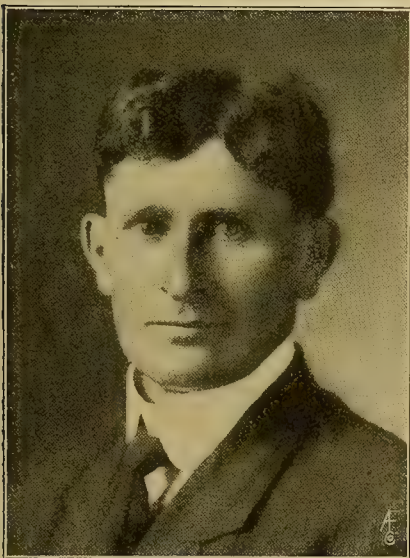
J. C. Blair.
Professor of Horticulture, University of Illinois.



F. L. Washburn, Bloomington.
Treasurer Illinois State Florists' Association.



W. J. Keimej, Elmhurst.
Vice-Pres. Illinois State Florists' Association.



John Staack, Moline.
Vice-Pres. Illinois State Florists' Association.



E. W. Guy, Belleville.
Vice-Pres. Illinois State Florists' Association.



H. B. Dorner.
Professor of Floriculture, University of Illinois.

SOME PROMINENT MEN IDENTIFIED WITH THE ILLINOIS STATE FLORISTS' ASS'N CONVENTION AT URBANA, MARCH 5-6.

for it. The banquet at the Galesburg club was a very enjoyable occasion and attended by a good crowd. The expenses of the show were \$475 and the receipts \$501.20, leaving a balance of \$26.14. We sold some of the flowers after the show for \$12.60, making a total net amount of \$38.74, which we paid to the Red Cross. We would have liked to have had a larger sum, but we are glad to report this.

One thing of special interest occurred. C. L. Washburn brought up the fuel question and wanted to know if it was necessary for florists to put a part of their space in vegetables in order to get coal, and as a result of the discussion that followed a committee, consisting of George Asmus, C. L. Washburn and August Poehlmann, was appointed by the president to interview the state fuel administrator in the name of the state florists' association, which they did, and I have Mr. Washburn's letter reporting the same:

"Chicago, November 22, 1917.

"I. L. Pillsbury, Pres.,

Illinois State Florists' Ass'n,
Galesburg, Ill.

The committee which you appointed, consisting of Messrs. Asmus, Poehlmann and myself, called on J. E. Williams, the state fuel administrator, day before yesterday and Mr. Williams very kindly gave us about an hour of his time. After discussing the matter thoroughly, he stated that it was beyond his control to promise fuel for greenhouses; also that nothing had as yet been received from Dr. Harry A. Garfield, United States fuel administrator, in regard to the question whether greenhouses would be put in the non-essential class or not. He advised that we take this matter up with Dr. Garfield in Washington at once. We decided that it would be best to have this done by the national society and telegraphed President R. C. Kerr of the Society of American Florists the facts in the situation which we had found out. Mr. Williams stated that this was a national question and not a state question. We have found out everything as far as possible regarding the coal situation in this state and trust that our action will be satisfactory to you."

C. L. WASHBURN.

George Asmus will make us a report today. You all know how a delegation of the national society afterwards called on the national fuel administrator and with some good results. But, as you all know, we are instructed to be economical of coal—to try to save 30 per cent.

If there ever was a time it is now, during these troublous times, that every florist in the state should join the state association and also the S. A. F. By so doing he will lend his help and influence for the good of all. All should help in the national publicity campaign, and should also advertise locally, and so help to put the florists' business in its proper place and dignity. The time when flowers were claimed as luxuries has gone past, and whether used to carry cheer and hope to the bedside of the sick, or for beautifying the wedding, or extending the sympathy of loving friends at the time of death, flowers

have a particular mission, refining, elevating and educating our people.

And again at these times, it seems to be the duty of every florist to devote a part of his greenhouses and time to the growing of vegetable plants, including cabbage, tomatoes, peppers, eggplant, celery, etc., for spring sales, and so help in winning the war and in the great struggle to provide food for the people as much as any other industry.

At this time it is the duty of every American to co-operate with our government in every way possible, and not only to grow and supply the plants necessary for the gardens, but to lend a helping hand in the great garden movement which is spreading over the country.

In conclusion, I want to extend the congratulations of the society to every florist who has a son in the United States army, upholding and protecting this great country of ours. I also recommend that each one keep up his dues to our society, and work for new members. Also to make it a point to attend each meeting, and to take part in the discussion, and grow and market the best flowers possible. Help the publicity campaign, both nationally and locally, elevating our profession. Help the garden movement by raising more vegetable plants and so supply better gardens. Co-operate with the government in all ways possible; observe meatless, wheatless and porkless days and fuel saving, being as economical as possible of the precious coal.

Fellow workers, I thank you.

Secretary Ammann's Report.

Your secretary is pleased to report that in spite of the very trying conditions in our land, we have little reason to complain, for the flower business in our state has not suffered any more than those of many other lines, and it is with much satisfaction that we can safely say the florist has not been found wanting in helping to do his bit in this struggle for the "Land of the Free and the Home of the Brave."

One little act of this association the past year that will stand out above the many things it has done heretofore was the charitable act of helping a fellow craftsman in time of need, and while the contributions as a whole were not as large as we would like them to be, yet it has awakened a spirit that will, we hope, in future casualties of this kind bring much better results. I speak of the contributions to the fund raised for A. D. King, of Mattoon, whose range was wrecked by a cyclone on May 26, 1917, which report in full is attached hereto.

There have been no deaths of any of our members this year. Eleven annual members have been added to our list. Many are still in arrears for dues who will not respond to a notice.

The fall show and fellowship meeting at Galesburg was not so largely attended as usual, but the displays were good and the meeting a success. The receipts for the year were..\$72.00
Disbursements 45.55

SUPPLEMENTARY REPORT.

Your secretary begs to report that after the tornado which swept through central Illinois May 26, 1917, had car-

ried in its destruction the entire plant, consisting of 15 greenhouses, of A. D. King, of Mattoon, one of our worthy members, we felt it our duty to send out a call to all our members to help him in his misfortune. This was done by sending letters to our members, and by publications sent through the courtesy of the trade press. The call was intended only for members of the state florists' association. It was very gratifying, however, to find among the very first to respond some of our worthy members of the craft from distant states, as the published lists will show. This only proves the myth of the old saying that charity always begins at home, but this does prove "that he is my friend and brother who has mercy on me," no matter where he is located. The list and amount of cash donors to this fund are as follows:

J. J. Hess, Omaha, Neb.....	\$ 10.00
Anders Rasmussen, New Albany, Ind....	5.00
Christ Winterich, Defiance, O.....	25.00
J. F. Ammann Co., Edwardsville.....	10.00
Washburn & Sons, Bloomington.....	25.00
D. N. Augspurger & Sons, Peoria.....	5.00
Miss G. V. Wakelin, Quinton, N. J.....	5.00
Wm. Knees & Sons, Moline.....	5.00
I. L. Pillsbury, Galesburg.....	3.00
H. D. Caldwell, Danville.....	1.00
E. C. Amling Co., Chicago.....	10.00
Henry Baer, Peoria.....	100.00
Chas. Johann, Collinsville.....	5.00
Kring Bros., Fairbury.....	5.00
French & Salm, Union Grove, Wis.....	10.00
Benj. Hammond, Beacon, N. Y.....	5.00
C. Loveridge, Peoria.....	10.00
Geo. Madsen, Alton.....	5.00
A. N. Kinsman, Inc., Austin, Minn.....	5.00
J. E. Matthewson, Sheboygan, Wis.....	10.00
The Adams Morgan Co., of Paxton, Ill., donated an account they held against Mr. King of \$24.50.	

The following firms have donated or offered to donate stock to Mr. King:

R. Hammer, Rockton.	
David D. P. Roy, Chicago.	
Geo. Wittbold Co., Chicago.	
Emil Krell, Chicago.	
J. S. Wilson Co., Des Moines, Iowa.	
Zeech & Mann, Chicago.	
J. M. Smely, Aurora.	
Thomas & Scaife, Springfield.	
Peter Schousbee, Chicago.	
John & Helfrich, Paris.	
Alois Frey, Crown Point, Ind.	
C. C. Pollworth Co., Milwaukee.	
Weiss & Meyer Co., Maywood.	
W. A. Rowe Floral Co., Kirkwood, Mo.	
Marshall Flo. Co., Marshall, Mo.	
Enid Floral Co., Enid, Okla.	
Webster Greenhouse, Centralia.	
W. W. Barnard Co., Chicago.	
D. Ruttle & Son, Covington, Ky.	
John V. Levar, Erie, Pa.	
Roselawn Greenhouses, Rockton.	
The E. G. Hill Co., Richmond, Ind.	
W. G. Thomas & Son, Sheffield.	
Curtis the Florist, Corpus Christi, Tex.	
Port Alleghany Ghs., Port Alleghany, Pa.	
Heimbreyer & Cole, Springfield.	
Poehlmann Bros. Co., Chicago.	
Sestlang Flo. Co., Mendota.	
Weisley Florist, Murphysboro.	
Geo. A. Kuhl, Pekin.	
Albert F. Amling Co., Maywood.	
Restland Floral Co., Mendota.	
F. R. Weissgerber, Chicago.	
Archias Floral Co., Sedalia, Mo.	

Treasurer Washburn's Report.

Receipts	
March 1, 1917	By Balance\$252.71
March 6, 1917	From Secretary 30.00
March 10, 1917	From Secretary 21.00
June 12, 1917	From Secretary 6.00
Nov. 12, 1917	From Secretary 15.00
March 1, 1918	Interest 5.55
	\$330.26
Expenditures	
March 6, 1917	Intelligencer Printing Co.\$ 4.25
March 6, 1917	J. F. Ammann, Sec..... 31.05
Sept. 14, 1917	Intelligencer Printing Co. 6.50
Nov. 9, 1917	J. F. Ammann..... 3.75
March 1, 1918	Balance 284.71
	\$330.26

Experimental Work in Floriculture.

Report of Professor P. A. Lehenbauer, Champaign, of work begun at the University of Illinois, September, 1917, read at the annual meeting of the Illinois State Florists' Association, Urbana, March 5-6, 1918.

Experiments are now under way in the selection of carnations and roses. Selection is the principal factor, both in the production of new races and in the improvement of varieties. The object of these experiments is not to produce something entirely new, such as a new variety, but it is an attempt to determine if, and to what degree, the plants now grown by the florist can be improved. Especial attention is given to, first, increased production, secondly improvement in quality, and thirdly to certain undesirable features such as susceptibility to disease, etc.

Plant breeding has been carried on principally by two methods. One method, the older, is known as mass selection. It is called mass selection because in this method a large number of individuals are selected. There is a continuous selection for certain characters, generation after generation. It is based upon the slow increase of small variations in a direction guided by the experimenter.

Another method is largely used at present. It is known as pedigree culture or pedigree selection. In this method one individual is selected, rather than many, and this single individual forms the basis of all future selections. Both methods are important.

In the present work with carnations and roses we are using, in a way, a combination of the two methods. We have begun by selecting a comparatively large number of individual plants and have selected primarily with one object in view. However, when one is selecting for one primary improvement, for example, increased yield, it is necessary at the same time to keep the product up to the standard. Other characters, or all important characters, must be studied and taken into account. In order to do this properly, the score card must be used. The score card should give accurately each and all important characters of the plant. By its use each character can be judged separately, and by adding up the results the rank of each plant can be noted in a comparative way.

We are keeping accurate and complete data of each individual plant. In the work with carnations we have been growing during the past year 1,692 plants. There are four varieties represented, as follows: A local seedling, 500 plants; White Perfection, 395 plants; White Enchantress, 396 plants; Rosette, 399 plants. Records are taken every morning (except Sunday) as the flowers are picked. The following points are noted: number of flowers, diameter of flower in inches, stem length, condition of flower.

Four varieties of roses are being used in the experiments, namely, Hoosier Beauty, Ophelia, Pink and White Killarney. Each variety is represented by 288 plants. The following records are made in the case of roses: Number of flowers per plant, stem length, condition of plant, diseases, etc.

We know, of course, that selection has produced favorable results; the history of plant culture is full of evidences. We must remember, however, that nearly all noticeable improvements based upon selection have been made by means of seed selection or of plants reproducing normally by seeds.

In this work we are dealing with plants which are propagated almost wholly by vegetative parts. Our method of selection also is one of selecting and propagating subsequently by vegetative parts. But little systematic work has been done in this field. We are therefore not yet in position to know what results can be accomplished, either in increasing quantity or in improving quality.

Data that were collected on the carnation plants since October 4, 1917, have been assembled, and show some interesting facts. A noticeable feature is the differences and variation in production of different plants. There also is a striking variation in quality. Some plants have a very high percentage of undesirable features; others have produced uniformly good flowers. A comparison of the several varieties also shows some noticeable differences.

The work has, of course, not progressed far enough for a presentation of the data or to draw definite conclusions. Cuttings have been made from selected plants and the work is to be continued next season.

A beginning has been made in the investigation of several other problems. Certain greenhouse troubles, primarily physiological diseases, are being studied, but thus far only preliminary observations have been made.

PLANT NOTES.

Iceland Poppies.

A beautiful cut flower for summer use not often grown is the Iceland poppy. While it is a perennial, yet it can be treated as an annual if the seed is sown early and the plants transplanted. Seeds sown in March will bloom the coming summer, and the varieties of color range through the yellow and orange to white. The petals have a peculiar satiny texture and are beautifully crumpled, and if the flowers are picked in the early morning they will stand in water for a long time, and are very decorative. There are few annuals that will attract more attention than a vase of these lovely poppies arranged with appropriate green, and besides they have a delicious fragrance. They are easily grown, and if the flowers are kept picked will continue to bloom all summer. Another poppy that can be grown for cut flowers is the Shirley poppy, but the flowers do not last as well as the Iceland poppies.

Seeds for March Sowing.

The middle of March is the proper time for the sowing of the main crop of summer annuals. The seedsmen have seen that the growers have the catalogues, and the lists of the wants for the year should be made out at once, if not already done, and the seeds procured and sown. How often have we seen good growers spending valuable time during the busy days of May and June hunting for some small stock that could have been easily grown, but was neglected at the proper time. It is a good time now to look back at the sales of the last year or two and note what lines of stock were in short supply or were carelessly omitted. Such matters as this are the little things that count in a successful business, for the time taken in hunting up and procuring the cheaper kinds of stock during the busy season more

than eats up all the profit received in handling it. The seeds that should be sown now are almost endless in variety, and they include asters, Phlox Drummondii, zinnias, marigolds, balsams, antirrhinums, begonias, calendulas, celosias, cobaeas, cosmos, gauras, mignonette, nicotianas, nasturtiums, petunias, salpiglossis, ricinus, salvias, scabiosa, stocks, thunbergias, and others that may be demanded. With the exception of Cobaea scandens, mignonette and ricinus, which should be sown in pots, these can all be sown in flats and as soon as large enough transplanted to pots or spaced in flats, and good stock be had for summer bedding.

Lilacs for Easter.

A large variety of blooming plants can be grown for Easter, and dwarf, shapely lilacs are appreciated by all flower lovers, and the cut sprays have now become a standard winter flower. For the pot plants the imported budded stock is preferable, but for cut blooms any lilac may be lifted, and they force quickly and easily in a warm house. The varieties most grown for pot plants are Marie Lagraye, white, and Charles X, purple. Four weeks in a temperature of 65° will bring them into flower. The plants when placed in the greenhouse should be syringed several times a day in order to assist the buds to swell and kept in a dark place. As soon as the buds begin to open the plants can be placed in full sunlight. The common lilac can be forced in the same manner. A bush which is well set with flower buds, and these are easily distinguished from the leaf buds, can be lifted and planted in a bench and will furnish fine sprays of flowers. If the plant is kept shaded from the sun by spreading a heavy cloth over it the flowers of the purple varieties will be white when forced. The plants will require plenty of water, for they make but little root growth and bloom upon the vitality which has been stored.

Rambler Roses.

The plants of rambler roses that are intended for Easter blooming should now be showing color, and if they are not they will require quite a little forcing to have them in the best of condition for that date. If the plants are at all pot bound, watering with liquid manure will be of great assistance to them and stimulate the flowers and make them much larger and an addition of soot to this will intensify the color. The plants will often, when setting the buds, make long growths from the base of the plants; these should be cut out, for they are taking much strength that should go into the flowers. These canes should be made into cuttings and propagated and will make small plants for next year's growing or can be planted outside and grown on for stock for the future.

There is always a good demand for well grown pot ramblers for Memorial day and early June, and plants started now will be in the best of condition at that time. They can be started in a cool house and frequently syringed until the eyes break, when they can be moved into warmer quarters and full sunlight. For June decoration there is nothing better in blooming plants than Crimson Rambler and the other rambler roses and hydrangeas; they make a beautiful combination and are also very decorative for porches.

St. Louis.

FUNERAL WORK LEADS DEMAND.

Business during the past week has been very good in funeral work, which kept the stock cleaned up well. Social orders have been light, but sickroom flowers have a good call. The market was well supplied with stock of all kinds, with the possible exception of good grade roses. The fact that the stock moved almost daily prevented it from piling up. Russell and Ophelia were the leaders. Carnations have been coming in fine, but are sold at bargain prices in big lots. The same holds good of sweet peas, although the general average price is better this year than last. Violets move only at bargain figures. Bulbous stock of all kinds moves fairly well. Lilies have not been overplentiful, but are equal to the demand. The green market holds its own with a scarcity of *Asparagus plumosus*.

NOTES.

The florists' club will hold its next meeting March 14 at the wholesale house of H. G. Berning, 1402 Pine street. This meeting has been designated as "carnation show" meeting, and all growers of carnations in this vicinity are invited to display some of their stock, either of established or new varieties. The trustees have arranged to take care of any shipments that may be sent in their care for exhibition.

The Missouri Botanical Garden had arranged a special display to take place during the month of April during the S. A. F. convention. However, since the convention has been postponed, we are informed they intend to invite the florists' club to hold their April meeting at the garden.

From all indications, Easter lily plants among the local growers are not going to be any too plentiful. Other bulbous stock, however, will be in good supply. Azaleas and rhododendrons will also be scarce. Spiræas and deutzias will be sadly missed this year at church decorations.

Last week W. W. Ohlweiler, of Clayton, delivered a lecture before the meeting of the Webster Garden Club on the subject of "Home Gardens."

W. S. Wells, formerly in the employ of the Missouri Botanical Garden, has again joined the garden forces under Alex. Lurie, horticulturist.

J. J. W.

Pittsburgh.

POOR DEMAND AND PRICES SUFFER.

The market has had some very dull days during the past two weeks and prices of all flowers, except roses, have suffered. These still hold up well in price, ranging from \$4 to \$15 per 100, with a heavy demand for shorts. There are plenty of carnations, as the bright days have brought on the crop we have been looking for for some time. The best bring \$3 per 100, while the inferior grades are hard to dispose of at \$1.50. Bulb stock is very plentiful and can be bought at any price if a buyer can be found. Paper Whites are a glut on the market. Lilies are arriving in larger amounts and the stock is very fine, and indications are for a fine lot for Easter. Freesias, tulips, daffodils and calendulas are all very plentiful with few sales. American Beauties are selling in small amounts only. There is very little call for them, as the stores only handle them on special orders. Some very good snapdragons are to be had, which sell well. Very little lily of the valley and few orchids are used. Sweet peas still have a good demand, but indications are they will soon take a drop, as larger amounts are coming in daily. They have done well so far this season, and the growers must ex-

pect a decline in prices. Some growers of this crop had hard luck during the cold snap and their stock shows the results. Some very good plants of all kinds are seen in the shop windows and remind one that Easter is only a few weeks away.

NOTES.

The A. W. Smith Co. had the decorations for the Jenkins-Price wedding in Ben Avon, Pa. It was one of the largest and most elaborate weddings in Pittsburgh this winter.

John Demas, who conducts a flower store in the Oakland district, was the victim of a clever thief, but who fortunately did not get away with very much.

Two men entered the office of Wm. Loew, on Diamond street, with intent to steal. They were discovered before they were able to make a "haul."

The Hayman Greenhouse Co., of Clarksburg, W. Va., suffered a \$1,300 loss in a fire at their range last week.

Jacob Gerwig, of the Pittsburgh Cut Flower Co., attended the bowling congress at Cincinnati.

A plate glass window in the front of Mrs. E. A. Williams' store was broken Saturday night.

Jas. Hill, who is now serving his country at Camp Lee, is connected with the signal corps.

McCallum Co. is receiving some very fine Spanish iris, the first on the market.

J. W. Glenn, of Kittanning, left for Harrisburg, Pa., on important business.

The Zieger Co. is cutting some fine Romans.

Homer Woods is on the sick list.

Visitors: Milton Alexander, representing Lion & Co., New York; I. V. Kinder, Charleroi, Pa.

M.

Cincinnati.

BUSINESS FAIRLY GOOD; SUPPLY HEAVY.

Business is fairly good, but the supply is so large that the average prices are down to a low point. The demand from out of town is heavy and many buyers have been here placing orders for Easter. The rose supply is still short and more could have been used during the past week were they available. Carnations are very plentiful and it is difficult to clean up all receipts, particularly during the middle of the week. Sweet peas are in a good supply. They are excellent, and have been selling well. Fine Easter lilies, callas and rubrums may be had. Paper White narcissus are still in an over-supply. Other bulbous offerings are fairly plentiful and include double and single tulips, Dutch hyacinths, jonquils, daffodils and freesias. Other offerings are lily of the valley, orchids, violets, calendulas, baby primroses and forget-me-nots.

NOTES.

O. J. Honaker, of Lexington, Ky., was in this city last week as captain of a bowling team that rolled at the A. B. C. at the Armory.

E. G. Hill, Richmond, Ind., was a visitor when he stopped over while on his way to Richmond after a protracted stay in the south.

E. G. Gillett has been having a big business in C. J. Ohmer's asparagus from the latter's place at West Palm Beach, Fla.

C. E. Critchell has been selling many baskets for Easter.

Visitors: M. Johnson, representing A. L. Randall Co., Chicago; Mr. Brown, representing the J. M. Gasser Co., Cleveland, O.; Carl F. Brehmer, Chillicothe, O.; Mrs. J. W. Frisch, Dayton, O., and Miss Fannie White, Lexington, Ky.

H.

Rochester, N. Y.

BRIGHT WEATHER HELPS TRADE.

Business during the past week or 10 days has been somewhat stimulated by bright weather and the sunshine has increased the crops of roses, carnations, daffodils and tulips. Carnations especially have improved and the price has dropped on account of the increase in numbers. Roses are also more moderate in price. Bulbous stock is crowding the market to overflowing. Tulips and lilies are being held back for Easter. Flowering plants of all kinds sell well at good figures.

NOTES.

Hugo Teute has 28,000 lilies which are making good headway for Easter. He is forcing heavily, using heat from oil stoves, and his bulbous stock will be on time.

J. H. West, Ironduquoit, suffered a loss of about \$2,000 when a wind-storm blew over a chimney, wrecking two houses. There was no accident insurance.

The plants, bulbs and greenhouse accessories of Frank R. Bohnke, sold at auction in bankruptcy proceedings last week, were purchased by his mother.

David Scott, of Corfu, in sending in some excellent snapdragons, mignonette and calla lilies, which find quick sale.

Paul Thomann is again at work, after having been laid up since last fall with a broken ankle.

George M. Keller, of Brighton, is erecting two houses, each 20x75 feet.

CHESTER.

Omaha.

The local automobile show, one of the largest in the United States, stimulated the demand for flowers, many being used in decorations as well as choice bouquets placed in the vases of the handsome new electrics. One concern decorated its large showroom with flowers which was used as a dancing pavilion and presented each lady guest with a bouquet. Touching on this matter, one of the local trade said: "Flowers for funerals and sickness are our principal steady sources of revenue. Under present conditions, with heavy overhead expense, we must go out into new fields to increase our volume of business, rather than try to force a radical raise in prices, which would be out of the question at the present time. During the two weeks before the auto show we called on every automobile concern in the city, calling the attention to the appropriateness of flowers for decorations in the showrooms and as gifts to the lady visitors. As a result dozens of them placed orders. A little energy is all that is required to develop a new field."

Perhaps the youngest flower merchant in the world is Jack Stock, seven years old, of this city, who often starts in the morning with capital as limited as one cent and finishes the day with a net profit of \$2 or \$3. He buys his stock from the local florists, who refer to him as their "traveling salesman," his first purchase of the day often being one short stemmed carnation, the proceeds from the sale of this and subsequent sales being reinvested in more stock.

Local florists are rejoicing in the belief that winter is over, which means a reduction in coal bills for some months to come. The fuel situation here, as elsewhere, with an exceptionally severe season, made the burden a heavy one to carry, with coal hard to obtain at any price.

A. E. L.

Boston.**SATISFACTORY BUSINESS CONTINUES.**

Another good week of good seasonable weather, and business has taken a decided brace. Wherever you go, you hear encouraging remarks. Cut stock holds up well, with an abundance of spring flowers shown everywhere. Violets were never so plentiful and sell as low as \$4 a thousand and \$10 for the best. Spanish iris and Roman anemones have started to arrive in good numbers. Carnations are on hand in large quantities, but are selling slowly. Jonquils, Poeticus, Murillo and Flamigo tulips are moving well. Orchids are good and selling satisfactorily. Gardenias are poor and go at \$4 to \$6 a dozen. Sweet peas are arriving in much better condition and selling at \$1.50 and \$2 a hundred. Pansies and English daisies are in great demand; also myosotis and marguerites.

NOTES.

Welch Bros. Co. reports very good progress and they feel that the low mark in business has passed, and the steady, upward climb of the past two weeks has proved beyond a doubt that business is better and will continue. Orders are arriving better than ever.

B. A. Snyder & Co. have had a very busy week, and the amount of orders and the way they are arriving is pleasing to say the least. The stock of cut flowers carried by this firm is large and of the choicest varieties.

H. M. Robinson & Co. are very busy. They have a large shipping trade and one of the largest stocks of florists' supplies in Boston. The factory is working evenings making artificial flowers for Memorial day.

Borowski Bros. are sending in some very good lilac and azalea plants. They have just finished with cyclamen, which have been very successful this year.

Penn. the Florist, continues to do good business and reports funeral work better than ever.

John Lynch, former salesman at the co-operative market, died February 27, after a long illness.

Dolansky & McDonald carry a large line of orchids from the Frank Dolansky greenhouses. S. K. G.

Columbus, O.**SHORTAGE OF EASTER STOCK FEARED.**

Though stocks are limited in variety, and there was almost absolute dependence upon home growing, leading florists enjoyed a very satisfactory February business. St. Valentine's day trade was surprisingly heavy, in view of the fact that no special effort was made to stimulate it. Roses are the scarcest feature of stock at present, and there is large substitution of carnations, which are now coming in good. Sweet peas are also quite abundant, and the same is true of jonquils. The first hyacinths have made their appearance within the past week. There is some little concern about the supply of Easter flowers, unless transportation conditions mend. With the announced withdrawal from flower growing of two of the largest local ranges during the year, florists are interested in making connections with individual growers in this territory for supplies in specified lines, to take the place of former sources.

NOTES.

The new Fairview Floral Company, located north of the city, made its first cuttings March 4. The range is modern in every respect. A feature is an elevated track leading from the powerhouse, a distance of 200 feet, to the Hocking Valley railway, for the switching of fuel direct to the bins. The latter are a separate part of the power building, and the coal is conveyed to the furnace by a surface car.

Arrangement of the plant provides for future units. Carnations, sweet peas and other flowers will be grown extensively for the wholesale trade, much of the output having been already contracted for by local retailers. O. C. Grice, for a number of years in charge of flower cultivation for the Livingston Seed Company, is manager and one of the owners.

"Leave It to Us" was the motto chosen at the recent annual meeting of the Columbus Market Gardeners' Association. As indicated by this slogan, the association proposes to do its full share this season in response to the wartime demand for increase in the production of foodstuffs. Otto N. Gall was elected president; Henry Hahn, vice-president; Henry Gall, second vice-president; Theodore Oltt, secretary, and Ernest Dick, treasurer. J.

Detroit.**LENTEN BUSINESS VERY DULL.**

The mid-Lenten season is bringing a severe cessation of all festivities that may incidentally call for the use of flowers, even in a limited way, and the almost total elimination of this feature of the business is being keenly felt by the retailers, who, however, are enjoying a good patronage in funeral work and flowers for the sick. Reports are heard, too, of a good call for ferns and spring flowering plants for homes where the severe winter made conditions for their use most unfavorable. Anticipation of a good Easter trade is held by all the florists, and they are making extensive preparations to care for it. Emerging from a winter of unusual length and severity, it is most natural that the people will seek flowers as the charming omens of spring and indulge their pleasure in their use more than heretofore. All the growers this season here are oversupplied with Dutch bulb stock, and it is only the almost total absence of azaleas, rhododendrons and spireas that encourages them to hope for the disposal of any considerable portion of it advantageously. A few of those who have late-planted lots are trying to hold back the blooming period of them till Mothers' day, and the continued cold weather we are having is aiding this plan considerably. Greenhouse men are still groaning under the heavy penalty imposed upon them by the coldest and most prolonged winter in their experience, and many of them will, after Easter, strike a trial balance and determine by the result whether or not they will face another season of operations under the abnormal conditions now prevailing. Easter lilies are causing much concern to most of the growers, who have had much trouble in maintaining sufficient heat to insure their blooming for the early Easter of this year; and it is certain that the prices demanded by the growers, at least, will be higher than ever before and this is only to partially, as they say, cover the extra cost of fuel required for their early maturity.

NOTES.

Harry Taylor, manager of Breitmeyer's Whitney building branch store, has enlisted in the army Signal corps and left for Fort Leavenworth, Kan., March 4. Harry is a very popular young man who has made many close friends during his few years' residence here, and all will regret to see him leave, but wish him success in his loyal participation in the war.

Robt. Watson, the veteran florist, had planned to spend most of the winter in Florida, but was taken with illness that prevented his going and is now with his sister, Mrs. Clark, on 16th street. Mr. Watson's only son, Hugh, was drafted into the National Army and is now at Camp Custer, Battle Creek, Mich. J. F. S.

Massachusetts Agri. College Show.

The annual flower show of the department of floriculture is to be staged March 14-15. Although in previous years a flower show has been staged in farmers' week, the department's big show has usually been in the fall. This year the lateness of the opening of the college made it necessary to postpone the usual fall show. The department is working on the programme and will have it ready in a few days. The students are all very enthusiastic and working hard. The fact that the show is coming in the spring means that it will be quite distinctive. While formerly chrysanthemums were featured, Dutch bulbs will be most prominent this year, and it is believed the attendance at the show will be as large as in previous years.

One of the big features is to be a complete set of wedding decorations. Wax figures have been furnished through the courtesy of McAuslan & Wakelin, of Holyoke, and A. T. Gallup, Inc., of Holyoke. The wedding canopy is to be of smilax and white carnations. Orchids, lily of the valley and maidenhair fern with a shower of ribbon and valley will make a most aristocratic bridal shower bouquet. Then there are to be maid of honor bouquets, bridesmaids' bouquets and flower girl's basket, all made up of the most exquisite roses, sweet peas, etc. A bride's dinner table and a bride's luncheon table will complete the wedding decorations. There will also be an exhibit of stationery and printed matter connected with the wedding details, furnished by the Samuel Ward Mfg. Co., of Boston.

As in previous years, there are to be a number of table decorations. Easter tables, St. Patrick's day tables and patriotic tables will be featured. There will be a varied display of bouquets and flower gifts, together with several special bouquets. Flower baskets, box and vase arrangements, accessories, and many other things will help in teaching the public to "Say It with Flowers." C. E. W.

Providence, R. I.

Weather conditions have been in the growers' favor during the past week, with warm days and plenty of sunshine, naturally welcome after the winter they have been through. While cut flower sales have been below the average, funeral work has made up the difference. There is little change as regards the stock coming into this market. Roses are not in good supply, although several of the growers are cutting fairly good crops. This scarcity has turned some buyers to other stocks and the call for roses is not as heavy as formerly. Carnations are abundant, the supply being greater than at any time this season, and while they sell well prices are low. The violet situation is unchanged. Prices and quantity about the same as earlier reported. Daffodils are still in heavy supply, and the same can be said of Paper Whites. Tulips are coming better and sell well. Darwins have made their appearance, but the supply is short. Freesias and hyacinths sell freely, and the same is true of sweet peas, which are of excellent quality. Greens of all kinds are scarce, many of the stores experiencing difficulty to get enough to meet requirements. H. A. T.

The Late Mrs. Lillian D. Brightsworth.

Mrs. Lillian D. Brightsworth, owner of the Syracuse Pottery Co., Syracuse, N. Y., died at Fort Myer, Fla., February 12, at the age of 51 years. The deceased had been a resident of Syracuse for many years and was well known among the trade, being highly respected as a successful business woman.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO.

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AN experienced Florida grower does not expect very favorable results from the government's castor bean growing plans in that state, considering the soil unsuitable.

Alaska's Territorial Flower.

By an act of the territorial legislature, the forget-me-not, emblematic of the quality of constancy, the dominant trait of the intrepid pioneers who in spite of the almost insurmountable obstacles and insufferable hardships opened Alaska for development, is declared to be the territory's floral emblem.

Cyclone Damage in Kansas.

A cyclone, which visited the vicinity of Iola, Kan., February 27 and destroyed barns and industrial plants, caused but little damage to glass, the greatest being 250 square feet and thirteen hotbed sash at one establishment, while the Palmer range escaped with a loss of twelve lights. The weather remained warm and there was no frost damage. G. F. O.

Record of Goods in Transit.

The Jos. Heacock Co., Philadelphia, Pa., has found the parcels post service most efficient for the handling and delivery of cut flowers. Packages going as far as 600 miles, have in nearly every instance, including the holiday season, been delivered on first class train schedule.

In order to keep track of the efficiency of this service, they enclose the following record with many of the orders: The date and hour of day, indicating just when the package was delivered in the railroad postoffice is filled out. The balance of the record is to be filled in by the customer, who then mails the entire sheet to them in the addressed and stamped envelope provided. Should there be any serious delays or damage to packages during transit, the record gives the necessary details on which to make complaint and place responsibility. The postal authorities are very glad to have, or avail themselves of this data, when it is necessary to look up errors or delayed deliveries. The complete form is shown below.

M.....
Gentlemen:—

In order to cooperate with the United States special delivery parcel post service in the shipping of perishable cut flowers, we ask that you kindly fill out the blank below and return this entire record to us in enclosed stamped envelope.

Thanking you for your cooperation in this matter, we are,

Yours very truly,
Joseph Heacock Company.

This shipment, consisting of
..... was delivered to Penn Square Station post office, Philadelphia,

This shipment was received by us on
(day of week) (date)
....., (time of day) A. M.
.... P. M.

Condition of BOX containing flowers....
.....
Name.....

Income Tax Reports.

This timely and important subject will be thoroughly analyzed and explained at the next meeting of the New York and New Jersey Association of Plant Growers, which will be held in room 110, Breslin hotel, Broadway and 29th street, New York, March 11, at 4 P. M. sharp. Wm. H. Siebrecht, Jr., who as the florists' attorney has made an extensive study of the income tax laws, will give an instructive talk on how the law affects you and how to fill out your report. All members of the trade are cordially invited to attend. A. L. MILLER, Pres.

Society of American Florists.

TO PUBLISHERS OF CATALOGUES.

Provision has been made in the equipment of the society's offices at 1170 Broadway, New York, for the filing of catalogues of firms and persons engaged in the production and sale of plants and plant stock, seeds, bulbs, greenhouse supplies and accessories, and goods used by florists in all branches of the trade. All issuing catalogues are invited to file copies with the secretary, that access may

be had to them at any time by all who may wish to avail themselves of this service.

PUBLICITY COMMITTEES' MEETING.

At the request of Chairman Henry Penn, of the publicity committee, concurred in by Chairman George Asmus, of the publicity finance committee, President Totty has ordered that a meeting of the joint committees be called for Saturday, March 16, to be held at the offices of the society, 1170 Broadway, New York, at 2 P. M.

JOHN YOUNG, Sec'y.

National Association of Gardeners.

CONFERENCE IN NEW YORK.

A gardeners' conference, under the auspices of the National Association of Gardeners, will be held at the Murray Hill hotel, Park avenue and 41st street, New York, Friday afternoon, March 15, at two o'clock. A number of speakers, prominent in the horticultural activities throughout the country, will address the meeting on subjects pertaining to the gardening profession, and there will be a general discussion of the association's policy in relation to its co-operative endeavor with the gardeners' local societies and clubs; also, of its proposed campaign to establish the profession of gardening in the public eye on the same high plane as other sciences. All interested in the progress of professional gardening are invited to attend the conference.

President Robert Weeks has called a meeting of the trustees and board of directors for Friday morning, March 15, at eleven o'clock at the Murray Hill hotel, New York.

M. C. EBEL, Sec'y.

New York State Fair Flower Section.

At a meeting of the New York state fair commission held recently the date of the fair was set for September 9-14, 1918. Professor D. Lumsden, of the New York State College of Agriculture at Cornell University, Ithaca, was again appointed superintendent of the department of flowers. Several new classes have been added to the premium list, prominent among these being premiums for collections of roses in the professional and amateur classes. Additional premiums are offered for gladiolus, and the sections containing premiums for pot plants and miscellaneous flowers have been materially increased. A novel feature will be the premiums offered for a collection of cut flowers. It will be gratifying to the florists of New York state to learn that liberal increases in the appropriation for the department of flowers have been made by the Honorable C. S. Wilson, commissioner of agriculture, who is an ardent worker for both the agricultural and horticultural interests of the state.

New York Spring Flower Show.

The final schedule of the New York spring flower show to be held in the Grand Central Palace, March 14-21, under the auspices of the Horticultural Society of New York, the New York Florists' Club and the American Rose Society, has been issued and copies of same may be obtained upon application to John Young, secretary, 1170 Broadway, New York. There are numerous classes for both commercial and private growers, with liberal awards in each.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
 Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By practical vegetable grower, single, middle-aged, sober and reliable. At present gardener at institution. West or south-west preferred. Address

Key 871, care American Florist.

Help Wanted—General worker; handy man. State wages.

Levant Cole, Battle Creek, Mich.

Help Wanted—Helpers in rose houses. Apply to

Albert F. Amling Co.,
 Maywood, Ill.

Help Wanted—First-class storeman for steady position in a leading Chicago retail store. Address

Key 878, care American Florist.

Help Wanted—Experienced nurseryman and field men; also men for packing department to take charge. Give reference and wages expected. Address

The Wagner Park Nursery Co.,
 Sidney, O.

Help Wanted—Single man for retail place of 5,000 ft. of glass; your morals and habits must be the best. Wages \$10.00 per week, room and board. Address

H. R. Fisher, Marysville, Kan.

Help Wanted—Good grower of carnations and potted plants. Must be steady and sober. State experience and wages wanted. Address

Lakewood Cemetery Greenhouses,
 Minneapolis, Minn.

Help Wanted—Gardener to care for lawns, plantations and vegetables near Chicago; no glass; house. Also man to fill good position in the east; married or single may apply. Telephone Wabash 5871.

E. A. Kanst, 208 So. La Salle St., Chicago

Help Wanted—Designer, decorator and plant man that can fill window boxes, plant flower beds, etc., in the spring. State wages and references in first letter. Address

The F. Walker Co.,
 312 W. Chestnut St., Louisville, Ky.

For Sale—Nine lots and three greenhouses, 10,000 sq. ft. of glass, double strength, iron frames, good business. Address

S. O. Johnson, 3129 W. 20th Ave.,
 Denver, Colo.

For Sale—Retail store in thriving town of 15,000, center of business section, near hotel and two hospitals. Attractive store; well equipped; no competition. Many small towns to draw from. Cheap to quick buyer. Party leaving town. Address

134 W. King St., Martinsburg, West Va.

For Sale or Exchange—For greenhouse property; the most beautiful gentleman's 20-acre fruit farm on the Chicago new oiled stone road; within one mile of the city limits. 1,300 bearing fruit trees, all well trimmed; 1½ acres of grapes; 12-room steam heated residence, with bath, telephone, fine artesian well and large cement basement; four-room cottage; big barn; three chicken houses with 110 laying pullets; pig-pen with pigs; two young horses; one cow; all kinds of good farming tools. Everything in first-class condition. Owner is an expert gardener and will sell or exchange for a good \$10,000 greenhouse near a good city. For further information address

JOHN FABIAN,

Route 3. So. Haven, Mich.

Situation Wanted

Married man with 20 years experience wants position as grower of florists' stock or vegetables, indoors or out. First-class references.

ROBERT TOWNE,
 Care of Walden, Lake Forest, Ill.

Help Wanted

Experienced grower of high grade pot plants. Give references and wages expected in first letter. Near Chicago. Address

Key 875, care American Florist.

HELP WANTED

Single man with experience in general greenhouse work, to work under foreman. Wages \$70 per month with quarters. Send references.

Department of Horticulture,
 IOWA STATE COLLEGE, Ames, Iowa.

Salesmen Wanted

We prefer greenhouse men for our salesmen. If you can make good selling an established line of greenhouse supplies, we have openings in our sales organization. Previous sales experience is desirable, but not necessary. What we want are greenhouse men who understand greenhouse problems and can talk intelligently to the greenhouse trade. In writing us, give age, references, salary expected and territory you are familiar with. Address

Key 868, care American Florist.

Boilers For Sale

Two used Atlas boilers 60 in x 16 ft., 80 h. p. Shaker grates, \$400 each. One Worthington Duplex 6 x 4 x 6 steam pump cheap. Also some pipe and valves.

EDWARD MANIE,

1421 N. Dearborn Avenue, CHICAGO

WANTED

By large eastern seed establishment experienced buyer of Clovers, Grasses and Grains. Exceptional opportunity for capable man. Address
 Key 877, care American Florist.

FOR SALE

Pennsylvania marine type boiler, style No. 80 r. t., total length 14 ft. 4 in., shell diameter 66 in. Number of flues in lower section 37, 4 inch diameter, 5 ft. 8 inches long. Number of flues in upper section 68, 3 inches diameter, 11 ft. long. Area of grate surface 4 ft. 11 inches x 4 ft. 11 inches. Good for 95 lb. pressure. F. O. B. cars Maynard, Ind., price \$700. Used; good condition.

Key 876, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼ x 5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
 440 S. Dearborn St., CHICAGO

New Books--Just Issued

VEGETABLE FORCING

By RALPH L. WATTS

Dean of Pennsylvania State College School of Agriculture

A handy reference for professional growers, students and gardeners interested in growing vegetables under artificial conditions. Cloth bound. 400 pages and 158 illustrations covering a wide range of topics.

PRICE, - - - - \$2.00

Greenhouses: Their Construction and Equipment

By W. J. WRIGHT

Director, New York State School of Agriculture

Contains 286 pages of practical data with tables and estimates on different forms of construction, heating and equipment, based on observations and experiences of prominent greenhouse builders and owners extending over a number of years. Bound in cloth, 131 illustrations.

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440 So. Dearborn Street, CHICAGO

VALLEY FOR EASTER FORCING.



Best Holland Grown—From Cold Storage

\$25.00 per 1000

13.00 per 500

3.00 per 100

Order Now

H. N. BRUNS

3040 W. Madison St.,

Phone: Kedzie 1196

CHICAGO, ILL.

Milwaukee.

SUPPLY AHEAD OF DEMAND.

With a week of continuous mild weather, both by day and at night, all indoor crops were hastened, and the quality of stock which reached the wholesale houses was ahead of the demand. Spring stock, such as sweet peas, violets, forget-me-nots, calendulas and bulbous stock, are in demand, and the most of the A1 grades are moved; it was the inferior grades which were bargained off. The supply of roses is now adequate, and while not heavy, all orders can easily be taken care of. The crop, which is showing the effects of unfavorable growing conditions since the New Year, are the carnations; the heavy snows in January, which kept the houses dark for a long period, the irregular temperatures and for which nobody can be blamed this season, affected the buds and growth, with the consequence that while the daily receipts are heavy, the percentage of good, stiff-stemmed, not-splits is comparatively small. The supply of green goods is about equal to the demand.

NOTES.

James Livingstone, gardener for Fred Vogel, Jr., and treasurer of the florists' club, has been asked by his friends and neighbors in Shorewood to give lectures on the practical work of home gardening. Mr. Livingstone has made many friends by his free advice on horticulture, a subject in which he is very thoroughly versed. We congratulate the Shorewood Civic Society on their selection.

Mrs. Ida Baumgarten has the sympathy of the local craft in the loss of her mother, Mrs. Waigli, widow of the late Captain Waigli, who died February 24 at the age of 83 years. The funeral was held February 27 at 11 A. M. from 628 Frederick avenue. The family comprises Mrs. Baumgarten, four daughters and one son.

The C. C. Pollworth Co. reports a nice lot of blooming plants coming along for the Easter trade. Bright weather for some time to come is a necessity to get their lilies in.

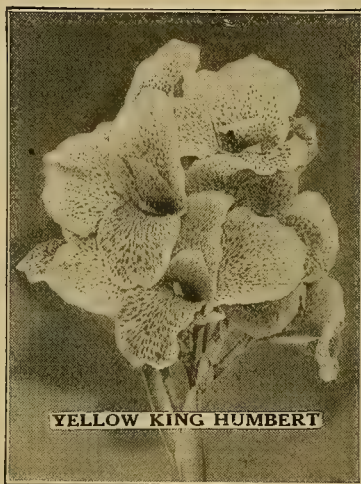
The Holton & Hunkel Co. is cutting some very fine orchids daily. Their roses, too, are coming along in good shape.

At J. M. Fox & Sons' they put in their leisure time getting baskets and fancy pots ready for the Easter trade.

Alexander Klokner, of Wauwatosa, is consigning some fine double pink stocks to Gust Rusch & Co.

CANNAS, DRY ROOTS

Sound Two-Eye Stock, True to Name



	Per 100	Per 1000
Allemania	\$3.00	\$22.50
Burbank	3.00	22.50
Madam Crozy	3.00	22.50
Charles Henderson	3.00	22.50
David Harum	3.50	30.00
Egandale	3.50	30.00
Frederick Benary	3.00	22.50
Goldbird	6.00	50.00
King Humbert	4.00	35.00
Louisiana	3.00	22.50
Mrs. A. Conard	6.00	50.00
Orange Bedder	6.00	50.00
Multiflora	3.00	22.50
Queen Charlotte	3.50	30.00
Souv. de A. Crozy	3.00	22.50
Venus	3.00	22.50
Wyoming	3.00	25.00
Vaughan's FIREBIRD	12.00
Yellow King Humbert	7.00	65.00

Without a doubt the finest Yellow Canna yet introduced—a perfect companion to King Humbert.

2½ inch pot Plants of above ready after April 1st.

WRITE FOR OUR SPRING "BOOK FOR FLORISTS."

Chicago

Vaughan's Seed Store New York

A. Leidiger, of the Edlefsen-Leidiger Co., spent a few days in Chicago and vicinity last week.

The regular meeting of the florists' club will be held Thursday, March 7, at 8:30 P. M.

Theodore Meyer, of Waukegan, Wis., was here March 4, getting a supply of pot plants.

Visitors: Paul Berkowitz, with H. Bayersdorfer & Co., Philadelphia.

E. O.

Newark, N. J.

Philips Brothers, 938 Broad street, made up a number of attractive features for St. Valentine's day. They advise us that their business was twice as good as on the corresponding date of last year.

At the new store of the Rosery Floral Co., 167 Market street, we recently found good business in funeral work and counter trade. They report good sales on St. Valentine's day.

Joseph McDonough, 376 Belleville avenue, stated that his St. Valentine's day business was good and that they have had a busy season.

Henry Brenninger, 519 Springfield avenue, in addition to his retail florist business is building up quite a trade in seeds.

Charles Luthy, 363 Springfield avenue, keeps a good store and is a constant buyer in the New York market.

A. Begerow, 946 Broad street, had good St. Valentine's day features and good business.

A. F. F.

RIGHT ON TIME

For the Easter and Spring Trade.

You can secure a large share of this business, which, despite wartime conditions, promises to surpass previous years, by liberal advertising in the

== SPRING NUMBER ==

— OF —

THE AMERICAN FLORIST

To Be Issued Next Week


Stimulated by the nation-wide publicity campaign of the Society of American Florists, and the great shortage of all European stocks, the opportunity offered the trade this spring has never been more promising.

Go after your full share of this business by using
THE BEST SELLING MEDIUM IN THE TRADE.

No change in Prices. Single Column Inch, \$1.00; Page of 30 inches, \$30.00, with the usual discounts on a series of insertions.

AMERICAN FLORIST COMPANY
440 S. Dearborn St., CHICAGO, ILL.

For upwards of 30 years the representative paper of the Florists, Seedsmen and Nurserymen of the United States and Canada.

 Please send your copy for this issue as early as possible.

The Ribbon House

SCHLOSS BROS. RIBBONS, Inc.

IMPORTERS AND MANUFACTURERS OF

RIBBONS

31 and 33 East 28th Street

Telephones 450
451 Madison Sq.

NEW YORK, March 1st, 1918.

ANNOUNCEMENT

EMIL SCHLOSS has purchased the firm of Schloss Bros. Ribbons, Inc., and will continue business at the same address.

The same careful attention to your wants will be at all times assured, as for the past 23 years.

Thanking you for past favors and hoping to receive your valued orders, I remain,

Yours very truly,

SCHLOSS BROS. RIBBONS, INC.

EMIL SCHLOSS.

**Headquarters For Florists' Ribbons,
Chiffons and Novelties.**

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

3102-1308 W. Division St.,

CHICAGO

Toronto, Ont.

BUSINESS SHOWS IMPROVEMENT.

Business has picked up considerably the past week, no doubt the better weather conditions helping out the counter sales, and with a large amount of funeral work, all seem fairly busy. Roses are still scarce, American Beauties and Russells being absentees on this market, and while other varieties are not plentiful, the high prices at which they are held limits the demand. Carnations are now in fine shape and some of the newer varieties show splendid size and stems, although the demand for the poorer grades is not brisk enough to move them at fair prices. Violets have shortened in crop, but bulbous stock is still fairly plentiful.

NOTES.

The retail florists' club held its monthly meeting February 18. A letter was received from the president of the Canadian Horticultural Association asking for two speakers for the convention to be held in August at Ottawa.

The most important feature of the evening was the appointing of a committee for a national decoration day similar to Memorial day in the United States. There could never be a more opportune time than the present to create interest for a day of this kind. March 17 will receive co-operative advertising from the members.

R. Jennings, of Brampton, has had the misfortune to be flooded from the back water of the creek on his place. The water went over the benches and put out the boiler fires for 36 hours. Ice formed on top of the water, and when the flood receded, this helped to keep the plants from freezing until the fires were again started, and although considerable damage was done, between \$10,000 and \$12,000. Mr. Jennings thinks that considerable of the stock will pull through.

J. H. Dunlop is cutting good blooms of his new red rose, Mrs. Henry Winnett. The blooms surpass anything coming in to this market, and will fill a long felt want. His pink seedling, No. 6, is also proving a good rose. The

color much resembles that of a good Russell, only that it has heavier foliage and is more free.

The gardeners' and florists' club will hold its annual spring show in St. George's hall, March 12, when substantial prizes will be offered. Roses, carnations, violets, bulbous stock and groups will form the principal exhibits.

A. S. Jennings & Co., Fred Adams, manager, have stock in good shape. *Primula obconica giganteum*, as here grown, will make fine Easter plants. The buds are all showing on the lilies and he should have plenty of stock.

Carl Grobba will have a fine lot of cyclamens for Easter. These are now in 10-inch pans and will be well flowered. Lilies will be fairly well in, while his other stock all looks promising.

C. Tidy & Son find things fairly active. They are showing some *Buddleia asiatica* and azaleas which are well grown.

F. Duffort is bringing in good cinerarias, which find ready sale.

H. G. D.

**Fresh
Cut**

CANNAS

**Northern
Grown**

Dry roots—which will be divided fresh for your order; thus doing away with all chance of your getting dried-up, shriveled roots. Some of these varieties may be new to you, but they are better in many ways than corresponding older types.

SPECIAL LIST

All varieties have green leaves unless noted.

	Per 100
Alphonse Bouvier, 5-6 ft., Deep Cardinal	\$2.50
Black Prince, 5 ft., Crimson Scarlet overlaid Maroon.....	2.50
Burbank, 6 ft., Lemon Yellow, Spotted Throat.....	2.50
Crimson Bedder, 3-4 ft., Dazzling Crimson Scarlet.....	2.50
Duke of Marlborough, 5 ft. Rich Crimson-Maroon	2.50
Dwarf Florence Vaughan, 3 ft., Yellow Speckled Red.....	2.50
Eldorado, 3½ ft., Yellow, faintly Dotted Red.....	2.50
Firebird, 3-4 ft., Absolutely pure Scarlet; very large, free and attractive	7.50
Florence Vaughan, 4 ft., Speckled Yellow and Red.....	2.50
Goethe, 4½ ft., Bronzy Orange Yellow	5.00
Gold Bird, 4 ft., Massive Fluted Petals of Pure Gold; fit companion to Firebird.....	12.00
Golden Gate, 4 ft., Gold, rayed with Orange and Rose.....	5.00
Graf M. Tolstoi (bronze foliage), 4 ft., Mottled Crimson	5.00
Gustav Gumpfer, 3-4 ft., Rich Orange Yellow.....	2.50



	Per 100
Hungaria, 3½ to 4 ft., Magnificent "Paul Neyron" Pink...	4.50
Indiana, 6 ft., Soft Orange suffused Rose and Gold.....	2.50
Julius Koch, 3 ft., Brilliant Blood-red	3.00
Kate F. Deemer, 5 ft., Yellow Bleaching White, Red Throat	3.00
Long Branch, 5 ft., Glorified "Queen Charlotte".....	3.00
Louisiana, 6 ft., Darkest Red Orchid-Flowered Canna.....	2.50
Mascagni, 4 ft., Brilliant Orange Scarlet	5.00
Meteor, 4 ft., Immense Heads, Brilliant Crimson.....	3.00
Mrs. Kate Gray, 6 ft., Deep Orange, shaded Carmine.....	2.50
Orange Bedder, 4 ft., "Tango Tints"	3.00
Panama, 3 ft., Butterfly effect Cream, Yellow and Red.....	3.00
Papa Nardy, 4 ft., Lively Carmine-Rose	3.00
Prince Wied, 4 ft., Deep Crimson, a fine bedder.....	2.50
Rheinstein, 3 ft., Large Heads, Bright Carmine.....	5.00
Richard Wallace, 5 ft., Best Canary Yellow.....	2.50
Venus, 4 ft., Beautifully Mottled Rose, Cream and White....	3.00
Wintzer's Colossal, 5 ft., Mammoth Orchid Flowered, Crimson	6.00
Wyoming (Purplish Bronze Leaves), 7 ft., Orange Flaked Rose	3.00
Yellow King Humbert, 4-4½ ft., Bright Green Leaves, Rich Yellow Flowers, Spotted Red. A grand novelty.....	7.00

THE STORRS & HARRISON CO., PAINESVILLE, OHIO

Raedleins Easter Specials

AT ATTRACTIVE PRICES

Special Assortments:

No. 1	(A) 12 Assorted Baskets for potted plants.....	\$4.50	\$9.00
	(B) 12 Assorted Baskets for cut flowers, with liners.....	4.50	

You can order complete assortment or No. 1 A or B.

No. 2	25 Assorted Baskets for potted plants and cut flowers. Cut flower baskets are with liners...	\$15.00
No. 3	25 Assorted Baskets, larger sizes, for potted plants and cut flowers. Cut flower baskets are with liners.....	\$21.00

These "Special Assortments" include such baskets as illustrated, in assorted colors and finishes, both enameled and stained—some in two-tone finish.

Our Special Leader

Plant Basket	No. 1516—In green and brown and antique green finishes, not decorated, for 7-inch ¾ pots. Each.....	45c
	The same basket decorated and hand-painted, two-tone finish, complete with metal liner. Each.....	\$1.00

Our Special Leader

RAEDLEIN BASKET CO., 713-17 Milwaukee Avenue, CHICAGO, ILLINOIS.



If you have not received one of our illustrated catalogues, write for one today.

MATS--MATS--MATS

For Easter

All Colors, per 100, - - - \$15.00

Natural or White, per 100, - - - 12.50

NEW NOVELTY

Hand-painted butterfly bows. Ready for use. Per Doz., \$4.00
2 dozen assorted in box.

OUR SPECIAL ASSORTMENT OF TUMBLER BASKETS

Our selection, including such baskets as Nos. 118 and 125.

Each, - - - 30c to 50c



OUR LEADER
50c each

Order now for St. Patrick's Day Hughes' Shamrock Box

Two Plants to each box

\$3.50 per Dozen. \$25.00 per Hundred.

GREEN CARNATION DYE

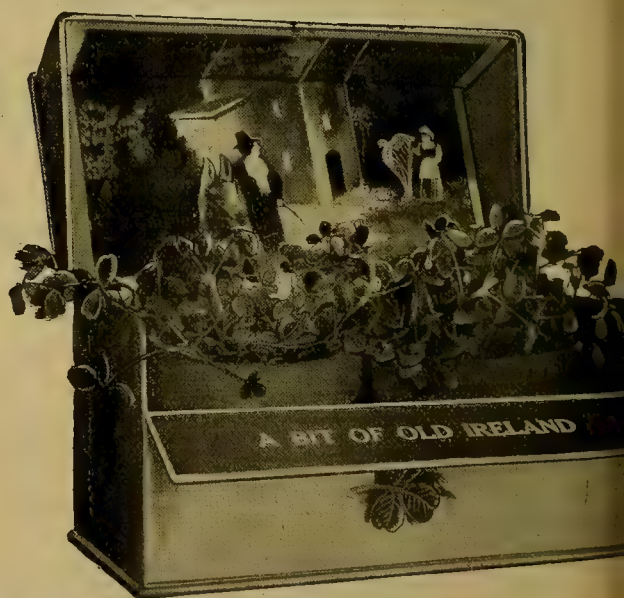
Per package (enough for one qt. of fluid) \$1.00

Per package (enough for one pt. of fluid) .50

SEND FOR OUR NEW CATALOG

Just off the press.

It is up to the minute and should be in the
hands of every Florist.



POEHLMAN

72-74 E. Randolph St.,



HOUSE OF PHALAENOPSIS AT OUR MORTON GROVE GREENHOUSES.

SPLENDID CROP OF ORCHIDS.

Phalaenopsis and Cattleya Trianae

We are in a position to supply extra fancy stock in this line at very reasonable prices. They are giving satisfaction wherever used and are what you need for your best trade.

FANCY LILIES AND VALLEY.

**Tulips, Iris, Carnations, Jonquils, Freesias,
Cecile Brunner, Romans, Paper Whites.**

Leucothoe, Sprenger, Smilax, Boxwood, Ferns, Galax.

PLANTS

CYCLAMEN.

4-inch pots...\$3.00, \$3.60 and \$4.20 per doz.
6-inch pots 6.00 per doz.

PANDANUS VEITCHII.

4-inch pots\$0.75 each
6-inch tubs\$3.00 and 3.50 each

BIRD'S NEST FERNS.

4-inch pots\$1.50 each

TABLE FERNS.

4-inch pots\$4.00 per 100

RUBBER PLANTS.

4-inch pots.....\$4.20 per doz.
5-inch pots 6.00 per doz.

HOLLY FERNS.

3-inch\$10.00 per 100
4-inch 15.00 per 100
5-inch\$3.00 and 4.20 per doz.
6-inch 6.00 per doz.

COLEUS CHRISTMAS GEM.

5-inch pots\$3.00 and \$4.20 per doz.

ASPARAGUS PLUMOSUS.

2½-inch\$3.50 per 100
6-inch, made up..... 4.20 per doz.

ENGLISH IVY.

4-inch\$15.00 per 100

COCOS WEDDELIANA.

2½-inch\$14.00 per 100

PYTCHOSPERMA ALEXANDER.

3-inch pots\$15.00 per 100

SHAMROCKS, 2-inch pots, \$3.00 per 100.

N BROS. CO.

Long Distance Phone,
Randolph 35.

CHICAGO, ILL.

Russell and Ophelia

Extra Heavy Supply of Supreme Quality Stock.

We spare no expense to give you the best service possible. This coupled with the superior quality of our stock and the advantage of buying direct of a large grower should induce a trial order.

AMERICAN BEAUTIES, a few long stem. Prices vary from \$1.50 to \$5.00 per doz., according to length of stem. Short, 50 cents to \$1.00 per doz.

RUSSELLS, best in market Per doz.
 Long \$2.00
 Good medium \$1.25 to 1.75
 Good short75 to 1.00

HOOSIER BEAUTIES, OPHELIA, SHAWYERS, SUN-BURSTS. Per 100

Long \$10.00 to \$12.00
 Good medium 6.00 to 8.00
 Good short 4.00 to 5.00

PINK, WHITE KILLARNEY AND BRILLIANTS. Per 100

Long Stem \$8.00
 Good medium 6.00
 Good short \$3.00 to 4.00

ROSES—Our selection, lots of 200 or more, at the rate of \$3.00 per 100.

CARNATIONS.

Per 100

Fancy red, Belle Washburn \$3.00
 Fancy white 3.00
 Good pink \$2.00 to 3.00

EASTER LILIES, Long Stem \$10.00 to \$12.00

TULIPS, all colors \$3.00 to \$4.00

JONQUILS 2.00 to 3.00

NARCISSUS 2.00 to 3.00

VALLEY, per 100 \$5.00 to \$6.00

ASP. SPRAYS, per 100 2.00 to 3.00

SPRENGERI, per 100 2.00 to 3.00

ADIANUM, per 100 1.00 to 1.50

GALAX, per 1,000 \$1.25 to \$1.50

FERNS, per 100, 35c; per 1,000 3.00

BULB STOCK. We are now receiving an exceptionally fine lot of bulb stock.

All seasonable flowers not grown by us will be procured for our customers. A trial order solicited.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

TRADE SHOWS SIGNS OF IMPROVEMENT.

Stock of all kinds is in heavy supply and is obtainable in large quantities at very low prices. Business has been unusually quiet the past week when there was practically nothing stirring but the demand is beginning to show some signs of improvement at this writing. There are plenty of roses to go around, but the receipts are small and a few brisk days would probably find a shortage in this line. Some particularly fine Mrs. Chas. Russell and Milady are included in the shipments, which are moving quickly, considering the general market conditions. American Beauty roses are none too plentiful and continue to clean up completely right along. Carnations are in heavy supply and are being sold at low prices in large lots. Sweet peas are arriving in exceptionally large quantities, but are moving at greatly reduced prices. Orchids, gardenias, and lily of the valley are seen in good supply at several of the houses. Violets, snapdragons, freesias, tulips, jonquils, wallflowers, stevia, calendulas, daisies, pansies, mignonette, forget-me-nots, irises, anemones, bouvardias, lilies,

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

SUPERIORA

MAGNOLIA LEAVES

\$1.15 PER CARTON

Absolutely clean and free from all blemish. Perfect in every respect and a bargain at the price quoted.

PETER REINBERG

30 East Randolph St., LONG DISTANCE PHONES CHICAGO
CENTRAL 601 and 2846

ROSES, CARNATIONS

And All Other Seasonable Stock

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100		Per 100
Select	\$20.00	Carnations, fancy	2.00 to 3.00
Medium	\$12.00 to 15.00	Harrisii	12.50
Short	6.00 to 10.00	Valley	6.00
RICHMOND		Per 100	Violets	1.00 to 1.50
Select	\$10.00	Stevia	1.50 to 2.00
Medium	8.00	Sweet Peas75 to 1.50
Shorts	5.00	Smilax	per doz. strings 2.00 to 2.50
MILADY		Per 100	Adiantum	1.00 to 1.50
Select	\$10.00	Asparagus, per bunch50c to 75c
Medium	8.00	Ferns, per 1,000	\$3.50
Shorts	5.00	Boxwood	per bunch, 35c
Killarney		Per 100	Galax, bronze and green, per 1,000	\$1.25
White Killarney ...	{ Select	\$10.00	Leucothoe Sprays	75c to 1.00
Killarney Brilliant ...		Medium		
Sunburst		Short		
My Maryland				
Ophelia				
Champ Wieland ...				
2,000,000 Feet of Modern Glass				

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association



182 North Wabash Avenue L. D. Phone Randolph 631

CHICAGO

Feature These In Your Windows:

EXTRA FANCY CARNATIONS - - 3 Cents Each;
Good Selling Grade, 2c and 2½c each; Splits, 1½c each.

TULIP
3c and 4c each.

PANSIES
8c per bunch

VIOLETS
50c to 75c per 100

JONQUILS
3c each

PUSSY WILLOWS
35c per bunch

VALLEY
\$6.00 per 100

ROMANS
3c each

SWEET PEAS
75c to \$1.50 per 100

DAISIES
\$1.00 per 100

FREESIAS
2c and 3c each

NARCISSUS
2c and 3c each

LILIES
\$10.00 per 100

CALLAS
\$15.00 per 100

CALENDULAS
3c each

BEST FERNS
\$3.00 per 1000

MIGNONETTE
\$4.00 to \$6.00 per 100

Order Here. You Cannot Do Better Elsewhere—Often Not Nearly As Good

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

BEAUTIES--ROSES--CARNATIONS

EXTRA FANCY STOCK. ORDER HERE AND GET THE BEST.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.		Per doz.
Long stems	\$6.00
30-inch stems	5.00
24-inch stems	4.00
RICHMOND.		Per 100
Select	\$12.00
Fancy	10.00
Medium	8.00
Short stems	6.00
RUSSELL.		Per 100
Fancy stock	\$6.00 to \$25.00
ROSES, OUR SELECTION		5.00

SUNBURST and OPHELIA.		Per 100
Select	\$12.00
Fancy	10.00
Medium	8.00
Short stems	6.00
WHITE and PINK KILLARNEY, KILLARNEY BRILLIANT.		Per 100
Fancy	\$10.00
Medium	8.00
Good	7.00
Short stems	6.00
MINIATURE ROSES.		Per 100
Baby Doll	\$2.00
Elgar	2.00

CARNATIONS		Per 100
Valley	\$2.00 to \$3.00
MISCELLANEOUS.		Per 100
Lilies	\$ 6.00
Ferns, per 1,000	\$12.50 to 15.00
Smilax, per doz. strings	2.00 to 3.50
Adiantum	2.50
Galax (bronze and green), per 1,000	1.00
Asparagus Sprengerii, bunch	1.25
Asparagus Plumosus, bunch50
Boxwood, per lb.50
Other Green Goods Market Rates.		.35

callas, candytuft and all other miscellaneous seasonable stock is to be had in quantity and affords the retailer a great variety to select from. The retail stores are all taking advantage of the present market conditions by making large window displays of all the offerings, including blooming plants of every description. Business was fairly good with the retailers Saturday, March 2, with a heavy demand for violets and sweet peas.

NOTES.

Joseph E. Wiltgen and Michael F. Freres, who have been conducting a wholesale business at 173 North Wabash avenue for over a year, closed their store this week. Mr. Wiltgen is in the next draft and will be called to the colors in the near future, which was the principal reason that caused the proprietors to decide to discontinue business. Mr. Freres has accepted a position with Zech & Mann, entering upon his duties March 4. Both of the young men are popular with the trade here, and it is with pleasure that the writer is able to announce that they closed their doors with a clean slate and have the best wishes of their many friends in their new undertakings.

William Graham has resigned his position as manager of the Fleischman Floral Co., to represent the A. L. Randall Co. in the east, with headquarters at Philadelphia, Pa. Mrs. Graham and her daughter, who is recovering from an operation for appendicitis at St. Luke's hospital, will join him as soon as her health permits her to make the trip.

Edward Mallison's many friends are pleased to learn that he is the new manager at the Fleischman Floral Co.'s store and wish him every success in his new position. He was with Chas. A. Samuelson previous to the time he joined the Fleischman force, and he has a record that any young man might well be proud of.

M. Penn has resigned his position with the Alpha Floral Co. and leaves this week to join his family at Boston, Mass. He is open for engagement in the East.

A. Lange, son of R. C. Lange, 3339 North Whipple street, who is in Class I of the draft, expects to be called to the colors in the near future.

Corporal Robert Brenton, formerly with Kennicott Bros. Co., who is with the United States regulars at Houston, Tex., is home on a furlough.

TO THE FLORISTS OF AMERICA:

When we decided to force bulb stock for the Chicago Market we began looking around for a Commission Florist to handle our output.

We selected Zech & Mann, of Chicago, as our selling agents BECAUSE

We wanted a house whose reputation for service and choice quality in other flowers entitled them to handle our Money-Worth Quality bulbous stock.

Yours truly,

PETER PEARSON,

Grower,

Celebrated Money-Worth
Brand Bulbous Stock.

P. S.—Give them a trial.

WANTED! To handle on commission, Lilies, Tulips, Jonquils or other Seasonable Stock.

M. C. Gunterberg

—WHOLESALE FLORIST—

158 North Wabash Avenue,

CHICAGO

Mention the American Florist when writing.

Phil Weinberg, with Poehlmann Bros. Co., is one of the many young men in the trade who occupy positions in Class I of the draft.

James Friedl, 3538 West Twenty-sixth street, is back from a two weeks' visit at New Orleans, La.

E. C. Amling and son, Harold, and H. C. Wendland are visiting in Oklahoma City and vicinity.

Joe Marks, with A. Henderson & Co., is back from a northern business trip.



**Flower Pot
Covers**

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

Mention the American Florist when writing.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave, Chicago

CURRENT PRICE LIST — Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100	ROSES—Continued.		Per 100	MISCELLANEOUS		Per 100
Special		\$25.00	Killarney, special		12.00	Violets	\$.50 to \$	1.00
Select		20.00	" select		10.00	Valley		6.00
Medium		\$12.00 to 15.00	" medium		8.00	Baster Lilies	10.00 to	12.50
Short		6.00 to 10.00	" short		4.00 to 6.00	Stevia	1.00 to	2.00
Hoosier Beauty, extra special.		20.00	Mrs. Ward, special		12.00	Strawflowers	per bunch	.35 to .50
" " special		15.00	" " select		10.00	Calendulas	2.00 to	4.00
" " select		10.00	" " medium		8.00	Paper Whites	2.00 to	3.00
" " short		6.00 to 8.00	" " short		4.00 to 6.00	Daisies	1.00 to	2.00
Richmond, special		12.00	Sunburst, special		12.00	Snaptdragons	per bunch	1.00 to 1.50
" select		10.00	" select		10.00	Mignonette	per doz.	4.00 to 6.00
" medium		8.00	" medium		8.00	Sweet Peas	1.00 to	2.00
" short		4.00 to 6.00	" short		4.00 to 6.00	Freesia	2.00 to	3.00
Milady, special		12.00	Cecile Brunner		2.00 to 3.00	Tulips	2.00 to	4.00
" select		10.00	Elgar		2.00 to 3.00	Jonquills	2.00 to	4.00
" medium		8.00	Baby Doll		2.00 to 3.00	Pussy Willows (fancy). per bch		.35
" short		4.00 to 6.00						
Killarney Brilliant, special..		12.00	ROSES, OUR SELECTION.....		\$5.00	GREENS.		
" select		10.00	Extra special roses billed accordingly.			Asp. plumosus...per string \$	0.50 to \$	0.75
" medium		8.00				Asp. plumosus sprays..bunch	.35 to	.50
" short		4.00 to 6.00				Sprengerl.....per bunch	.35 to	.50
Ophelia, special		\$12.00				Adiantum.....per 100		1.00
" select		10.00				Smilax, choice.....per doz.		2.00
" medium		8.00				Fancy Ferns.....per 1,000		3.50
" short		4.00 to 6.00				Galax leaves.....per 1,000		1.25
White Killarney, special.....		\$12.00				Wild Smilax.....per case		5.00
" select		10.00				Boxwood.....per lb.		.35
" medium		8.00				Mexican Ivy.....per doz.		1.00
" short		4.00 to 6.00				Leucothoe Sprays.....		.75

PLENTY OF SELECT STOCK

Take advantage of these lower prices. Heavy cut of all the best varieties of Roses, Carnations, Peas, Bulb Stock and Violets.

CURRENT PRICE LIST

		Per 100			Per 100			Per 100
Carnations, Fancy		\$ 3.00	Sweet Peas, Extra Select		2.00	Jonquills		2.00 to 4.00
" Choice		\$ 2.00 to 2.50	" Choice		1.00 to 1.50	Daffodils		2.00 to 4.00
(1,000 lots, \$15.00 to \$25.00.)			" Short		.75	(1,000 lots, \$25.00.)		
Roses, Sunburst	Long	10.00 to 12.00	(1,000 lots, \$5.00.)			Calendula		2.00 to 4.00
" Ophelia	Medium	6.00 to 8.00	Violets, Double		.50 to 1.00	Adiantum, Croweanum		1.25
" Milady	Short	4.00 to 5.00	Choice Rhinebeck, 1,000 lots		5.00 to 7.50	Asparagus Plumosus		.35
" Killarney		10.00 to 20.00	Lilies, Select		\$10.00 to \$12.50	Asparagus Sp'tengeri		.35 to .50
" Russell		10.00 to 20.00	Narcissus		3.00 to 4.00	Ferns, per thousand		\$3.50
Tulips		2.00 to 4.00	(1,000 lots, \$25.00.)			Galax, Select, per thousand		1.25
(1,000 lots, \$25.00.)			Freesia		3.00	(Subject to Market Change.)		

A. T. Pyfer & Company

Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

Twin boys arrived at the home of Mrs. Elsie B. Boehm, daughter of E. F. Winterson, this week, which accounts for the big smile that grandpa is wearing. E. F. Winterson, Jr., is as happy as his dad. It is now "Uncle Ed."

John B. Davis, of Sturgeon Bay, Wis., was here this week buying stock for his spring trade. He is building up a nice business in his vicinity and has practically all of Door county to draw from.

Peter Reinberg will have 5,000 pot lilies ready for Easter, judging from the present condition of the plants, and many orders for same have already been booked.

O. A. & L. A. TONNER

ROSES--CARNATIONS

Freeseias -- Tulips -- Calendulas -- Sweet Peas -- Narcissi

FLORISTS' SUPPLIES

Magnolia Leaves--Magnolia Wreaths--Cycas Leaves, Etc.

30 East Randolph St., Chicago, Ill.

Mention the American Florist when writing

**If You Want Good Stock and Good Treatment
Send Your Orders To Us For**

**ROSES CARNATIONS VALLEY LILIES GARDENIAS
STEVIA MIGNONETTE JONQUILS VIOLETS
FREESIAS SWEET PEAS NARCISSI TULIPS**

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

Chicago's most up-to-date and best located Wholesale Cut Flower House

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

The Wholesale Cut Flower Association held a special meeting at the Hotel Sherman, February 28, at 6 o'clock, when a committee consisting of Frank Johnson, August Pohlmann and N. J. Wietor was appointed to represent the trade before the chairman of Division 19 in conjunction with the flotation of the next Liberty loan and other patriotic work that may present itself in the future, such as raising funds for Red Cross work, recreation camps, etc. Every industrial line will be mobilized and it is now up to all members of the trade to support this committee when asked to do so.

Peter Hoefelder, of Kennicott Bros. Co., has the sympathy of the trade in the loss of his father, whose death occurred this week. A whole cabload of flowers were sent to the funeral from his many friends in the wholesale market.

Vaughan's Seed Store reports good demand for gladiolus bulbs to plant outdoors for cut blooms, some growers evidently expecting a repetition of last season's good prices for the flowers.

A. T. Pyfer & Co. evidently expect that green carnations will be bought as heavily as ever next St. Patrick's day, for their supply of dye on hand is sufficient to meet any demand.

C. L. Washburn, of Bassett & Washburn, is planning a business trip to Columbus, O., where his son, E. B. Washburn, who is with the colors, is now stationed.

O. A. & L. A. Tonner have every reason to feel proud of the choice tulips they are offering, which compare favorably with the market's best in the line.

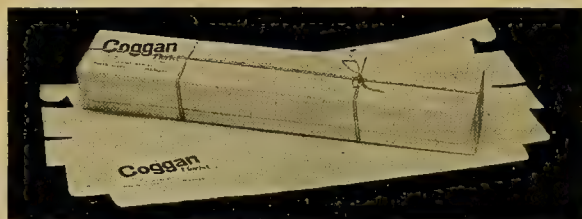
The Guardian Angel Florist, located on Devon avenue, lost four greenhouses, which collapsed during the heavy snowstorm last week.

The John Kruchten Co. is showing large quantities of carnations, among which the variety Aviator seems to be the predominating number.

A. L. Vaughan & Co. are supplying their trade with fancy pussy willows in addition to a most complete line of all seasonable cut flowers.

Wietor Bros. report an exceedingly brisk demand for rooted carnation cuttings this season with a heavy call for Matchless and Alice.

At Zech & Mann's store the daily receipts are heavy and include practically everything seasonable, from the



The Coggan One Piece Box

ECONOMY AND STYLE COMBINED.

24 x 4 x 3 \$2.00 per 100 20 x 4 x 3 \$1.90 per 100

The ideal box for local trade. Write for special circular.

THE JOHN HENRY COMPANY, Lansing, Mich.

GREEN DYE

**St.
Patrick's
Day**

**Sunday
March
17**

GREEN DYE—Enough for coloring 500 Carnations or any white flower.
Large package.....75c

We have the most successful Green Dye, which is cheaper and more economical than any other on the market.

A. T. Pyfer & Company

WHOLESALE FLORISTS

164 N. Wabash Ave.,

L. D. Phone Central 3373

CHICAGO


tiny violets to Damm Bros.' celebrated lilies.

Charles Barker, formerly connected with THE AMERICAN FLORIST, has been transferred from Camp Grant,

Rockford, to Camp Greene, Charlotte, N. C.

Percy Jones, Inc., is having a special sale on Superiora magnolia leaves this week.

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

The florists' club will meet at the Bismarck hotel, 175 West Randolph street, Thursday evening, March 7, at 8 o'clock. O. J. Friedman has charge of the social feature to follow immediately after the business meeting, so come prepared for a big surprise. T. E. Waters will show all those present how to make white carnations green with home-made dyes.

Poehlmann Bros. Co. will have a fine lot of plants to offer for Easter, including a splendid supply of lilies and rambler roses. This firm is now cutting a large supply of fancy cattleyas and phalenopsis which are to be seen featured in quantity in the leading loop establishments.

A. E. Turner, of Rosin & Turner, Mosinee, Wis., called on the trade here this week. His firm had wonderful success in storing Wisconsin ferns this season, which are fully equal to the best now being received from the east.

J. J. West, of Minneapolis, Minn., passed through here this week on his way to Detroit, Mich., and the Ohio pottery district to select spring goods for the Powers Mercantile Company, which firm he is identified with.

The Chicago Flower Growers' Association is strong on all kinds of seasonable stock, particularly carnations and bulbous flowers. Fancy long-stemmed roses are in good supply here.

J. A. Budlong's headliners this week are quality sweet peas and gardenias.

Erne & Co. are headquarters for fancy string smilax.

Kansas City, Mo.

BEST FEBRUARY IN YEARS.

February business was far better than corresponding periods in previous years, the most notable feature being the heavy demand for pot plants. During the past week bulbous stock came in very heavy with the quality very good. Carnations are also plentiful and much lower in price, while roses, on the other hand, are scarce and high. Snapdragons, sweet peas and lilies are quantity stocks.

NOTES.

W. J. Barnes is cutting heavily on carnations, tulips and bulbous stock, all of which is readily disposed of. There is a brisk demand for funeral work and hospital orders.

Wm. L. Rock Flower Co. reports roses coming better. They are also cutting very fine sweet peas and carnations. February business was unusually heavy.

The Alpha Floral Co. had a record month of funeral work. This firm has planted a large quantity of sweet peas upon which they will depend the coming season.

Funeral work has been unusually heavy at A. Newell's. Pot plants are becoming more popular every month, as shown by his sales record.

H. Kusik & Co. are showing a fine stock of roses, carnations, sweet peas and bulbous stock. Shipping trade is showing a good gain.

THE RAPID RAPPER

will be used more than ever this month. It will come in handy in wrapping your bulb stock and Easter plants. Write for free illustrated booklet.



Most beautiful ornamental Plant Stand on the market. Write for special price on lots of 50 or more. Good proposition for Agents and Jobbers.

THE RAPID WRAPPER CO.

56 East Randolph Street, CHICAGO

BURLINGTON WILLOW WARE SHOP,
BURLINGTON, IOWA.

Mention the American Florist when writing.

Samuel Murray is well pleased with the past month's business. He has been having a big run on hospital and funeral orders.

T. J. Noll & Co. report stock plentiful, but the demand keeps it well cleaned up daily. Supplies move well.

Miss Lou E. Boggess reports a record breaking February, with an equally good outlook for the present month.

Ed. Humfeld reports good business in general. His lilies will be on time for Easter. E. J. B.

WORCESTER, MASS.—The fuel shortage has caused John Lindblad to close three of his houses.

AUBURNDALE, MASS.—William Capstick, a prominent florist here for nearly 20 years, died at his home recently, aged 60 years.

Z M E A C & N H N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady.

Shawyer.

Sunburst.

Ward.

Killarney Brilliant.

Ophelia.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES.

Make arrangements with us for a regular supply. You should always have some on hand, especially now during the extreme shortage of other flowers.

DARWIN TULIPS

(Best in Chicago.)

SWEET PEAS

Our famous high quality stock, positively the best obtainable

DAFFODILS

Valley.

Violets.

(Single and double)

Calendulas.

Cattleyas,

Paper Whites.

White Daisies. Yellow Daisies.

Pansies.

Strawflowers.

Jonquils

Mignonette

Freesias

Tulips

GREENS.

Plumosus.

Sprengeri.

Galax, bronze.

Galax, green.

Ferns.

Leucothoe Sprays.

Mexican Ivy.

Smilax.

Wild Smilax.

Boxwood.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Send in that Easter Order Now

Only three weeks more to the busiest period of the year.

Practical Plant Baskets in Great Variety

A sample order of \$10.00 to \$25.00 will surprise you.

Get your Cemetery Wreaths ready. Magnolia Leaves, in bulk or carton. St. Patrick's Day Novelties, Shamrocks, Pipes and High Hats. Green Dye, 50c per package. Send for our Price List, the illustrations tell the story.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

ERNE & COMPANY

-WHOLESALE FLORISTS-

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Fort Wayne, Ind.

DEMAND IS NORMAL FOR SEASON.

The market has been fairly steady the past week, with the sales and supply about breaking even. The greatest supply has been in bulbous stock, but none of these flowers have gone to waste. The demand was about normal for this season, and with the exception of a few large weddings the latter part of the week, there was nothing of especial importance in the call for flowers. There is a fine crop of rubrum and Easter lilies available, also plenty of carnations and roses, but the market cleans up nicely each day. There is a large supply of Spencer sweet peas on the market, and these are bringing good returns. The quality is excellent. Some handsome orchid-shaded freesias were noted last week. In the line of pot plants, some fine cinerarias are seen; also, a few extra large azaleas. What these lack in quantity they seem to be making up in quality.

NOTES.

A recent business transaction of much interest to the trade was the sale of Markey Bros.' greenhouses and store to the New Haven Floral Co., who, in turn, sold the store to Henry F. Freese. Markey Bros. have been in business in this city for over 30 years, and their passing will be greatly felt by all the florists of this city. Their greenhouses, which are situated west of the city, will be ably conducted by the New Haven Floral Co. Mr. Freese will spend most of his time at the store, but will still retain his position of secretary-treasurer of the New Haven Floral Co. The store will be known as the Freese Floral Co. Miss Margaret Sturm of New Haven, Ind., and Mrs. Clara Shoaff, formerly with Markey Bros., will assist at the store. Immediately after the Easter holidays the remodeling and entire redecoration of the establishment will take place.

A large wedding last week called for decorations at both the church and house, which were carried out by the Flick Floral Co., who also made the handsome bouquets for the four ladies of the bridal party. At the church



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.
J. E. POLLWORTH, Sec'y and Gen'l Mgr.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

southern smilax was used with excellent effect on the railings and covering the entire front wall of the church and also the stairways leading to the balcony. Tall white wicker vases were filled with rubrum and Easter lilies and Shawyer roses.

Edgar Wenninghoff is showing some fine cineraria and hyacinth plants. The Lenten season seems to have had little effect upon the demand at this store. Mr. Wenninghoff has been confined to his home for a few days on account of sickness.

H. K.

Detroit Bowling.

B. A. Feters.....	147	149	129
G. Davis	178	141	142
J. Klang	193	162	143
H. Taylor	147	136	144
A. Bezner	164	141	113
J. Streit	135	164	130
L. Charvat	137	168	145
E. Moss	138	136	122
T. Browne	154	186	136
A. J. Stahelin.....	107	161	120
G. Doemling	155	168	172
H. Foster	176	152	122
M. Bloy	186	170	192
F. Holzmaier	189	190	176
A. Kirkpatrick	179	133	166
F. Pape	125	121	132
J. F. Sullivan.....	120	120	128

J. F. S.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.



Chicago Bowling.

NORTH CHICAGO LEAGUE SCORES.

Players	1st Game	2nd Game	3rd Game
Lorman	164	190	248
Einveck	189	181	207
J. Huebner	169	222	145
Zech	194	175	226
Olsem	199	252	179
Totals	915	1020	1005

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale Cut Flowers
Growers of

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. Chicago

Mention the American Florist when writing.

D. E. FRERES

R. J. WINDLER

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

WILD SMILAX, \$2.50 Per Case

NATURAL LOG MOSS
Per bag (100 square feet).....\$1.75

PERPETUATED SHEET MOSS
Per bag (100 square feet).....\$3.50

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE
CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials.....	\$7 00
" " 38-in.	6 00
" " 30-in.	5 00
" " 24-in.	4 00
" Mrs. Chas. Russell.....	1 00@ 3 00
100	
" Hoosier Beauty	8 00@15 00
" Killarney Brilliant	6 00@15 00
" Killarney	6 00@12 00
" White Killarney	6 00@12 00
" Richmond	6 00@15 00
" Rhea Reid	6 00@15 00
" My Maryland	6 00@15 00
" Mrs. Geo. Shawyer.....	6 00@15 00
" Millady	6 00@15 00
" Sunburst	6 00@12 00
" Mrs. Aaron Ward.....	6 00@15 00
" Hadley	6 00@12 00
" Ophelia	6 00@12 00
" Double White Killarney.....	6 00@12 00
" Mrs. Moorefield Storey.....	6 00@12 00
" Champ Weiland	6 00@12 00
" Stanley	6 00@12 00
" Tipperary	3 00@10 00
" Francis Scott Key.....	6 00@15 00
" Bayard Thayer	6 00@15 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Nesbit	2 00@ 4 00
" Fireflame	6 00@ 8 00
" Our selection	5 00
Violets75@ 1.00
Carnations	2.00@ 4.00
Cattleya, per doz.....	7.50@ 9.00
Daisies	1 00@ 2 00
Lilium Harrishi	12 50@15 00
Valley	6 00
Ferns	per 1000 \$3 00@ \$3 50
Freelias	2 00@ 3 00
Nulips	3 00@ 4 00
Jonquills	2 00@ 3 00
Galax	1 00@ 1 25
Leucothoe	5 00@ 6 00
Mexican Ivy per 1000.....	5 00@ 6 00
Plumous Strings each.....	60@ 75
Smilax	per doz., 2 00@2 50
Sprengerl, Plumous Sprays....	3 00
Boxwood, 35¢ per lb.	

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of.....\$4.50.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.

Wild Smilax, \$2.50 Per Case

Natural Log Moss, per bag (100 square feet), \$1.75.
Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell, The Woodsman Co. EVERGREEN, ALA.

Mention the American Florist when writing.

WEILAND-RISCH Co. FLOWER GROWERS

TELEPHONE CHICAGO
CENTRAL 879 154 N. WABASH AVE. ILLINOIS

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE

Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

We Are Getting in Now The Best

Spencer Peas

We have had so far this season. When in the market for good Peas we do not think you can possibly do better in quality and price than for you to place the order with us.
\$1.00, \$1.50 and \$2.00 per 100.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

DEMAND NOT FAR BELOW NORMAL.

Business has been very quiet the past week. There are various other descriptions, some of them pronounced with more or less gusto, but the above is the fact without the persiflage. Notwithstanding all that is said about the poor business conditions, the consumption of flowers is not so far below the average. Some stores claim to be doing very well, or at least much better than they expected. Quite a few of the growers are far from despairing, and feel sure they will more than break even. The market the past week has been full of everything seasonable, except roses, which are now below the demand. All crops appear to be off. Some growers say they will now be scarce for a couple of weeks. This will help the sweet peas, carnations and bulbous stocks, all of which are now very plentiful. Orchids and gardenias are ahead of the demand and prices rule low. Plenty of good snapdragons are also available. Of calendulas there is far too much low-grade stock—two-thirds the quantity, but higher grade, would pay the growers better. Easter lilies and callas are seen in quantity in all the stocks and prices hold very well. Iris tingitana is a good seller. With normal business, this would almost class along with cattleyas. It is a magnificent flower, with its long, erect stem and beautiful shades of blue. The first larkspur was seen this week, also the first arbutus, this latter from Tennessee. It arrived in fine condition. Very choice sprays of Acacia pubescens are now offered. As a cut flower it is in a class by itself.

CLUB MEETING.

The feature of the March meeting of the florists' club was the delightful lecture on his trip to the Hawaiian islands by J. Otto Thilow. As a lecturer, Mr. Thilow is quite the equal of many of the famous professionals, and having as well, technical knowledge of the wonderful flora and fruits that were seen growing there, the members of the club and their ladies who honored him with the largest attendance the club has ever had were given a delightful journey through this remarkable land of flowers. The colored slides were wonderfully fine, being made from photos taken by Mr. Thilow. He was loudly applauded at the close and given a rising vote of thanks by his appreciative audience.

EASTER PROSPECTS.

All the plantmen are busy with their Easter stocks. Lilies, it is said, will be scarce. Quite a number of growers, on account of the high price and difficulty in getting coal, and the uncertain outlook, skipped lilies for this season. Crops that are coming on are reported in some places to have quite a large percentage of bulbs that are diseased or are not going to make the early date. There will not be any spiræas, which plant has always been a strong factor. There is nothing but left-over azaleas, which stock, however, what there is of it, looks fine, being very well set with buds. Hydrangeas appear to be in good shape, as do ramblers and hybrid roses. There will

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, March 6. Per 100		
American Beauty, per doz.,	1.00@	4.00
Roses, Killarney	4.00@	8.00
" Mrs. Chas. Russell.....	10.00@	25.00
" Ophelia	8.00@	15.00
" Richmond	6.00@	15.00
" Sunburst	6.00@	12.50
Lilium Gigantum	10.00@	12.50
Carnations	2.00@	4.00
Valley	5.00@	7.00
Narcissus	2.00@	3.00
Sweet Peas	3.00@	1.00
Violets50@	.75
Daffodils	3.00@	4.00
Tulips	3.00@	5.00

BOSTON, March 6. Per 100		
Roses, Beauty	10.00@	25.00
" Killarney Queen	2.00@	8.00
" White and Pink Killarney	4.00@	12.00
" Double White Killarney.	2.00@	8.00
" Killarney Brilliant	4.00@	10.00
" Hadley	5.00@	25.00
" Cardinal	2.00@	8.00
" Mock	4.00@	12.00
" Mrs. Chas. Russell.....	3.00@	15.00
" Sunburst	10.00@	16.00
" Taft	4.00@	12.00
" Milady	2.00@	8.00
" Ward and Hillingdon.....	6.00@	8.00
" My Maryland	2.00@	8.00
Carnations	3.00@	4.00
Violets75@	1.00

BUFFALO, March 6. Per 100		
Beauty Special	40.00@	50.00
" Fancy	25.00@	35.00
" Extra	20.00@	25.00
" 1st	10.00@	15.00
Roses, Killarney	4.00@	12.00
" My Maryland	4.00@	10.00
" Sunburst	4.00@	10.00
" Ward	3.00@	8.00
" Ophelia	5.00@	12.00
" Russell	6.00@	12.00
" Stanley	4.00@	8.00
" Mock	4.00@	8.00
" Shawyer	4.00@	12.00
Lilies	50.00@	60.00
Cattleyas	2.00@	3.00
Carnations	2.00@	3.00
Asparagus Sprengeri. .35@	.50	
Ferns.....per 1000, 2.50		
Smilax	15.00@	20.00
Violets60@	.75
Sweet Peas	1.00@	2.50
Daffodils	2.00@	3.00
Tulips	2.00@	3.00
Romans	2.00@	4.00
Paper Whites	2.00@	3.00
Freelias	2.00@	4.00
Calendulas	2.00@	4.00

also be plenty of bulb stock. Perhaps the most important matter in connection with the Easter trade is transportation. Express shipments, while slightly improved, are far from being satisfactory. Everything possible is being done to help in this respect. Orders are coming in about as usual, so there will be plenty of business, if it is possible to obtain delivery.

WITH THE WHOLESALESAERS.

"Lots of business; as much as we can handle," is the good word at H. Bayersdorfer & Co.'s. All the outside men are meeting with great success. Express conditions are reported a trifle improved.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Central Market

**ROSES, ORCHIDS, VALLEY
VIOLETS.**

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St. Philadelphia, Pa.

Fred. W. Cowperthwaite has taken a position as assistant manager with the MacNiff Horticultural Co., New York, and has sent in his resignation as secretary of the florists' club.

The Leo Niessen Co. reports a rather dull week, but they moved a lot of stock. Sweet peas, carnations and bulbous stock were quantity items. Acacia pubescens is a feature.

Eugene Bernheimer reports a little harder hustle for the past week. Roses are now going shy. Carnations and sweet peas are seen in quantity.

Berger Bros. report business slow. Easter lilies, sweet peas and carnations were the best sellers. Very good callas are handled in quantity.

Jos. G. Neidinger reports a good demand for plant baskets for Easter. His waxed flower design business is constantly increasing.

High grade sweet peas, Ophelia roses and carnations in quantity were headliners with Edward Reid. Business is said to be quiet.

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

Martin Reukauf

Wholesale Jobber in

Florists' Supplies

433 Callowhill St., Philadelphia, Pa.

Paul Berkowitz, of H. Bayersdorfer & Co., returned March 4 from a western trip with a book full of orders. He found most of the trade optimistic, but many had suffered considerable loss from the shortage of coal during the severe winter weather.

Carl Cortis, of the Jos. Heacock Co., says roses will be a bit shy for the next couple of weeks, or until the new crops come in. K.

Buffalo.

GOOD EASTER DEMAND ANTICIPATED.

The effects of the Lenten season are being felt in this city and funeral work is about all that can be depended upon to use up the stock of flowers, of which there are all of the bulbous varieties in profusion with a very limited sale. All are preparing for a big Easter demand, however, and a good trade is anticipated. Lilies in some of the ranges are looking well, and from now on will require considerable care to bring them in just right. Roses, with the exception of American Beauty, are equal to all demands, and good Ophelia, Shawyer, Russell and Sunburst are to be found in all of the stores. From now on there will be busy times getting everything in readiness for the big day.

NOTES.

Bertram Hall, who for the past year was night man for S. A. Anderson, died last week after a short illness.

Visitors: M. Dykes, New York, and Stephen Green, representing H. Bayersdorfer & Co., Philadelphia, Pa. BISON.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446

Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florists'" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Mar. 6. Per 100		
Roses, Beauty, special.....	35.00@50.00	
" " fancy	15.00@25.00	
" " extra	10.00@15.00	
" " shorter grades.....	8.00@10.00	
" Mrs. Chas. Russell.....	6.00@15.00	
" Prima Donna	6.00@10.00	
" Killarney	3.00@ 8.00	
" White Killarney.....	3.00@ 8.00	
" Hadley	6.00@20.00	
" Sunburst	4.00@10.00	
" Wards	3.00@ 5.00	
Carnations	1.00@ 3.00	
Cattleyas.....each \$0.35@ .50		
Lilium Rubrum	10.00@12.00	
Calendulas	5.00@ 6.00	
Easter Lilies	1.00@ 2.00	
Snaydragons	10.00@12.50	
Violets, single and double.....	6.00@12.50	
Asparagus.....string or bunch.....	.50@ .75	
Sweet Peas.....string or bunch.....	.35@ .50	
Daffodils	1.00@ 2.00	
Paper Whites	1.50@ 3.00	
	1.50@ 2.00	

PITTSBURGH, March 6. Per 100		
Roses, Beauty, special	30.00	
" " fancy	20.00	
" " extra	12.00	
" " No. 1	8.00	
" Killarney	3.00@12.00	
" My Maryland	3.00@12.00	
" Sunburst	3.00@12.00	
" Mrs. Aaron Ward	3.00@12.00	
Cattleyas	25.00	
Lilium Giganteum	2.00@ 3.00	
Adiantum	1.00	
Asparagus Sprengel, bunch.....	35@40	
New Crop Green Galax per 1000.....	\$1.25	
Carnations	3.00@ 4.00	
Violets25@ .50	
Daffodils	3.00	
Freesia	3.00	
Sweet Peas75@ 1.50	
Tulips	3.00	
Valley	6.00	
Pussy Willows	3.00	
Snaydragons	6.00@12.00	

MILWAUKEE, March 6. Per 100		
Roses, Killarney, W. Killarney.....	5.00@12.00	
" Ward	4.00@ 8.00	
" Mrs. Chas. Russell	10.00@35.00	
" Ophelia	5.00@15.00	
" Hoosier Beauty	5.00@15.00	
" Ron. Silene	3.00	
" Cecile Brunner	2.00@ 3.00	
Carnations	1.50@ 4.00	
Valley	4.00@ 6.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing.

Fancy Raffia Mats

\$3.00 per doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

Mention the American Florist when writing.

EUGENE BERNHEIMER

—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia,
Carnations, Violets.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

ST. LOUIS, March 6. Per 100		
Hadley	2.00@ 5.00	
Killarney	2.00@ 4.00	
White Killarney	2.00@ 4.00	
Hoosier Beauty	3.00@15.00	
Russell	4.00@25.00	
Sunburst	3.00@10.00	
Ward	3.00@ 6.00	
Mrs. Shawyer	2.00@ 8.00	
Ophelia	4.00@10.00	
Ferns	per 1,000, \$2.75	
Violets	1.00@ 1.50	
Paper Whites	2.00@ 3.00	

New York.

TRADE QUIET AND PRICES DECLINE.

The wholesale market has been quiet during the past week. Tea roses continue to bring good prices, but in carnations, violets, bulbous and other minor stocks the tendency of prices is downward. The fine weather has given the street merchants a good chance to do business, and they are out, literally in droves, particularly on 42d street, between Fifth avenue and Times Square. They buy violets for \$2 per 1000 and stand good chances of making a profit. They also sell sweet peas and other flowers that they can buy cheap and conveniently carry. Unquestionably, they hurt the business of some of the retail stores, but it is useless to moralize over it. The market is full of stock, and as the street men will take big chances, they move a lot of it that would otherwise be lost. The retail stores are now interested in the Easter lily crop. We do not believe that there will be any surplus of lilies for Easter. In some ranges the stock seems backward and not all of it will be in for Easter, but with so many pot roses and other substitutes, lilies do not loom as large as formerly.

March 4.—The weather continues clear and heavy shipments of stock are arriving. American Beauty roses have recovered a little, due more to a lighter supply than to increased demand. In tea roses prices are wavering with a downward tendency. Easter lilies move fairly well, but lily of the valley is short and cheap. The outlook is for low prices until Easter business livens up the market.

NOTES.

When this letter goes to press the flower show at the Grand Central Palace will be only one week ahead—March 14. A meeting of the joint committee of the Horticultural Society of New York, the New York Florists' Club and the American Rose Society was held March 2. All concerned are enthusiastic over the outlook for the best spring flower show ever held. The Red Cross, which at the three last shows, has conducted attractive floral tea gardens, will be allotted much larger space at the approaching show. The last three shows netted the Red Cross over \$27,000. In previous years it has been the practice to charge \$1 or more admission to the tea garden, which many people have considered undemocratic. We are informed that no admission fee will be charged this year. There will be a Red Cross garden theatre, and we assume that a nominal admission fee will be charged there. During the show it is planned to start a "Send a Sick Soldier Flowers" movement for the cheering up of sick soldiers in cantonment hospitals in this country. More than \$15,000 is offered in cash and plate as prizes for exhibitors in the various classes.

The eleventh annual entertainment and ball of the Greek-American Florists' Association, held at the Terrace Garden, 58th street, near Lexington avenue, on the night of February 27, was, like the previous efforts of this association, a most enjoyable and successful affair. A force of decorators, under the direction of George Hanges, vice-president of the association and chairman of the decoration committee, had transformed the hall into a bower of beauty, many natural flowers and garlands being used. Noteworthy was a fine display of American flags. In the entertainment, which preceded the grand march and dance, the acrobatic feats, the comic songs and dances and other features were most entertaining and amusing. These features took up the early hours of the evening and the dancing continued till 4 A. M., February 28. A company large enough to

From Cold Storage LILIUM GIGANTEUM 7-9 (300 bulbs per case), \$60.00 per 1000. LILY OF THE VALLEY

Best quality, \$30.00 per 1000.

Chas. Schwake & Co., Inc., 90-92 W. Broadway, New York

fill the hall to "standing room only" attended. Peter Theopine, manager of the Boulevard Floral Co., Broadway and 86th street, is president of the association. The committee of arrangements were: Spiros D. Sakas, chairman; George Hanges, Chris. Pappas, P. Manzoros and D. Anargyros.

On February 28 Young & Nugent, 42 West 28th street, hired a boy, about 16 years old, who gave his name as Jack Miller and his address as 110 First street. He claimed he had worked in the Equitable Flower Shop, a downtown store. As he was a well-appearing lad, and they were busy, they failed to look up his references at once, and sent him out to deliver a large corsage bouquet of orchids, a box of flowers for a funeral, and a box of flowers for Roosevelt hospital, the whole being valued at \$25. He never arrived at his various destinations nor returned to the store. Florists in New York and vicinity are warned to look out for him, should he make application for work and detain him if possible till they notify Young & Nugent.

George Burnett, the Chambers street seedsman, also well known in the wholesale cut flower district, has two sons in the army. William J. is now with the American forces in France, and his father recently received an interesting letter from him. He speaks highly of the kindness of the French people and mentions the children who go about the camp and talk. He adds: "I believe the boys will learn more French from the kids than any other way." Walter Brownwell, manager of the Burnett Brothers' store, has recently received a letter from the other son, Robert M., who is at Camp McClellan, Anniston, Ala. He writes interestingly of their training and says they are all anxious to "see the kaiser."

Florists throughout the country will be interested in the change that has taken place in the firm of Schloss Brothers, Inc., dealers in ribbons. They have made an equal division of the stock, Emil Schloss retaining the business at the old stand, 31 East 28th street, while Alfred Schloss has located further up town. The writer's acquaintance with these brothers has for years been agreeable, particularly with Emil Schloss, who as a traveling salesman, a member of the Society of American Florists, and a member of the New York Florists' Club is widely known and justly esteemed.

Accompanied by Manager George Scott, we recently made a tour of the John Scott range, Flatbush, Brooklyn. As the original home of the Scottii fern, and on account of our friendship with the late lamented John Scott, this range has a particular interest. We found a great stock of lilies coming forward for Easter. These will average five flowers to a plant. As a matter of course, there is a good stock of the Scottii ferns. Tulips, hyacinths, azaleas, genistas, dracaenas and other plants are well represented.

Peter Wagner, of Flatbush, makes a specialty of ferns, but he has much other good stock, including lilies, Pandanus Veitchii, genistas and a good assortment of pot roses. Mindful of



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WHOLESALE FLORIST
105 W. 28th St., New York
Telephone 759 Farragut.



the injunction to "grow more food," he is bringing forward, in one house, an immense stock of vegetable plants.

In addition to a fine stock of carnations, callas and other flowers for cutting, G. Messeberg has a good stock of plants, including azaleas, cinerarias, genistas and dracaenas.

The sympathy of the trade is with William M. and Mrs. Frieda Hendberg, of Hoboken, N. J., in the loss of their son, Raymond M., who died at the family home, 415 Washington street, Hoboken, February 26, aged 23 years. W. M. Hendberg is a leading retailer of Hoboken and a constant buyer in this market.

M. Rovantos, who has retail stores at Scranton and Wilkesbarre, Pa., came to this city to attend the ball of the Greek-American association.

The next meeting of the florists' club will be held on the night of March 11.
A. F. F.

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" Francis Scott Key.....	4.00@25.00
" Prima Donna	3.00@12.00
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" Mrs. Geo. Sawyer.....	3.00@12.00
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" Killarney, Special.....	10.00@12.00
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" J. L. Mock	4.00@15.00
" Ophelia	3.00@12.00
" Mrs. Chas. Russell	4.00@25.00
" Hoosier Beauty	3.00@12.00
Cattleya Orchids, special.....	35.00@50.00
Rubrum	3.00@ 6.00
Lilies, Longiflorum and Formosum ..	4.00@ 8.00
Lily of the Valley	2.00@ 4.00
Adiantum Croweanum and ..	
Hybridum75@ 1.00
Asparagus Plumosus.....doz. bchs.	2.50@ 3.00
Smilax	1.25@ 2.00
Carnations.....doz. strings.....	1.50@ 3.00
Carnations, Fancy	3.50@ 4.00
Violets20@ .30
Snape dragons75@ 2.00
Gardenias75@ 2.50
Narcissus, Yellow	2.00@ 2.50
Tulips	1.50@ 4.00
Iris	1.00@ 2.00
Sweet Peas75@ 2.00
Callas	1.00@ 2.00
French Anemones	1.00@ 3.00

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This is without doubt the largest Aster on the market. Many of the flowers will measure four inches in diameter. The plants grow about two feet high with a low branching habit, and the flowers which are borne on non-lateral stems are full, with petals curled and incurved, making the flowers appear like a cross between an Ostrich Feather and a Giant Branching. 1/2 oz., \$1.00 \$0.35

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High Grade Cut Blooms

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We deliver anywhere in Canada and guarantee safe arrival.

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Flowers Delivered Anywhere. Phone, 1062 Bedford

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Brooklyn Representative of National Floral Corporation

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to



All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
2223 W. Madison St. CHICAGO
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

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Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heintz)
336 Superior St., Toledo, O.
Both Phones, 527

Special attention to mail and Telegraph Orders.
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FLORISTS**

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BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.
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J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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**Robt C. Kerr
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Main and McKinney Phone Preston 180
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Albany, N. Y.

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FLORIST

The Best Service



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BRIGGS FLORAL CO.

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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Established 1849

David Clarke's Sons

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Orders By Telegraph Promptly Filled

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Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

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Established over 20 years.
N. E. Cor. 10th and Grand Ave.
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1519 Farnam St., Omaha, Neb.

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Madison Ave. and 76th St.
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Quality Flowers

**TWO GREENHOUSES
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Plant Specialists Phones { 107 } { 420 } { 775 } Lenox

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Denver, Colo.

**The Park
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B. E. GILLIS, President.
E. P. NEUMAN, Secretary.

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QUALITY and PROMPTNESS
New Orleans, La.
—The—
Avenue Floral Co.
3442 ST. CHARLES AVENUE
Members F. T. D.

San Francisco

Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

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Louise Flower Shop

Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842.

Lang Floral & Nursery Co.

1214 Main Street, DALLAS, TEXAS.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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MEMBER Florists' Telegraph Delivery

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Kansas City, Mo.

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We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

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Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

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FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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Flowers delivered in city and state on short notice.

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California Florists

will take care of all telegraphic orders.

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Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.
Member of Florists' Telegraph Delivery.

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GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Orders Carefully Executed

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Huscroft's Flower Shop

E. E. McCauslen, Prop.

173 North Fourth Street

All Orders Promptly Executed.

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The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

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...FLOWERS...

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

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MRS. E. A. WILLIAMS

621 Penn Ave.

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Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

E. W. PEARSON

28 State Street, Newburyport, Mass.

Covers all New England Points

KANSAS CITY, MISSOURI.

Rock's
FLOWERS

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D. J. PAPPAS, Inc.

2751 Broadway, at 106th St.

The right place to buy.

FLOWERS OF QUALITY.

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

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3343 W. MADISON ST.
NEAR OAKFIELD PARK

CHICAGO

Mention the American Florist when writing.

For Wisconsin Delivery

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Get in touch with

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Member of Florists' Telegraph Delivery.

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Grimm & Gorly

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DES MOINES IOWA
ALFRED LOZIER ROSERY

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

LEIKENS,

Madison Ave. and 55th St.,
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Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

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Flowers of Quality

50 Broadway

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Randall's Flower Shop

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G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

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CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. O. Arcade, States St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffman, N. Y.

A. MEYER,

Boston, Mass.

Penn
The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph Delivery Ass'n.

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Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

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Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great Northwest. Daily deliveries to Superior, Wis

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

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Ave. C. at 8th St. EDWARD GREEN, Florist
Telegraph Orders a Specialty.

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Potter Floral Co.

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Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

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16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD
GREENHOUSES

Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.
Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Washington, D. C.

GEO. H. COOKE
FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist

WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Belgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

ONION SETS in the Chicago district have again advanced slightly this week.

RAIN is again falling in the garden seed growing districts of California, March 6.

THE LEONARD SEED CO., Chicago, says this year's business opened with a rush, which still continues.

A. T. FERRELL, of A. T. Ferrell & Co., Saginaw, Mich., and family are spending the month at Belleair, Fla.

THE growing of contract garden seed is increasing materially in Idaho and Colorado, as well as in Washington.

MONTGOMERY, ALA.—Greil Bros. are reported doing the largest general seed jobbing business in this part of the state.

NEW YORK.—Vaughan's Seed Store reports business opened up much earlier than last year, with sales larger, and more of them.

FLORIDA local seedsmen report dealers quoted wholesale prices the last week in February on Refugee and Black Valentine beans at 35 cents per pound.

FLORAL PARK, N. Y.—John Lewis Childs, Inc., reports business booming this spring as never before. February sales were 80 per cent above those of last year.

GRASS SEEDS.—Prices for grass seed on the Chicago Board of Trade March 6 were as follows: Timothy, \$7.00 to \$8.25 per 100 pounds; clover, at Toledo, \$21.00 to \$29.00 per 100 pounds.

NEW ORLEANS, LA.—The J. Steckler Seed Co., Ltd., says that in its long experience it has never had such an early spring business, with volume considerably surpassing previous years.

PHILADELPHIA, PA.—The Wm. Henry Maule Co. reports that, despite many shortages in the vegetable line, and prices considerably advanced, business has opened up in good shape and is running ahead of the corresponding period last year.

LOMPOC, CALIF.—It is reported that the government last month commandeered the beans stored in the warehouses here, with the exception of those held for stock seed purposes, paying 11½ cents for the small whites and 8 cents for the pink beans, and that a company of soldiers is on the scene guarding the beans.

SHENANDOAH, IA.—The Henry Field Seed Co. is well pleased with the business received so far, both in number of orders and their increased size, and looks forward to an enormous trade during March, one-third of its business being ordinarily transacted during that month. The total sales, including those of February 28, show 79,252 orders, as compared with 52,423 for the same date last year, with receipts about \$586,000, as against \$198,000 in 1917.

Parcel Post Weight Ruling.

W. F. Therkildson, chairman postal laws committee of the American Seed Trade Association, calls attention to the ruling of Postmaster General Burleson, effective March 15, as follows:

"Packages when mailed in the first or second zones for delivery in the first, second or third zones, may hereafter be as heavy as 70 pounds." The weight at present is restricted to 50 pounds. Under the new ruling, the weight limit for all other zones has been increased from 20 to 50 pounds, which will help greatly to relieve the express congestion and be of great benefit to seedsmen.

Seed Movement By Express Companies.

That field and garden seed may be forwarded by express in many cases is indicated by inquiries among the large express companies made through the bureau of markets, United States department of agriculture. None of the companies has established embargoes against seed shipments and they say that they are prepared to cooperate fully in moving field and garden seed, giving them preferred attention wherever the necessity exists. One company has established a weight limit of 500 pounds for shipments of any commodity, but is willing to accept all seed in packages weighing less than this limit.

Seed Corn Situation in Ohio Discouraging.

As the planting season draws near, the seed corn situation throughout Ohio remains discouraging. Out of 300 germination tests recently made at the state university experimental station, it was found that but 15 per cent of the corn tested will grow. The Livingston Seed Company, Columbus, estimates that the seed shortage in central Ohio will be about 30 per cent. The acreage represented by this slump will be largely devoted to oats. It quotes seed corn at \$8 to \$15 per bushel, but has practically none for sale at present, except ensilage, which brings \$5. First-quality clover seed is also near the famine stage, owing to buck-corn getting widely mixed with it at the last harvest. A number of garden seeds, the company states, will also be short. J.

Mrs. Denaiffe Held as German Hostage.

Mrs. Henry Denaiffe, wife of Henry Denaiffe, senior of Denaiffe & Son, seed growers, Carignan, Northern France, was recently arrested at Carignan and is now confined as a hostage in prison at Holzmiden in the Harz mountains in Germany. Mrs. Denaiffe, a slight-built, slender, frail lady, aged 47, moves in the highest social circles in France. Her husband is president of the Northern France Citizens' Relief Commission, an organization acting in conjunction with the Belgian Relief Commission which was organized by Herbert Hoover. They have two children, a son, Maurice, aged 29, and a daughter, Mrs. John Colle, aged 23, whose husband, an officer in the French army, was wounded and taken

prisoner in one of the first battles of the war, and is still confined in Germany. These children are now living at La Menitre, 100 miles from Paris.

The night before the Germans captured Carignan, in 1914, the father, Henry, sent both girl wives, his daughter and Maurice's wife, with their babies to Paris. Mrs. Denaiffe, the mother, had refused to accompany them, having deemed it her duty to stay by her husband's side through thick or thin.

As known, the Denaiffe's have two establishments, the main and most extensive one, with general offices, warehouses, three farms and homes of the proprietors at Carignan, and a smaller establishment at La Menitre, Central France, where Maurice, the son, has since the war been conducting the growing of seeds for the trade.

C. J.

Philadelphia Seed Trade.

Mr. Kirby, of I. N. Simon & Son, remarks that bad weather conditions affect seed crops differently, particularly when there is a good demand. Those grown under contract appear to suffer much more than other blocks of the same varieties raised for the open market.

The Henry F. Michell Co. increased their store force, March 2, by over 60 additional employees. Each day is bringing increased business, entailing night work, which will be necessary until the spring business is over.

Henry A. Dreer, Inc., are very busy, the counter trade setting in strong. All the newspaper articles are advising early purchase of seeds, and from present appearances the rush of last season will be duplicated.

Canadian Seeds Offered for Sale.

The Canadian Seed Growers' Association has issued a catalogue of registered and improved seeds produced in 1917 and offered for sale, included in the list being potatoes, corn, beans, peas, wheat, oats and barley. The name and address of the grower, the number of bushels available, variety, price, per cent of germination and quality of sample are included in the information. Jas. W. Robertson is president and L. H. Newman secretary-treasurer of the association with headquarters in the Canadian building, Ottawa, Ont. The association has also issued its thirteenth annual report containing the minutes of the annual meeting.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED, GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed
100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10,000 seeds, \$30.00.
25,000 seeds, \$72.50.

Also all other seasonable Seeds, Bulbs and Supplies.

Wholesale Price List Free.

HENRY F. MICHELL CO.

518 Market St., Philadelphia, Pa.

Choice Flower Seeds FOR FLORISTS

Cineraria, prize strains mixed, tall and semi-dwarf.

Alyssum: Little Gem.

Calendula: Orange King; Lemon Queen.

Snapdragon: Silver Pink.

Begonia: Vernon.

Delphinium Newport Rose, finest Pink Larkspur, at 80c per oz.; \$2.25 per ¼ lb.

J. M. THORBURN & CO.

53 Barclay Street, - New York

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

Henry Fish Seed Co.

Bean Growers for the Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

SEED PACKETS

Flower Seed Sizes to Catalogue Envelopes—Return Envelopes

The Brown Bag Filling Mach. Co.
FITCHBURG, MASS., U. S. A.

Rutgerdy van Zanten LISSE, HOLLAND

Grower of

HIGH GRADE QUALITY HYACINTHS
Special prices mailed on application.

NEW YORK ADDRESS:

Care of KUYPER & CO., 10 Broadway



LILY OF THE VALLEY

For Easter

(March 31)

We have a surplus of our famous exhibition brand which we offer at \$40.00 per 1000. (1750 pips to the case.) These are now in storage and can be shipped at short notice.

WEEBER & DON

114 Chambers St., New York

Mention the American Florist when writing.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

Growers and Specialists Beans, Peas and Sweet Corn

Write us now for contract prices for CROP OF 1918

Sioux City Seed Co.

SIOUX CITY, IOWA

Branch Office: Millington, Mich.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho.

MILFORD, CONN.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm.

Bristol, Pa.

Mention the American Florist when writing.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

Mention the American Florist when writing.

Import Specialties

Write for import prices upon

DRACAENA CANES.
JAPANESE LILY BULBS.
KENTIA and other palm seeds.
PAPER WHITES and ROMANS.
DRIED ADIANTUM FRONDS.
JAP BAMBOO STAKES.
KENTIAS, for growing on.
FERNS IN FLATS.
NUMERY STOCK, from all sources.
AUSTRALIAN GRASS SEEDS.

Correspondence invited.

McHUTCHISON & CO.

The Import House
95 Chambers Street, NEW YORK

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

We carry a reserve stock of the
important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia, - Pa.

Arthur T. Boddington Co., Inc.

SEEDSMEN

128 Chambers St., New York

Roses, Rhododendrons, Boxwood

Spring importation of Holland stock now ready:

Baby Rambler Roses, two year field grown. We have regraded these and are shipping out as No. 1 grade only such plants as you should have for pot plant and best retail sales. Per 100 \$20.00

Baby Rambler, (Mme Norbert Levavasseur) Crimson.....
Baby Tausendschon, pink; **Baby Dorothy**, deep pink; **Ellen Poulsen**, light pink; **Erna Teschendorf**, dark red; **Greta Kluis**, deep rose; **Jessie**, bright rose; **Mrs. Cutbush**, light pink; **Orleans**, bright rose; **Triumph de Orleans**, bright red..... 18.00

Baby Ramblers, same varieties as above, in medium or No. 1½ grade, a little lighter plants, suitable for smaller pots, or outside planting.....\$130.00 per 1,000 14.00

Hybrid Tea Roses, two year field grown; **Arthur R. Goodwin**, **Bessie Brown**, **Betty**, **Edw. Mavley**, **Farbenkonigen**, **Gen. McArthur**, **Grus An Teplitz**, **Kaiserin Augusta Victoria**, **Killarney**, **Lady Ashtown**, **Lady Alice Stanley**, **Lady Hillingdon**, **La France**, **Mad. A. Chatenay**, **Mad. Caroline Testout**, **Mad. Leon Pain**, **Mad. Ravary**, **Mrs. A. Ward**, **Prince of Bulgaria**, **Johnkeer Mock**..... 20.00

RHODODENDRONS.

Fresh, clean looking stock in best possible condition, 18 to 24 inches high, 8 to 12 buds, at..... \$5.00
24 to 30 inches high, 12 to 16 buds, at..... 115.00

Hardy Hybrids in all colors, only such sorts as are hardy in America.

BOXWOOD.

Ball shaped bush and pyramidal forms; bright foliage and up to grade, all balled and burlaped.

Bush Shape—	Per 100	Pyramid—	Each
12 inches high.....	\$30.00	30 inches high.....	1.65
15 inches high.....	50.00	36 inches high.....	2.00
18 inches high.....	75.00	42 inches high.....	2.25
24 inches high.....each	1.25	48 inches high.....	3.25
Globe or Ball—	Each	54 inches high.....	4.00
12 by 12 inches through..	1.75		
15 by 15 inches through..	2.25		Each
18 by 18 inches through..	3.75		B & B
Kalmia Latifolia—			\$1.00
18 to 24 inches.....			1.50
24 to 30 inches, heavy bushy.....			1.00
Aucuba Punctata— 24 inches.....			

The Storrs & Harrison Co., Painesville, Ohio

HOLLAND BULBS AND PLANTS

GERRIT SEGERS, Tromp's Nurseries, Lisse, Holland

"None But The Best." Correspondence until May next may be addressed to my representative:

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Rooted cuttings, strong clean stock, \$25.00 per 1000. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon, Windsor.

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Philadelphia

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MRS. C. C. POLLWORTH

The Best Early Yellow 'Mum.

	Per 100	Per 1000
Rooted Cuttings.....	\$6.00	\$50.00
2 1/4-inch stock.....	7.00	60.00

Order Now.

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Extra strong plants from 3 inch pots, \$5.00 per 100. Cash.

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Can ship now or hold in storage until spring.

6-12 inch.....	\$ 6.00 per 1000
12-18 inch.....	10.00 per 1000
18-24 inch.....	12.50 per 1000

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Gladiolus and Lily Bulbs

Lilium Giganteum

	Per Case
7- 9 inch, 300 to case.....	\$18.00
9-10 inch, 200 to case.....	25.00
11-12 inch, 130 to case.....	25.00

Lilium Auratum

	Per 100	Per 1000
8-9 inch, 160 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 100 to case.....	9.50	90.00
11-12 inch, 75 to case.....	17.00	160.00

Lilium Rubrum (Magnificum)

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 7.00	\$ 65.00
9-11 inch, 140 to case.....	10.00	95.00
10-11 inch, 125 to case.....	12.00	110.00
11-12 inch, 100 to case.....	15.00	
11-13 inch, 90 to case.....	17.00	
12-14 inch, 72 to case.....	20.00	

Lilium Album

	Per 100	Per 1000
8-9 inch, 200 to case.....	\$ 9.50	\$ 90.00
9-11 inch, 140 to case.....	12.00	110.00
11-12 inch, 90 to case.....	17.00	160.00

GLADIOLUS

	Per 1000
All strictly First Size. F. O. B. Chicago.	
America.....	\$20.00
Augusta.....	18.00
Panama.....	36.00
Mrs. Frank Pendleton.....	50.00
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Mrs. Francis King (Earliest).....	18.00
Chicago White.....	22.50
Myrtle (True).....	75.00
Halley.....	20.00

Medium sizes, fine stock, of above, 10 per cent less.
Let us mail samples.

Dwarf Pearl Tuberose

First size, 4 to 6 inches.....per 1000, \$10.00

Lily of the Valley

	Per 1000
Fresh New Crop Pips Ready	
Holland grown, from storage.....	\$25.00
Valley Clumps, per 100, \$25.00	

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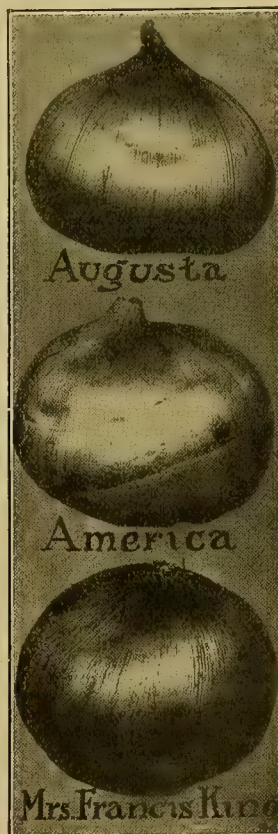
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We still have a few
Narcis. Paper Whites
Write for prices.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-
President; S. W. Severance, Louisville, Ky.,
Secretary; Eugene Davis, Grand Rapids,
Mich., Treasurer.

MIAMI, FLA.—Freezes of this year and last are reported to have wiped out the pineapple industry in this vicinity.

Prices of Indoor Fruits and Vegetables.

Chicago, March 4.—Mushrooms, home grown, No. 1, 20 to 25 cents per carton; lettuce, box, 20 to 22½ cents; radishes, 35 to 50 cents per dozen bunches; celery, \$1.25 to \$1.50 per box; tomatoes, per 6 baskets, \$5.00 to \$5.50; cucumbers, per box, \$2 to \$3.

New York, March 4.—Celery, dozen stalks, 20 to 50 cents; cucumbers, \$1 to \$1.50 per dozen; mushrooms, 80 cents to \$1.80 per 4-lb. basket; tomatoes, per pound, 12 to 35 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$2 to \$4.

Tomatoes Under Glass.

Way & Bro., Kennett Square, Pa., have 35,000 feet of glass in tomatoes, which are forced the year round. The season may be said to commence in early August, when plants brought to a good size in frames outside, are planted on the tables in the houses. Young plants if grown in pots should never be allowed to get potbound as such stock does not get away quickly when planted. They are set 24 inches apart in four rows to a five foot, four inch wide bench. As the vines grow all laterals are pinched off. After the first fruit has set, the vines are turned down and run lengthwise of the rows, about a foot above the bed. The main shoot then makes another upward growth, which is again turned down. These vines attain a length of 10-12 feet. Mr. Way said it was much easier to pollonize the blossoms, which is done with a light brush or rope end or anything handy. The crop averaged about four pounds to a plant by March 1. About eight to ten pounds was a good average for the season. If every plant did its best as much as 14 pounds average was possible; 60° is the best temperature at night. Watering has to be done carefully, as they must not be allowed to get too wet.

Ground beds were not profitable, producing too much growth and not enough fruit. They were also able to utilize the space underneath the tables for mushrooms which made a good side line.

Tomatoes are subject to a disease called blight or wilt, which causes the plants to wilt and wither away. It affects them in all stages of growth; sometimes goes over a whole house. There is at present no remedy. Some of the government experts believe it to be a bacterial disease, and hope soon to be able to combat it. Affected plants are thrown and new stock set out in the same soil immediately after will take hold and grow vigorously without showing a trace of the disease.

There is a good demand for the best fruit in the Philadelphia and New

York markets at all seasons, although they try to avoid the southern competition. They had grown carnations, but on account of the continuous all the year round production of the tomatoes had found them more profitable.

Rhubarb.

Rhubarb has been a very important market garden crop in the vicinity of Columbus, O., for years, many growers specializing in this plant. What the condition will be like in the near future it would be hard to foretell. On one hand we have a practical famine of manure, hampering production, and on the other, a scarcity and high cost of sugar, thus limiting consumption. As practiced here this crop calls for an enormous amount of manure. From the start, when the one-eye or two-eye divisions are planted out in 3-foot rows, they demand rich land, and every winter they are heavily top-dressed with cow manure. As soon as old enough for pulling, generally the third year, this manure is heaped over the crowns in March to protect the stalks from frost and to bleach the stem. As the season advances and the purpose is over, this manure remains for a mulch. This annual application of manure will mean a big expense under present conditions, and prices must double to offset cost of production.

To force rhubarb, generally old beds are dug up or plowed up in the fall and the roots closely packed into cold frames and covered with soil. They are allowed to freeze in December, as a good freezing is necessary to early forcing. Towards Christmas these beds are covered with old sash and then with boards and banked heavily with fresh horse manure—sides, ends, top and all—to induce heating. This steady heat will draw out the stalks in a month or six weeks, and when well done this method produces good results. When over with, the roots are discarded and the manure rebuilt for hot beds for plant production.

Another form of forcing is under greenhouse benches or in cellars. Darkness is necessary to produce long, bleached stems and no leaf growth. Any light will expand the foliage at expense of stem. A desirable temperature is anything between 40 and 60 degrees. If too warm, the stems will develop rapidly and too thin. More heat is needed early in the winter to arouse the dormant roots into action than later in the winter or early spring, when anything above freezing will produce the crop. We have never favored the production of roots for forcing only, as the cost is too great, but in a regular garden business each year an old patch can be plowed up and forced, replanting a new one every spring. This is good practice. Our market favors the red rhubarb, which forces with a beautiful pink color. The green variety is not liked. Propagation is by division of selected strains, as seeds are very unreliable, producing many thin and worthless plants.

MARKETMAN.

Cucumber Seed Treatment.

Tests made during the past two years have proved that the angular leaf spot disease of cucumbers, and probably anthracnose as well, are introduced into new fields on the seed, says the United States department of agriculture. Dipping the seed in a 1/1,000 mercuric chloride (corrosive sublimate) solution for five minutes renders the seed disease-free and has no injurious effect on germination.

Metal containers cannot be used for the solution, the highly poisonous nature of which should be kept in mind. Purchase mercuric chloride on the basis of one pound to every 500 pounds of seed to be treated. Make up a concentrated stock solution of a strength of 1/20 by dissolving one pound in two and one-half gallons of water. This stock solution is diluted to 1/1,000 by adding one quart to twelve and one-quarter gallons of water. Stir thoroughly. For the treatment use a barrel, wooden tub, or large crock. Place the seed in burlap or cheesecloth bags, 50 pounds in each bag, which should not be over three-quarters full to allow for swelling and to facilitate stirring. Immerse in twelve and one-half gallons of the 1/1,000 bichloride solution and agitate vigorously with a stick to secure thorough wetting of the seed, removing promptly at the end of five minutes. Immerse at once in a barrel of running water and stir thoroughly. Wash about 15 minutes and dry as rapidly as possible. Forced drying is much to be desired. The bichloride solution should be used only once since its strength is greatly decreased.

Guard against reinfection of the treated seed. Bags to be used for treated seed should be soaked in the 1/1,000 bichloride solution for at least five minutes, rinsed and dried. Solution used once for seed may be used for this purpose.

"Garden Steps."

"Garden Steps," a patriotic and timely book by Ernest Cobb, has been issued as a manual for the amateur in vegetable gardening. It contains 238 pages with 94 illustrations. It is simple and interesting in style, de-

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Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier.

From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OSARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

DREER'S GRAND NEW CANNAS FOR 1918

Ten truly marvelous acquisitions, introducing new tones of color and showing the highest development in form and habit.

Carmine Beauty. Deep bright carmine flowers, freely produced high above the heavy dark-green foliage which has a narrow red margin. The flowers, while not as large as those of Olympic, are of a much brighter and more pleasing tone. $4\frac{1}{2}$ ft. 75 cts. each; \$7.50 per doz.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety with its erect stems always topped with clusters of cheerful color held high above the foliage. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Cloth of Gold. A very attractive dwarf, compact, growing, free-flowering golden yellow. 3 ft. 40 cts. each; \$4.00 per doz.

Dazzler. Time and again the past season the dark green foliage of this variety has been hidden beneath the mass of clusters of deep fire-red flowers. The intensity of coloring and freedom of blooming coupled with compact habit, make this variety the peer of the best for bedding purposes. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Golden Eagle. A wonderfully intense golden-yellow. Very free upright grower. The large flowers are produced in great clusters well above the foliage. $4\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Harmony. Great clusters of good-sized, well-formed Geranium-red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. Altogether a dignified harmonious combination. $3\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 50 cts. each; \$5.00 per doz.

Salmon Queen. An entirely new color in Cannas. Rosy salmon-scarlet, blending to a rosy-carmine toward the center. The large substantial flowers are freely produced in great clusters high above heavy green foliage. Very effective in bedding. 5 ft. 40 cts. each; \$4.00 per doz.

Sensation. To get a sensational color-tone in a pink Canna is particularly noteworthy. Our first impulse was to call it "La France" because the color called to mind the La France Rose but the tone is even cleaner and purer; it being a lovely pale-rose. The foliage is a beautiful glaucous-green; the plant dwarf and compact. One of the most noteworthy additions to Cannas in recent years. 3 ft. 75 cts. each.



TYPE OF NEWER CANNAS.

Superb. This variety is unique in color and truly superb; having large, clean bright orange-scarlet blossoms of good substance, produced on strong stalks with glaucous-bronzy foliage giving a most pleasing effect. 5 ft. 40 cts. each; \$4.00 per doz.

One each of the above Ten Novelties for \$4.00.

New Cannas From Other Sources

We offer here eight new varieties, which after several years' trial have proven themselves worthy of our commendation.

Cleopatra. A striking beauty. Wonderful deep carmine-crimson flowers surmounting the dark glaucous-bronze foliage. This variety stands out strongly in effectiveness. 4 ft., 50 cts. each; \$5 per doz.

Dragon. An incessant bloomer, continuing to produce new stalks of flowers until cut down by frost. Dark ox-blood red. 3 ft., 15 cts. each; \$1.50 per doz.

Flag of Truce. A large flowered creamy-white with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka but quite distinct and valuable. 4 ft., 35 cts. each; \$3.50 per doz.

Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine. $4\frac{1}{2}$ ft. 15 cts. each; \$1.50 per doz.

Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stand more erect and the plant grows taller. 5 ft. 30 cts. each; \$3.00 per doz.

Pocahontas. (Bronze-leaved Olympic.) Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze; one of the best recent introductions. 4 ft., 30 cts. each; \$3 per doz.

San Diego. Chinese-orange or Persian-yellow. The crimped petals are remarkable for substance which enables them to withstand the hot summer sun without wilting. Another charm lies in the dark bronze color of the buds which harmonize with the rich bronze foliage. 4 ft., 15 cts. each; \$1.50 per doz.

Varouna. We have tried this variety for several years and at all times the bright orange-scarlet flowers, combined with the good bronze foliage, has won our admiration. A free luxuriant grower, producing its flowers well above the plant. $4\frac{1}{2}$ ft. 25 cts. each; \$2.50 per doz.

One each of the Eight Varieties for \$2.00.

HENRY A. DREER,

714 and 716 Chestnut Street,
PHILADELPHIA, PA.

The Above Prices Are Intended for the Trade Only.

signed for systematic classroom instruction and can be used and enjoyed by children, at the same time being scientifically accurate, making it a practical manual for the adult, the outgrowth of 15 years' actual gardening experience. Gathered into the in-

dividual chapters is all the necessary information about growing the important garden vegetables, each step being presented in the order in which it is to be taken. The book can be had at THE AMERICAN FLORIST office. Price, 60 cents.

MERIDEN, CONN.—J. A. Greenbacker is laid up with a broken leg, the result of a fall on the ice.

JACKSON, TENN.—Bernard F. Kramer, proprietor of the Jackson Flower Shop, died February 3, after a short illness, aged 50 years.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

ROCHESTER, N. Y.—Mrs. Sarah Charlton, widow of the late John Charlton, veteran nurseryman, died at her home in this city, February 27.

DES MOINES, IA.—Alfred Hammer has purchased the stock of the Watrous Nursery Co., at a district court sale, the consideration being \$20,000.

BLOOMINGTON, ILL.—The Blooming-ton Nurseries Co. has been given authority to sell \$200,000 of preferred stock. It is licensed under the recent "blue sky" laws of the state, intended to prevent fraud in the disposition of stock, bonds, etc., offered for sale in Illinois.

DENVER, COLO.—W. J. Morrill, state forester, has secured 5,000 western yellow pine and the same number of jack pine, from 10 to 12 inches high, which are offered to residents of the state at one cent each, in lots of 25 or more, with the provision that they report annually for a number of years the result of the planting.

Connecticut Nurserymen's Association.

The twelfth annual meeting of the above association was held at Hartford, February 19, President Baker in the chair, and proved a very interesting session. The report of the treasurer showed the finances of the organization to be in a very satisfactory condition. W. A. Wright and C. B. Franklin were elected members of the association. Officers for the ensuing year were elected as follows: F. S. Baker, Cheshire, president; C. F. Brainerd, Thompsonville, vice-president; F. L. Thomas, Meriden, secretary; W. W. Hunt, Hartford, treasurer. President Baker appointed the following committees for 1918: Legislative—C. F. Brainerd, Thompsonville, chairman; Stephen Hoyt and John R. Barnes. Executive—W. W. McCartney, New Haven, chairman; John R. Barnes and W. W. Hunt. Entertainment—P. M. Hubbard, Bristol, chairman; W. E. Campbell and E. A. Brassill. Publicity—W. E. Campbell, New Haven, chairman; H. W. Gottschalk and G. H. Hollister.

Among the excellent features of the well balanced programme was an illustrated lecture by Dr. W. E. Britton, state entomologist, on "Bugs and Insects" and papers by John R. Barnes on "Food Crops We Can Grow"; "Labor Saving Devices," by W. W. McCartney; "The Blister Rust," by W. O. Filley, state forester; "Market Gardening by Subscription," by F. B. Kelley.

The question of prohibiting the importation of nursery stock was discussed and the secretary directed to write the Connecticut Representatives in Congress that the Connecticut Nurserymen's Association do not approve of the "Weeks Bill" and wish them to use their influence in Congress to prevent its passage.

A letter of thanks was voted to Secretary Curtis Nye Smith of The Am-

erican Association of Nurserymen on the good work he had done in connection with the transportation problem.

W. O. Filley invited the association to hold its summer outing at one of the forester's camps. The matter of time and place, however, was left in the hands of the entertainment committee.

F. L. THOMAS, Secretary.

Nashville, Tenn.

BUSINESS NOT AFFECTED BY LENT.

Fine spring weather has brought in a large quantity of flowers of all kinds. Outdoors the jonquils are blooming and violets are coming in profusely. Carnations are received in generous quantities and the quality is fine, all the growers having all they can handle. Bermuda lilies are plentiful and are used in quantities in funeral work, of which there is always a goodly amount. There are none too many roses. American Beauty is not available, and its place is being taken by Russell and Ophelia, with the Killarneys helping out. Sweet peas are very good. In blooming plants there is a great abundance of tulips, Dutch hyacinths, jonquils, cinerarias and primulas. The demand continues good in all lines with prices satisfactory and slightly in advance of former weeks. The Lenten season seems to make very little difference in the sale of flowers, as there has been a slacking up in social events all through the season. Complimentary boxes and hospital orders serve to consume the daily supply. M. C. D.

For the Best New and Standard

DAHLIAS

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PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown June., N. J.

Specialists in Specimen Stock FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

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VIBURNUM PLICATUM

Also Berberis Thunbergii, Hydrangea Paniculata, Weigelia, Spiraea, Etc.
Ask for complete list of Oak Brand Shrubs.

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THE WORLD'S BEST

DAHLIAS

Best new and standard varieties, strong well ripened field-grown roots, at right prices. Send for special wholesale list. We can make prompt shipments, or will reserve for spring delivery if desired.

SPRING LAKE DAHLIA FARM
P. O. Box 332, SPRING LAKE, N. J.

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DAHLIA BULBS

Whole field clumps, \$5.00
per 100 to \$1.00 each.

Order now for spring delivery.

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WHITE MARSH, MD.

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BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
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2 1/4 and 4-inch Pot-grown. **ROSES** Hardy Climbing Field-grown

Spring Price List, 400 best new and standard sorts, on own roots, from summer propagation.

THE LEEDLE FLORAL COMPANY
SPRINGFIELD-OHIO

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SPIRAEA CLUMPS

Prompt shipments from
New York or Chicago.

	Per 100
America, pink,	\$13.00
Gladstone, best white,	13.00
Queen Alexandra, pink,	14.00
Philadelphia, lavender,	15.00
Avalanche, white,	15.50

Above prices f. o. b. Chicago.
At New York \$1.00 per 100 less.

GLADIOLUS, The Bride

Splendid early forcing white,
Per 1000, \$7.00; 2000 for \$13.00.



CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

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JOSEPH HEACOCK CO., WYNCOTE, PA.

offers the following

Home Grown Palms

Well established, strong and healthy.

Areca Lutescens

	Height	Each
6-in. in pot, 3 plants in pot,	24 to 30-in.	\$1.00
6-in. in pot, 3 plants in pot,	30 to 36-in.	1.50

Kentia Belmoreana

	Leaves	Height	Each	Dozen
5-in. pot	6 to 7	18 in.	\$ 0.75	\$ 9.00
6-in. pot	6 to 7	22 to 24 in.	1.00	12.00
6-in. pot	6 to 7	26 to 28 in.	1.50	18.00
6-in. pot	6 to 7	28 to 30 in.	2.00	24.00
7-in. Cedar Tubs	6 to 7	34 to 36 in.	3.00	36.00
7-in. Cedar Tubs	6 to 7	38 to 40 in.	4.00	48.00
9-in. Cedar Tubs	6 to 7	48 to 54 in.	8.00	
9-in. Cedar Tubs	6 to 7	4½ to 5 ft.	10.00	

Kentia Forsteriana, Made-up

	Height	Each
7-in. Cedar Tubs	4 plants in tub	30 in. \$ 3.00
7-in. Cedar Tubs	4 plants in tub	36 to 40 in. 4.00
9-in. Cedar Tubs	4 plants in tub	40 to 42 in. 5.00
9 in. Cedar Tubs	4 plants in tub	42 to 48 in. 6.00
9-in. Cedar Tubs	4 plants in tub	4 to 4½ ft. 8.00
11-in. Cedar Tubs	4 plants in tub	4½ ft. 10.00
11-in. Cedar Tubs	4 plants in tub	5 to 5½ ft. 15.00
11-in. Cedar Tubs	4 plants in tub	6 ft. 18.00



Rooted Carnation Cuttings

	Per 100	Per 1000
Thenanthos	\$2.50	\$20.00
Beacon	2.50	20.00
Alice	2.50	20.00
Herald	2.00	15.00

	Per 100	Per 1000
Ward	\$2.00	\$15.00
White Enchantress	2.50	20.00
Rose Pink Enchantress	2.50	20.00

ROSE PLANTS, 2½ in. Pots

	Per 100	Per 1000
Ophelia	\$5.00	\$45.00
Champ Welland	5.00	45.00
Sunburst	5.00	45.00

BENCH PLANTS

	Per 100	Per 1000
Maryland	\$6.00	\$50.00
Ophelia	6.00	50.00
Milady	6.00	50.00

PETER REINBERG

WHOLESALE FLORIST

2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

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LOWDHAM, NOTTS, ENGLAND.

100,000 Geraniums

From 2 and 2½-in. pots—Sand Rooted.

A. Ricard, Beauty Poitevine, S. A. Nutt, Buchner, Montmore, Perkins, Vland, etc. \$2.75 per 100, \$25.00 per 1,000.

2½-in. Marguerites, Fuchsias, Heliotropes, Lantanas, \$3.00 per 100, \$27.50 per 1,000.

3 and 4-in. Cyclamens, \$8.00 and \$20.00 per 100.

Abundance of other stock.

Correspondence Solicited.

ALONZO J. BRYAN

WHOLESALE FLORIST

WASHINGTON, NEW JERSEY.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

Season's Greeting to all our Friends and Customers.

Get Ready for Easter by ordering Easter Greeting Begonias, ready for a shift, 3 in., at 15c; 4 in., at 25c; 5 in., at 50c. These will make grand plants.

GEO. A. KUHL, Wholesale Grower, PEKIN, ILL.

VINCA VARIEGATA

Our strong 2-in. Vinca will make you good 4-in. plants for spring sales. Our special sale at \$1.75 per 100 or \$17.00 per 1,000 will be continued a short time.

Geraniums, Nutt, Ricard, and Poitevine, 2-in., \$2.00 per 100; \$18.00 per 1,000.

Mrs. F. Sander Daisy, 2½-in., \$2.00 per 100.

ELMER DALRYMPLE, Wholesale Grower ALLEGANY N. Y.

GERANIUMS

ROOTED CUTTINGS.

S. A. Nutt, per 1,000, \$12.50
Ricard and Poitevine, per 1,000, 15.00
Asparagus Plumosus, 2½-in. 100, 3.00
Asparagus Sprengeri, 4-in. 100, 7.50

ALBERT M. HERR, LANCASTER, PA.

Orchids

If you want Orchids for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Chrysanthemums



ROOTED CUTTINGS

These are now ready to ship with first mild weather.

LARGE FLOWERING

A. Barham. Incurved bronze.
Autumn Glow. Rosy crimson.
Carrie. Yellow.
Carpet of Snow. Good white, (Aug.)
Cranfordia. Immense yellow.
Firefly. Reddish-bronze.
Greystone. Golden-bronze.
Garza. White.
Harvard. Dark crimson.
Horace Martin. Golden yellow.
Indian. Indian-red.
Le Pactole. Good bronze.
Mrs. F. Beu. Bronze.
May Foster. Good white-for pots.
Normandie. Blush pink.
Oconto. Early white.
Old Homestead. Splendid pink.

Price of above:

Per 100, \$3.00; per 1000 \$22.50

POMPON VARIETIES

Bijou Rose. Rose pink.
Charlotte. Deep bronze.
Clarinda. Bronze. Diana. Pure white.
Elva. Early white. Excelsior. Yellow.
Fairy Queen. Bright pink.
Golden Climax. Golden yellow.
Golden West. Bright yellow.
Lillian Doty. Early pink.
Leota. Delicate pink.
Mike Gable. Early yellow.
Prince of Wales. White.
Uneda. Yellow.
Zoda. Pink. Zora. Early yellow

Price of above:

Per 100, \$3.00; per 1000, \$22.50

CAPRICE VARIETIES.

Butler's Caprice. Deep pink.
Katherine Thompson. Crimson.
Lilac Cap. Lilac mauve.
Mrs. Greening. Pink. Purple Cap. Purple.
White Cap. White. Yellow Cap. Yellow.

Price of above:

Per 100, \$4.00; per 1000, \$35.00.

SINGLE VARIETIES.

Blazing Star. Fiery Crimson.
Phyllis Bryant. Sulphur-yellow.
R. B. Burge. Pure white.
Wm. Buckingham. Deep rose.

Price of above:

Per 100, \$3.00; per 1000, \$22.50

WRITE FOR OUR SPRING "BOOK FOR FLORISTS."

Chicago Vaughan's Seed Store, New York

SEASONABLE STOCK

S. & H. Co.'s Quality, - - - Ready for Immediate Delivery

ASPARAGUS PLUMOSUS—

2½-inch—Surplus; grand stock for benching; \$2.50 per 100; \$20.00 per 1000.

Fern Dish grade, dwarf and full; \$3.50 per 100; \$30.00 per 1000.

1½-inch. \$2.00 per 100; \$17.50 per 1000.

ASPARAGUS SPRENGERI—

2-inch. \$2.50 per 100; \$20.00 per 1000.

2½-inch. \$3.00 per 100; \$25.00 per 1000.

3-inch. \$5.00 per 100.

BEGONIAS—

Chatelaine, 3-inch. \$10.00 per 100.

Sandersoni, 2½-inch. \$4.00 per 100.

DAISY (Marguerite)—

Reve d'Or (yellow). \$3.00 per 100.

Mrs. Sanders (double white), \$3.00 per 100.

FERNS (Fine Stock)—

Teddy, Jr., 4-inch. \$20.00 per 100

Teddy, Jr., 5-inch. \$35.00 per 100

Teddy, Jr., 6-inch. \$50.00 per 100

Boston, 5-inch. \$35.00 per 100

Boston, 6-inch. \$50.00 per 100

DRACAENA TERMINALIS—

Beautifully colored, 4-inch. \$25.00 per 100.

5-inch (heavy), \$40.00 per 100.

LANTANAS (10 Varieties)—

2½-inch, all colors, \$4.00 per 100; \$35.00 per 1000.

COLEUS—

12 Market Sorts, including Trailing

Queen, 2½-inch, \$2.50 per 100; \$20.00 per 1000.

KENTIA BELMOREANA—

2½-inch, \$9.00 per 100; \$75.00 per 1000.

3-inch, \$15.00 per 100; \$140.00 per 1000.

SNAPDRAGON—

Large yellow, white and "Keystone"

(pink), 2½-inch pots, \$4.00 per 100.

VINCA VARIEGATA (Strong

Stock)—

4-inch pots, \$10.00 per 100; 3-inch pots,

\$7.00 per 100; 2½-inch pots, \$3.00 per

100. Can offer these in large quan-

tity.

THE STORRS & HARRISON CO.

NURSERYMEN—FLORISTS—SEEDSMEN

PAINESVILLE, - - - OHIO

Ready Reference Section.

10 CENTS PER LINE, NET.



ALTERNANTHERAS.

ALTERNANTHERA. Aurea Nana, Yellow Jewel, Red, large plants, full of cuttings, 75c per dozen, \$5.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ASPARAGUS.

Asparagus plumosus seedlings, \$1.25 per 100; 2-in., \$3.00 per 100; \$25.00 per 1,000. Asparagus Sprenger, \$1.00 per 100; 2-in., \$2.50 per 100, \$20.00 per 1,000; Hatcheri, 2-in., \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

Asparagus plumosus, 2½-in., \$3.50 per 100; \$30 per 1,000; 1½-in., \$2.50 per 100, \$20 per 1,000. Sprenger, 2½-in., \$3.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprenger, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

ASPARAGUS plumosus, extra fine, 3-in., \$5 per 100. Sprenger, 3-in., \$4.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus plumosus, 2½-in., per 100, \$3.00; Sprenger, 4-in., per 100, \$7.50. Albert M. Herr, Lancaster, Pa.

AZALEAS.

Azaleas, mostly Mad. Van der Cruysen, 10-12-in., \$1.25; 12-14-in., \$1.50; 14-16-in., \$2.00 each. Well budded. ERNEST ROBER, Wilmette, Ill.

BEGONIAS.

Begonias, Gracilis Rosea, Erford and Vernon type, 2-in., \$2.00 per 100; 3-in., \$3.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Begonia Chatelaine, 3-in., \$10 per 100; Sanderson, 2½-in., \$4 per 100; 3-in., \$7.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

Boxwood. Ball-shaped, bush and pyramid forms, bright foliage and up to grade, all balled and burlapped. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Lily bulbs. For immediate use or later delivery. Lilium Giganteum, L. Auratum, L. Album and L. rubrum. For size and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Bulbs. Dablia, whole field clumps, \$5.00 per 100 to \$1.00 each. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, transplanted seedlings, \$4.00 per 100; 2-in., \$8 per 100. ERNEST ROBER, Wilmette, Ill.

CALLAS.

CALLA LILIES. Extra quality started 2½-in. pots, \$4.00 per 100; 5-in. coming in bud, \$2.00 per doz. THE WAGNER PARK NURSERY CO., Sidney, O.

CANNAS.

Cannas, new. Burpee's "Fiery Cross." A canna with a vivid scarlet shading to red flower and a lustrous blue-green foliage. Divisions \$2.00 each, \$20.00 per dozen. W. Atlee Burpee Co., Philadelphia, Pa.

Cannas, dormant roots, 2-3 eyes. Austria, yellow, J. D. Eisele, red; David Harum, red, brown leaves, \$2.00 per 100, \$18.00 per 1,000. Cash.

G. E. BERTHOLD, Nebraska City, Neb.

Cannas. Fine two to three eye dormant roots. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Fresh cut, northern grown. For varieties, sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock, ready for immediate delivery.

Carnegie	100	1,000
Victory	2.00	15.00
Bonfire	2.00	15.00
Matchless	2.50	20.00
Alice	3.00	25.00
Aviator	2.00	18.00
Pink Enchantress	2.00	18.00
White Enchantress	2.00	18.00
Ward	2.50	20.00

WIETOR BROS.,
L. D. Phone 2081.

162 N. Wabash Ave. Chicago.

ROOTED CARNATION CUTTINGS.

Superb	100	1,000
Ench. Supreme	\$6.00	\$50.00
Alice	3.00	25.00
Matchless	3.00	25.00
Wh. Wonder	3.00	25.00
Aviator	3.00	25.00
Wh. Enchantress	2.50	20.00
Enchantress	2.50	20.00
Mrs. C. W. Ward	2.50	20.00
Mrs. Akehurst	2.50	20.00

CHICAGO CARNATION COMPANY,
Joliet, Illinois

Carnation rooted cuttings, clean strong, dependable stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CARNATIONS.

ROOTED CARNATION CUTTINGS Choice Stock.

Well rooted and very strong of Belle Washburn, Alice, Matchless, White Enchantress and White Wonder. Price, \$3.50 per 100 or \$30.00 per 1,000. We bill 250 at the thousand rate.

BASSETT & WASHBURN
178 N. Wabash Ave. Chicago
Greenhouses: Hinsdale, Ill.

ROOTED CARNATION CUTTINGS.

Enchantress Supreme	100	1,000
White Enchantress	\$3.00	\$25.00
Good stock. Cash please.	2.50	20.00

DES PLAINES FLORAL CO.
Des Plaines, Ill.

Rooted carnation cuttings. Thenanthos, Beacon, Alice, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2.00 per 100, \$15.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation rooted cuttings, strong clean stock. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon and Windsor, \$25 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnation cuttings, rooted, fine stock now ready. Belle Washburn, \$3.00 per 100, \$25.00 per 1,000. Peninsular Nursery, San Mateo, Calif.

Carnations. Pink Enchantress and White Wonder, \$4.00 per 100. Peerless Pink, \$35.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

The Coal Saving Crop.

The stock and labor involved is the entire cost of producing the early varieties.

We will gladly supply a list of the best. Maturing from September to last of October.

Our 1918 trade list mailed on application.

ELMER D. SMITH & CO., Mich.

Chrysanthemum Mrs. C. C. Pollworth, the best early yellow. Rooted cuttings, \$6 per 100, \$50 per 1,000; 2½-in. stock, \$7 per 100, \$60 per 1,000. C. C. Pollworth Co., Milwaukee, Wis.

Chrysanthemum rooted cuttings. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CINERARIA.

Cinerarias, 2, 3 and 4-in., \$4, \$6 and \$10 per 100. Transplanted, \$2 per 100. Ernest Rober, Wilmette, Ill.

CYCLAMEN.

Cyclamen gig. Wandsbek type, 2½-in., \$5.00 per 100; 3-in., \$8.00 and \$10.00 per 100; 4-in., \$20.00 per 100; 5-in., \$35.00 and \$50.00 per 1,000. Seedlings, six varieties of Wandsbek type equally divided, \$5.00 per 100, \$45.00 per 1,000. Salmon and Rococo, separate, \$6.00 per 100; \$55.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN. 3-in., \$10.00; 4-in., \$20.00 per 100; 5-in., 35c to 50c each; 6-in., 75c to \$1.00 each. Larger plants, \$1.50 to \$2.00 each. Good colors. With buds and bloom. HENRY SMITH, Grand Rapids, Mich.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CYCLAMEN.

Cyclamens, 4-in., \$5, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Cyclamens, 3 and 4-in., \$8 and \$20.00 per 100. Alonzo J. Bryan, Washington, N. J.

COLEUS.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias and Iris. Most carefully selected stock—all the new and up-to-date varieties. For varieties and prices see advertisement elsewhere in this issue. Wing Seed Co., Mechanicsburg, O.

Dahlias. Best new and standard varieties; strong, well ripened field-grown roots, at right prices. Send for special wholesale list. Spring Lake Dahlia Farm, Box 332, Spring Lake, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Junction, N. J.

DRACAENAS.

DRACAENA INDIVISA, 4-in., 12c; 5-in., 20c and 25c; 6-in., 50c. ERNEST ROBER, Wilmette, Illinois.

FERNS.**—FERNS—**

	Per 100
Roosevelt, 2½-in.	\$ 4.50
Boston, 2½-in.	4.50
Scholz, 2½-in.	4.50
Teddy, Jr., 2½-in.	5.00
Roosevelt, 4-in.	15.00
Boston, 4-in.	15.00

THE REESER PLANT COMPANY, Springfield, Ohio

Ferns. Boston, fine stock, 4-in., \$2.50 per doz.; \$16.00 per 100; heavy bushy plants, 5-in., \$3.50 per doz.; \$22.50 per 100; 2½-in., extra good quality, \$5.50 per 100; \$50.00 per 1,000. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. Aspidium, Holly, Mayli, Wilson and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

FERNS. Adiantum Cuneatum, 2-in., \$3; 3-in., \$5 per 100. Croweanum, 2-in., \$6; 3-in., \$8 per 100. Cryptomium Rockfordianum, 4-in., \$15 per 100. Assorted table ferns, 2-in., \$3 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Teddy Jr., 4-in., \$20; 5-in., \$35; 6-in., \$50 per 100. Boston, 5-in., \$35; 6-in., \$50 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsias. Extra heavy summer propagated ready for shift. Black Prince, Minnesota, Souv. de H. Henkel (bronze foliage), 3-in., \$3.00 per 100; 2-in., \$2.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

FUCHSIAS. Strong rooted cuttings; finest assortment, labeled true to name, \$1.50 per 100, by mail; \$12.00 per 1,000, express. S. W. PIKE, 142 W. Third St., St. Charles, Ill.

GERANIUMS.

GERANIUMS.	2-inch 2½-inch per 100 per 100
Beaute Poltevine and American	
Beaute	\$2.50 \$3.00
S. A. Nutt and double Gen. Grant	2.25 2.50
Mme. Sallerol	2.00

EVANSVILLE NURSERIES, Evansville, Ind.

GERANIUMS.

ROOTED GERANIUM CUTTINGS
The "Big Four" Beeders. Strong, selected top cuttings only. S. A. Nutt, Gen. Grant, Mme. Buchner, \$1.50 per 100, \$14.00 per 1,000; Beaute Poltevine, \$2.00 per 100, \$18.00 per 1,000. The W. T. Buckley Co., Springfield, Ill.

Geraniums, from 2 and 2½-in. pots, and rooted. A. Ricard, Beauty Poltevine, S. A. Nutt, Buchner, Montmore, Perkins, Vaud, etc., \$2.75 per 100, \$25 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings, S. A. Nutt, \$12.50 per 1,000; Ricard and Poltevine, \$15 per 1,000. Albert M. Herr, Lancaster, Pa.

Mixed geraniums, fine stock, 1½-in., \$1.50 per 100. S. A. Nutt predominating. J. G. BURROWS, Onset, Mass.

GLADIOLUS.

MASSACHUSETTS GROWN GLADIOLI.	Per 1000	Per 1000	Per 1000
1½ in. 1¼ in. 1-1¼ in. and up and up and up			
America, light pink	\$18.00	\$12.00	\$ 9.00
Augusta, white	15.00	12.00	9.00
Baron Hulot, blue	20.00	15.00	12.00
Brencheleyensis, scarlet	15.00	12.00	9.00
Cameo, white	15.00	12.00	9.00
Empress of India, dark red	20.00	15.00	12.00
Glory of Holland, white	25.00	20.00	15.00
Chicago White, white	25.00	20.00	15.00
Halley, salmon pink	15.00	12.00	9.00
Independence, scarlet	15.00	12.00	9.00
Mrs. F. King, salmon pink	15.00	12.00	9.00
Mrs. F. Pendleton, pink	45.00	36.00	27.00
Mary Pennell, lavender	75.00	60.00	50.00
Peace, white	30.00	24.00	18.00
Exhibition Mixed	12.00	10.00	8.00
Extra Choice Mixed	10.00	8.00	6.00
Primulus Mixed	12.00	10.00	8.00

Correspondence solicited on other varieties, smaller sizes or bulblets.

CENTRAL GLADIOLUS GARDENS.

Jelle Roos Milton, Mass.

GLADIOLI	1000
Delice	\$15.00
Golden King	30.00
Isaac Buchanan	40.00
Panama	30.00
Peace	30.00
Florists' Extra White and Light Mixed	12.00

All other varieties as well as planting stock. Write for price list.

B. Hammond Tracy Wenham, Mass.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladioli. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Gladiolus, The Bride. Splendid early forcing white, \$7 per 1,000, \$13 per 2,000. Vaughan's Seed Store, Chicago and New York.

GREENS.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.) \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HYACINTHS.

Hyacinths. High grade quality. Prices mailed on application. Rutgers y. van Zanten, care of Kuyper & Co., 10 Broadway, New York.

HYDRANGEAS.

HYDRANGEA, Otaksa, 3-in., \$5 per 100. HENRY SMITH, Grand Rapids, Mich.

IVIES.

English Ivy, 4-in., \$15 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

LILY OF THE VALLEY.

Valley for Easter forcing. Best Holland grown. From cold storage, \$25 per 1,000; \$13 per 500; \$3 per 100. H. N. Bruns, 3040 W. Madison St., Chicago.

Lily of the Valley for Easter. Our famous exhibition brand at \$40 per 1,000 (1750 pips to the case). Weeber & Don, 114 Chambers St., New York.

MANETTI.

Manetti Stocks. French, extra size, per 1,000, \$25.00. F. O. B. Chicago. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

HASSALL & CO., Orchid Growers and Raisers, Southgate, London, England. Cattleyas, Laelio—Cattleyas our Specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

PALMS. Belmoreana, heavy plants from 4-in. pots, 5 to 6 leaves, 2 to 2½ ft. high, \$1.00 each, \$10.00 per dozen; 5 to 6 leaves, 2½ to 3 ft. high, \$1.25 each, \$13.50 per dozen. From 5-in. pots, 2 to 2½ ft. high, \$1.35 each, \$15.00 per dozen; 2½ to 3 ft. high, \$1.50 each, \$17.00 per dozen. This is all extra fine stock of our own growing and not imported stock as frequently offered. THE WAGNER PARK NURSERY CO., Sidney, O.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms, home grown. For varieties and prices see advertisement elsewhere in this issue. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES—100,000 pansies, Sept. sown, cold frame grown. Vaughan's Chicago Parks bedding. Popular Price mixture and Paris Market per 1,000, \$2.50. Vaughan's Giant mixture and separate colors, per 1,000, \$3.50. ODORE GREENHOUSES, Iola, Kans.

PRIMULAS.

PRIMULA Obconica, 2½-in. strong, \$4; 4-in., \$12.50; 6-in., \$25 per 100. Chinsenis, 4-in., \$12.50, 6-in., \$25 per 100; Malacoides, 2½-in., \$3; 4-in., \$10; 6-in., \$20 per 100. 4 and 6-in. well in bloom. All varieties. HENRY SMITH, Grand Rapids, Mich.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4, \$7 and \$1 per 100. Ernest Rober, Wilmette, Ill.

Primula Malacoides. Strong 5-in. lavender in bloom; none better. \$20 per 100. Cash. JOHN EITEL & SON, Greencastle, Ind.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

RHODODENDRONS.

Rhododendrons. Fresh, clean looking stock in best possible condition. 18 to 24 in. high, 8 to 12 buds, \$85 per 100; 24 to 30 in. high, 12 to 16 buds, \$115 per 100. The Storrs & Harrison Co., Painesville, O.

ROSES.

BENCH ROSE PLANTS.	100	1000
Milady	\$6.00	\$50.00
Pink Killarney	6.00	50.00
Killarney Brilliant	6.00	50.00
White Killarney	6.00	50.00
Ward	6.00	50.00

Cash with order. Chicago Flower Growers' Ass'n. 182 N. Wabash Ave., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ROSES.

CHOICE, WELL ROOTED ROSE CUTTINGS. Ophelia or Shawyer, rooted cuttings, choice stock, per 100, \$3.50.

RASSETT & WASHBURN.
173 N. Wabash Ave., Chicago, Ill.
Long Distance Phone, Central 1457.

Rose Plants, 2½-in. pots, Ophelia, Champ Welland and Sunburst, \$5.00 per 100, \$45.00 per 1000. Bench plants, Maryland, Ophelia, Milady, \$6.00 per 100, \$50.00 per 1000. Peter Reinberg, 30 E. Randolph St., Chicago.

FOR SALE. Excellent bench plants of White Killarney and Nesbit roses, \$6.00 per 100; \$50.00 per 1,000. Cash please. **ALBERT F. AMLING CO.**, Maywood, Ill.

Roses. Spring importation of Holland stock now ready. For varieties and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Roses. Bench-grown. Ophelia, \$10 per 100, \$90 per 1,000; Mrs. Chas. Russell, \$12 per 100, \$100 per 1,000. A Henderson & Co., 211 N. State St., Chicago.

Roses. Field-grown, extra fine, 2-yr.-old, own roots, dormant roses. Satisfaction guaranteed. **WESTERN ROSE CO.**, Pasadena, Calif.

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SALVIA. Bonfire and Splendens, vigorous 2-in. established stock, \$2.50 per 100; \$20.00 per 1,000. **THE WAGNER PARK NURSERY CO.**, Sidney, O.

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SCHIZANTHUS. Best colors, fine plants, 2¼-in., \$4.00; 4-in., \$12.50; 6-in., \$25.00 per 100. **HENRY SMITH**, Grand Rapids, Mich.

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Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Pansy, fig, finest mixed, trade pkt., 50c; per oz., \$6.00. **Salvia Splendens** and **Fire-ball**, trade pkt., 50c. For large quantities ask for prices. **ERNEST ROBER**, Wilmette, Ill.

Seed. Asparagus plumosus nanus, northern greenhouse grown. For prices see advertisement elsewhere in this issue. **Henry F. Michell Co.**, 518 Market St., Philadelphia, Pa.

Seeds. Asparagus plumosus nanus, new crop, greenhouse grown, per 1,000, \$3.50. Sprenger, per 1,000, 80c; 5,000 for \$3.50. A. Henderson & Co., 211 N. State St., Chicago.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. **J. C. Robinson Seed Co.**, Waterloo, Neb.

Seeds, Asters, Petunias, Sweet Peas and Nasturtiums, etc. Write for our special offer, 1917 crop. **John Lodger & Sons Co.**, Station E, Los Angeles, Calif.

Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. **George R. Pedrick & Son**, contract seed growers, Pedricktown, N. J.

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. **Edgar F. Hurff**, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. **The C. Herbert Coy Seed Co.**, Valley, Neb.

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Seed. For the wholesale trade only. **Brasian Seed Growers' Company**, San Jose, Calif.

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Seeds. Pea and bean. **Alfred J. Brown Seed Co.**, Grand Rapids, Mich.

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SNAPDRAGONS. Seedlings. Keystone, Pink and White, 2¼-in., \$4.00 per 100. **HENRY SMITH**, Grand Rapids, Mich.

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Spiraea clumps. Just arrived in good condition. Prompt shipments from New York or Chicago. For varieties and prices see advertisement elsewhere in this issue. **Vaughan's Seed Store**, Chicago and New York.

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Green dye. Enough for coloring, 500 carnations or any white flower, 75c. **A. T. Pyter & Co.**, 164 N. Wabash Ave.

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Logan pots are best by test. Write for catalogue and discounts. **The Logan Pottery Co.**, Logan, Ohio.

Florists' supplies and wire designs of all kinds. **Joseph Ziska**, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. **A. A. Arnold Paper Box Co.**, 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. **Buchbinder Bros.**, 518 Milwaukee Ave., Chicago.

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Wizard brand manure. **The Pulverized Manure Co.**, 32 Union Stock Yards, Chicago.

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Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

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Write for prices on our wide edge plain 4-in. and 6-in. chiffon. Jos. Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

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We handle a general line florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

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Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

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Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

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Angermueller, Geo. H., St. Louis, Mo.
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Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Bernheimer, Eugene, Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., New York.
Erne & Company, Chicago.
Fenrich, Joseph S., New York.
Fexy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Freres-Windler Co., The, Chicago.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Growers' Cut Flower Co., Inc., New York.
Gunterberg, M. C., Chicago.
Hart, George B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., Wm. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Nissen Co., The, Leo, Philadelphia, Pa.
Percy Jones, Inc., Chicago.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
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SHEEP MANURE

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STAPLE**
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U. S. YARDS, CHICAGO, ILL.

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Reinberg, Geo., Chicago.
Reinberg, Peter, Chicago.
Reunkauf, Martin, Philadelphia, Pa.
Rice Bros., Minneapolis, Minn.
Riedel & Meyer, Inc., New York.
Rusch & Co., Gust, Milwaukee, Wis.
Sheridan, W. F., New York.
Siebrecht, Geo. C., New York.
Tonner, O. A. & L. A., Chicago.
Totty, Chas. H., Madison, N. J.
Traendly & Schenck, New York.
United Cut Flower Co., New York.
Vaughan, A. L. & Co., Chicago.
Weiland & Risch, Chicago.
Weiss, Herman, New York.
Wieter Bros., Chicago.
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Young & Co., John, New York.
Zech & Mann, Chicago.

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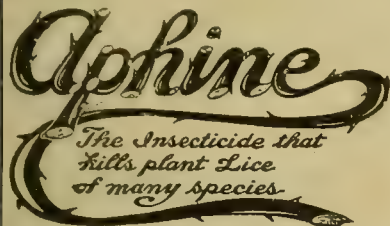


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A spray remedy for green, black, white fly, thrips and soft scale.
Quart, \$1.00 Gallon, \$2.50

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For mildew, rust and other blights affecting flowers, fruits and vegetables.
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For eel worms, angle worms and other worms working in the soil.
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10	20 in.	\$2.75	\$30.00	\$230.00
20	18 in.	2.25	24.00	190.00
30	16 in.	1.75	19.00	152.00
40	14 in.	1.50	17.00	135.00
50	12 in.	1.00	1.00	88.00
60	10 in.	.70	7.75	62.00
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SUCCESSOR TO

GEO. KELLER & SON,
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Before buying write for prices
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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. L. CHICAGO AND NEW YORK, MARCH 16, 1918. No. 1554

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CANADIAN FLORISTS OPTIMISTIC.

Trade Recovers From Early War Conditions with
Business Confidence Unwavering.

Energy and Trust Bound to Win.

Across the border, our Canadian brothers have been experiencing most of the horrors of this great war for the past four years. They have given freely of their wealth, as they have been called on again and again, to the Red Cross and for the destitute Belgians and distressed of other countries whose lands have been made desolate in this great conflict. Their young men have gone over by the hundreds of thousands, many of them never to return. War loan and Victory Bond subscriptions run into billions, and the call is for still greater additions to all these forces. With all this great and almost continuous demand on the resources of the people, one would wonder if there was a dollar left for anything but the actual keeping of body and soul together.

As a comparison to the actual conditions existing after their great trials of the past four years, and to give courage and words of cheer to those who in this the richest and most prosperous country in the world are looking to the future with fear and trepidation, the following letters are here presented from representative firms, which have passed through and been called upon to surmount difficulties far greater than any that can be looked forward to here. The optimistic tone and the fighting spirit, as expressed in all of these communications, particularly the fact that the people of the various communities find flowers are no longer considered a luxury, but a necessity, should encourage the doubting ones here to stand by their guns and fight their way through to the victories of better times.

London Getting Back to Normal.

"It appears that you are now experiencing what we did the first few months of the war. Everybody in the business was more or less panic-

stricken. We would say, that the first few months' business did fall off considerably, owing principally to the fact that manufacturers laid off large numbers of their employees. Toward spring, however, munition and other factories were taking on everybody they could get and business soon came back to normal. We will add, however, that during the years of 1915 and 1916 there were a large number of soldiers in training here, and as most of them were from the best families of the surrounding country, they spent their money liberally. By the end of 1916 most of these men had gone overseas, and again we noticed a falling off in our sales. Also, a decided change in the stock that was called for, depending almost altogether on funeral work and such plants and cut flowers as the working classes, who were making good wages, could buy.

"In addition to the effects of the war, we have had adverse weather conditions to contend with. This, with the increased cost of fuel, now between \$8 and \$9 per ton for soft coal, has this effect on the business, that, while we are selling practically what is coming in, the cost of producing and handling has increased to such an extent, without any increase in sales, that the profits are wiped out for the time being at least.

"There are other conditions which also have had their effect on the florist business. This little city, London, with between 50,000 and 60,000 people, has done its share in patriotic and Red Cross contributions, and also the war loan and Victory Bonds; in all, during the three years, the sum totaling nearly \$15,000,000. Six thousand men have also donned the khaki, and most of these are now in England and France. When we take all these things into consideration, we feel that we are not too badly off."

W. W. GAMMAGE.

Ottawa Winning Hard Fight.

"My knowledge of trade conditions is confined mostly to Ottawa during the war. Business has been very fair and our holidays have generally kept up to normal, even until the end of 1917. We are looking forward to a good Easter, but of course we shall be handicapped by the absence of the Holland and Belgian stock, of which we have none. The demand for funeral orders continues up to the usual standard. Subjoined are some notes I have used with regard to the 'heatless campaign,' that is, the matter in our local papers.

"Our sales of bedding plants and for summer planting have hardly suffered any, and owing to the high price of flowers, plants are generally in better demand than before the war. The noticeable falling off is for social functions. There is but little doing in receptions of a festive nature, calling for flowers. What there are, partake of a patriotic nature, in which some flowers are needed, but the poor florist is expected to donate them. The public have taken the higher prices of cut flowers, etc., in very good part, but have bought less, and certainly this winter there have been less to buy.

"Many concerns have closed down, and there are quite a few, due to the shortage of fuel and scarcity of labor, and we are living from day to day, not knowing whether we will be able to get coal. Then the price is so high, in many cases double, and the weather has been the coldest and hardest for firing I have ever known, causing an increase of 40 per cent in material, and anything like skilled labor is impossible to get. All these drawbacks seem to be very disheartening, but not so bad as we first think them, and there are some things most encouraging. We hope, during the coming year, our Uncle Sam will come out of the drawback that he has been up against in having to supply such an enormous demand for coal for the war and home consumption at such short notice, and will be able to furnish the same at lower figures and in larger quantities. Perhaps I am too optimistic, but I think that when the American army, with all its equipment, gets fairly launched in Europe, the end will be getting near. Another pleasing condition is that we shall have learned to depend on ourselves for supply, instead of Europe. There is much more profit in growing plants, instead of buying and paying others for the growing. But the most cheerful point is, that we have justified our calling with the public since the war began. There have been murmurs that ours is only a business in luxuries, but the patronage generally has been good, and even insistent, for flowers, at times. It has given us the feeling that in many branches, our business is a public necessity, and although we may pass through a year or two in which it will require energy and confidence to make ends meet, we shall emerge from the fight stronger than ever and of larger commercial importance. Optimism is bound to win.

"One of the annoying incidents in connection with the heatless days was the position at Scrim's the Florist, who had to put up with some abuse for obeying the law. As it happened, there were quite a few prominent deaths in Ottawa and vicinity and on Saturday

morning the telephone started to ring, giving orders for funeral work, and continued during the day. When told that we were not allowed to sell flowers, we had some very heated remarks, telling us that they were for a funeral and they must have them, and we had to ask them if they were willing to pay our fine of 100 dollars, if we complied, which of course closed the argument. We received many orders from out of town, and we found it extremely hard to convince our patrons that funeral flowers were included in the ban. One man sarcastically asked if caskets were included in the order. A lady, who wanted a wreath for a child, when told we could not make it up, almost implied that the funeral would have to be postponed. The soldiers at the camp also begged hard for something to take to the funeral of one of their comrades. However, I think all the florists religiously complied with the law and sold nothing.

"Although it was impossible to save coal and keep the plants alive in the greenhouse, they have the satisfaction of knowing that they sacrificed hundreds of dollars in obeying the 'win the war' mandate, and what is more, they have found out the high standard the florist business takes with the general public, for instead of being only considered a luxury, some of its branches are considered a public necessity.

E. J. MEPSTED.

Toronto Weathers the Storm.

"Since the commencement of war, three and one-half years ago, we too, were very apprehensive at the start, and had all manner of forebodings and fears for the future, if the conflict should last a year, but here we are, after nearly four years, and there has not been one Toronto florist who has not been able to weather the gale, either grower or retailer. Of course, there has been a complete change in the nature of the business. We have no decorations or occasions when a lavish display of flowers is made. True, none are retiring on the immense profits of their business, but I think all are thankful that they can keep their business intact and are not forced to make assignment. This year, with the severity of the weather, shortage of fuel and its high price, has been more harmful and caused more pessimism than the previous years of war, but I hope that it may be many years before we experience another such winter. Of course, this has accentuated the conditions and made it very difficult to operate. Then again, labor is scarce and difficult to obtain, demanding high wages.

The retail trade is confined principally to design work and flowers for hospitals. The latter has developed to large proportions, and this part will not be felt in the United States until soldiers are sent home after the early engagements and are convalescing.



AZALEA AMOENA.

Pot Decorated with White and Pink Paper and Bunch of Short Pussy Willows.

Then there will be quite an impetus to retail trade.

"I do not feel, from our experience, that there is anything to be alarmed at. Florists will have to learn that trade will right itself, and it will take a little time. Those who have had a large and lucrative trade, especially in decorations, will most likely feel the pinch more than the man who has been doing a nice steady trade and has not tasted of the benefits of fancy trade and elaborate decorations where large sums of money are involved.

"I am giving this information from my own experience. It may not fit the particular conditions of some, but it is as we feel it today. As growers, we have the uncertainty of fuel supply, high cost of same when procurable, labor 30 to 40 per cent higher, all commodities that we use 50 to 100 per cent higher, and no more for our product. I am calling a meeting of growers in the near future to exchange ideas and experiences and hope to evolve something for the future welfare of our trade." JOHN H. DUNLOP.

Montreal in Fight to Win.

"I have 'talked blue' for three years, but now I am an optimist and am going to stay that way until I die. We in North America are in the finest, freest country in the world, but we are just commencing to find it out. We would like to say though, that at Christmas and Easter trade dropped off immensely. Last Christmas things were very bad before the holiday—so bad, that a couple of stores to whom we sell some of our cyclamens, got cold feet and canceled half their order. But the Christmas spirit prevailed, and we sold everything fit to sell—in plants. Cut flowers were too high priced. We were highly encouraged, and since that we have been very busy, but all in floral work and sickroom gifts—no balls, no teas, no wedding decorations and very few wedding bouquets.

"Stock will be scarce for Easter; that is, lilies, ramblers, etc. When stock is scarce, we do better. Now there is the other florist, located in a busy district, with a very small store, no designers on the place, no one able to arrange a nice basket. Still they are doing a big business selling to munition workers, who are getting big pay. Florists like this are doing well, and are giving the supply men good orders. We can buy cattleyas very cheap; also daffodils at 2½ cents and tulips at 3 cents. Greens are very scarce, as are also roses.

"When I get disgusted in the store, I go home and look over the lilies—1,000 six-inch pots, just right for Easter. 700 Ramblers and hybrids, Marguerites and odds and ends, but no bulbs. Our bulbs arrived in December and we refused them. On the whole, we have everything to be thankful for—all in good health and plenty of fight in us yet.

"I would say that a florist, who before the war was just making a living, should close up for the present, but those who can afford to lose a little, should stick. But any man who thinks that the florist business can go on and pay fairly well during war times, is mistaken. Reduce expenses—reduce—and get on a fighting basis, and then fight until you win. That's what we are doing and that's what you should do, and that's what you will have to do. I do not know that you will be able to make any sense out of this, but remember that we are just



POT OF HEATHER TRIMMED WITH MAT AND PLAID RIBBON.

one of the little florists who try to do things nice and put up a square deal. There are others in Montreal doing a very much bigger business, but they tell me themselves, that business is bad." HALL & ROBINSON.

The Birds.

The bill enabling the migratory bird treaty with Great Britain has already passed the United States senate and has been favorably acted upon by the House committee on foreign affairs. There are some matters that are much talked about by florists and gardeners that are of less consequence than the protection of the birds. It has been abundantly proved that wherever bird life has been ruthlessly destroyed, the increase of destructive insects and vermin has been proportionate. If this measure passes the House, and receives executive sanction, as now seems likely, the migratory birds will be protected in their flights through the United States and Canada, shooting seasons will be regulated under federal law, and with the co-operation of state authorities.

Under conflicting state laws, birds, let us say for example, may be protected in New York, but be shot if they fly over into Connecticut. That many, both game and non-game birds are destroyers of insects is well known, but that consideration is of no account to many of the gentlemen who seem to have been born with the unfortunate propensity to kill something, though we must acknowledge that along other lines, some of them are great and useful men. It is fair to state, that the idea for this law originated with the American Game Protective Association and has had the active support of the National Association of Audubon Societies. We can learn valuable lessons from the birds and their coming in spring, is to many, a joyful sight. William Cullen Bryant, in his poem: "To A Waterfowl," has left a beautiful sentiment:

"He who from zone to zone,
Guides through the boundless sky thy certain flight,
In the long way that I must tread alone,
Will lead my steps aright." A. F. F.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

The Easter Outlook.

The crowning event, the realization of the year's work, the result of many months of labor and anxiety, is found in the great Easter demand. Everywhere in this broad land, flower lovers gather at the Easter festival, to admire, carry away and exchange greetings to friends with plants and flowers. It is the principal harvest of the year, its measure of success to each individual being in keeping with the zeal, progressive energy and enthusiasm that he puts into it.

The grower lays his plans for the campaign a year in advance. Stock that sold well, is increased, while other lines are dropped. Skillful growers, who, by their judgment in the selection of popular plants, as shown by the tendencies of the market, and their ability to work them in with and after earlier crops, so as to make the greatest intensive use of their greenhouse space, find Easter their most profitable season. War conditions have this year completely upset the old order of procedure. Azaleas, which have been such a factor at this season, will only be seen in left over stock. Spiræas, which were also a quantity plant and great favorites, will also be missing, neither of these plants coming from abroad this season. There will be an abundance of bulbous stock, such as hyacinths, tulips and narcissi. With the exception of these Holland products, all the plants will be American grown, and it remains to be seen how they will be able to supply the demand. Although the date is one of the earliest on which this festival can fall, there promises to be a good showing of hydrangeas, which many growers find difficult to get in flower before the middle of April. The new French varieties appear, however, to come along a trifle faster than the old Otaksa. There is great variety in form and color and they take up or can be "blued" quite easily. A number of light and dark shades of pink and beautiful whites are also included.

Rambler roses will always hold a strong position on the Easter list. When well flowered, there is no plant more popular. In the smaller sizes, they are especially useful in plant baskets. The Tausendschon can be easily flowered for the early Easter, while Dorothy Perkins, Lady Gay, Excelsa and Crimson Rambler require careful handling to get them in full flower by the last week in March. The baby rambler type all force easily and are great favorites.

Easter Greeting pelargonium is a showy plant that generally sells well. The flowers shake easily, which tendency is overcome by a tiny drop or touch of mucilage in the center of each flower, applied with a small stick.

The longiflorum will always hold its place as the greatest of Easter plants; in fact, it retains its name of Easter lily the year round. Either in single or made-up combinations it is the ideal Easter plant.

Lily of the valley clumps or made-up pots of 18 to 24 pips are always in good demand. There is a chaste or refined appearance to their lively little

spikes that exists in no other flower. Well flowered gardenias are always in favor, particularly when there is also a good showing of buds.

The bougainvillea is one of the old favorites; it is most striking with its cloud of purplish blossoms. Some growers trim this into close formal shapes that are so covered with flowers as to almost hide the foliage.

There is no more popular plant than the genista. To get the best results, it requires to be well cut back, so as to produce a sturdy growth of well ripened wood, which carries quantities of its yellow plummy flowers. Standards with globular heads are very striking.



Small Baby Rambler in Pot.

Trimmed with White and Pink Paper and Pussy Willows.

The fancy acacias and heather, which, as a rule, are grown by specialists, are high class stock, very beautiful and in good demand by those who cater to an exclusive trade. Well flowered cinerarias are also good stock, in great demand for those who want a plant at a moderate price.

Hyacinths, tulips and daffodils in pots and pans are sure to be found in almost every Easter collection. Their brilliant coloring and spring-like appearance, together with their moderate price, makes them very good stock to carry.

Marguerites, when well flowered, are sure to attract attention. Some growers do them exceptionally well.

The yellow primulas, which came into the market a couple of years ago, are striking. Their various shades of yellow and quantity of bloom make them very desirable in the Easter display. Pansies, forget-me-nots and English daisies in pans are, when well flowered, always in demand.

The demand for made-up or combination pots or tubs and plant baskets of fancy ferns and other foliage plants, in connection with flowering stock, arranged so as to get good color effects, has encouraged the growth of plants of this character in medium sizes to a considerable extent. Highly colored crotons, a number of the brilliant and variegated dracenas, pandanus, and

varieties of the fancy ferns, particularly the free growing form of Farleyense, the Glory fern, are the most popular. Many of these fancy creations are made up by the growers, who find in these combinations an outlet for much stock, not quite perfect enough to be sold individually. Store men send inside tins from baskets, which when filled for a week or 10 days before delivery, get set and are then in a much better condition than if arranged hurriedly at the store.

Easter in the Store.

The annual spring floral holiday is rapidly approaching, too fast indeed for the man who is not yet ready. The foresighted merchant, however, who laid his plans months ago in accordance with his last year's experience, is eagerly looking forward, confident and sure as to the result of the business of this harvest season. There is yet time, however, to catch up and smooth the way for an easier running of the machinery when the rush comes.

If the stock has not all been ordered, this important matter should be seen to at once. Make out a list with last year's record as a guide. Carry out the prices and determine just how much of this or that you will buy. When, in going about, the limit has been reached, stop right there. Additional stock may look very good, and you think you might sell it, but the total has been reached and to go farther is dangerous. Do not buy anything but good stock; every plant should be salable. Avoid, also, too many high-priced plants—the medium sizes are the quick sellers.

Select the new baskets and hampers you intend to buy at once; have them on hand by March 20 or before Palm Sunday at the very latest. Send these to your grower and have them filled and kept for a week in the greenhouse. If he cannot do this, get the plants together there and have them filled by the store force the week before, or on Palm Sunday. This preparation greatly relieves the night work and strain in the rush days toward the last.

There is always considerable shipping of out-of-town orders. Crated boxes should be made ready. These will greatly expedite matters when it comes to making certain trains. See that there is a supply of good-sized corrugated boxes for large designs. Frequently these are found to be all out at the last minute. Tags and tag envelopes should also be in stock; also, order sheets, visiting or cards for customers. All this stationery is apt to run out at just the time when it is most needed.

Wreaths and crosses are in good demand for cemetery decoration. A good stock of these should be mossed up now, which saves valuable time and night work later on. Look up the matter of extra help. Have them on hand a day or two before the business starts to get broken in. They are much more useful when they know the ropes.

Paper and mat covers to fit standard sized pots and pans can be made ready. A variety of these necessary ornaments on hand is a great help. Fibre ribbon and tasseled cords are inexpensive, but make a nice finish to a pot covering.

The arrangement of the stock in the store is important. It is well to, as far as possible, keep each variety of

plant together in blocks of color; they are much more effective than when the colors are mixed. Choice specimens, always well decorated, should be given prominence.

There should be a good delivery force. As soon as plants are sold and properly tagged they should be removed to the delivery or storage department to be sent at once or later as ordered. There should be men who

the pot, it should be tied with a narrow band of fibre or silk ribbon the color of the flower. Tasseled cords are also good for this purpose. Pans of hyacinths or other bulb stock are made to look quite a good deal larger decorated with the white paper with the edges pulled out at the top. A sheet of the same color as the flowers inside the white adds to the color effect.



GO CART OF SWEETHEART ROSES.

do nothing else but keep the floor clear of such orders. A vacant store, conveniently near, makes an annex from which deliveries can be made, relieving much confusion in the store. Three-inch bands of sheet cotton or paper will do to wrap together the buds and flowers of the lily stalks. A rubber band is a quick binding. This protection is well worth while and saves many a dollar.

Watering is very important. No plant should go out dry. Over night in a warm room will finish a hydrangea or rambler rose unless it has been well saturated. Loss or dissatisfaction is avoided by close attention to this detail. Delivery baskets or boxes to hold two or more plants that are to go with messengers or in the car should be provided. They greatly expedite delivery. Boys should be instructed to call the store in case of errors in address, as frequently the matter can be adjusted at the time.

DECORATION OF PLANTS.

There are many plants that are made to look attractive and more salable with but little touches of contrasting ribbons, chiffons, etc., and pot or tub coverings of crepe or varicolored papers and mats. Fresh green sprays of laurel and pussy willows are also useful. A rhododendron may have beautiful clusters of bloom at the top, but an unsightly stem. A few good branches of laurel with some pussy willow sprays stuck in the pot will relieve this bareness, while a ribbon bow will give a touch of color and fill in a defective side or bare space in the plant. A light blue silk ribbon gives an added beauty to a well-flowered Tausendschon; also, a Pink Pearl rhododendron. A Scotch plaid ribbon helps a pot of heather. A fluffy bow of light green chiffon looks well on the genista. When the pot covering is white paper drawn up around

The Stork.

This feathered carrier is untiring, being on the go day and night, week in and week out throughout the year. Little strangers are constantly arriving, in whose advent many are interested.

Here is a field or opening for business that but few of the trade cater to. Congratulations and messages of felicity to the happy parents always follow such events. At such times, there is no more appropriate message than to "Say It With Flowers." This feature can be worked up to be quite a factor if florists will give it the necessary thought and attention and present the idea by frequent displays of suitable floral arrangements in the window and store. All the supply houses are going after this business, each season bringing out something new in this line. Cradles, cribs, go-carts, storks with vases for flowers, and even more elaborate miniature folding screens surrounding a cradle, with vases for flowers, as shown in one of the accompanying illustrations, is the latest idea. Small baskets, filled with miniature roses, tied with narrow baby ribbons are appropriate. Boxes filled with baby's clothing, are tied on the outside with flowers and dainty ribbons.

All accessories suitable to be filled with flowers for these events should be kept together and well displayed in the store so as to accustom visitors to them. Births more than keep pace with those who pass away. The furnishing of flowers for the latter events is vital to the business, as half the stores would close were it not for this demand. There is no doubt but the honoring of the mothers of the race with flowers at this joyous time is a custom that is increasing and should be helped along by the heartiest co-operation of the trade.

The accompanying illustrations do not show much in the way of profit, but they are suggestions to attract attention and help to spread the gospel of "Say It With Flowers." Very likely most of the orders will be for a dozen



STORK WITH INFANT.

Vases with Sweetheart Roses Arranged by the London Flower Shop, Philadelphia, Pa.

roses or a box of choice flowers, or a flowering plant. The little cradle of sweetheart roses, when displayed, will however earn far more than its cost in the suggestion it gives and the new business that is brought in by its propaganda.

Next Week in the Flower Shop.

Roses are now scarce, which gives an opportunity to make sales on spring flowers. Tulips and daffodils are now at their best and should be kept well to the front. Fill up some of the shallow bowls with these and

Sweet peas are now at their best and are to be had in quantity lots at low prices. Small blue, or blue and white-toned baskets, are very effective when filled with pink sweet peas. With a pink or blue ribbon on the handle, they are very fetching. They should go off like hot cakes. Small baskets of fruit with flowers, in tubes of water to one side and over the handle, are unique and sure to attract attention and quite frequently buyers.

Now that green is so scarce, three-inch pots of adiantum or Asparagus plumosus can be washed out, the roots trimmed, and used in made-up work. Wrap a little wet sphagnum around the roots and tie with string or wrap in foil. A plant or two treated this way are nice for boxes of cut flowers.

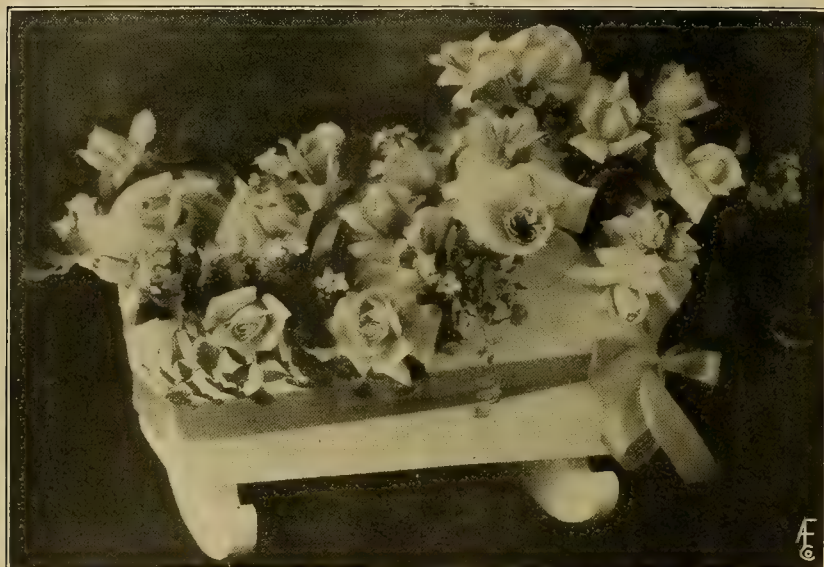
Run a special on cattleyas. They have never been so plentiful as this season. Choice flowers can be sold for 50 cents each at a good profit. Quite a number of the trade have found this flower a good leader.

Do not forget that Easter is only three weeks away, and everything that can be done now to relieve the strain of the last few busy days should by all means be attended to at once.

When you are out buying stock, do not overlook the yellow primrose. It is almost a novelty. You will find it one of the best sellers.

Give two or three dozen 10-inch fern pans to your pansy grower. Have them filled with the most forward plants and set aside for Easter. They are good stock when full of blossoms.

How about that subscription to the national publicity fund? The \$50,000 mark is still a long way off, mainly because you and many of your neighbors are not on the job. No money you put out will bring greater returns. Send to Secretary John Young, 1170 Broadway, New York, for a prospectus and sample advertising matter. Send your little \$5 or \$10 along at the same time.



SMALL WOODEN CRADLE.

Sweetheart Roses and Forget-me-nots Used in the Arrangement.

St. Patrick's Day.

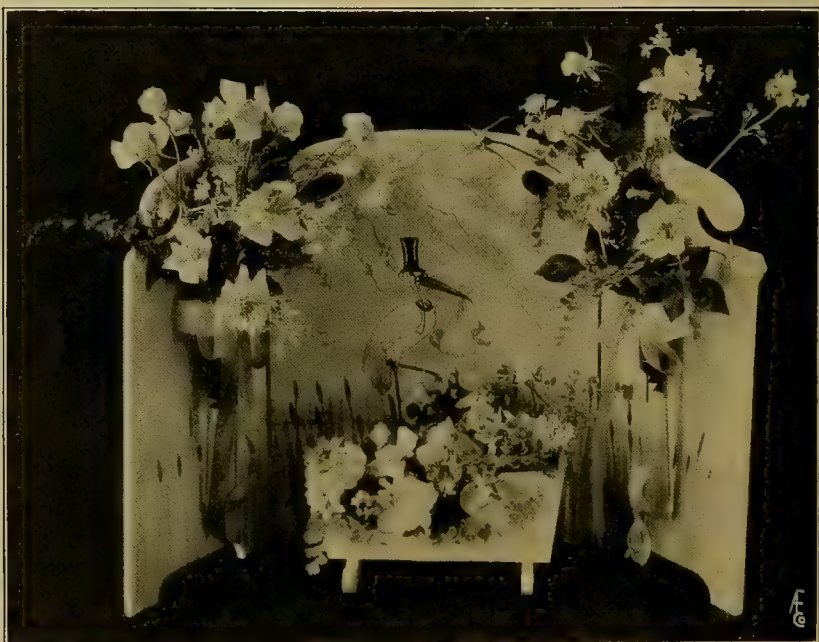
The seventeenth of March is the birthday of St. Patrick, the patron saint of Ireland, who drove out the snakes and otherwise exerted his influence for the betterment of the tight little isle. A very attractive window display featuring this occasion is sure to attract attention. While it is not in any sense a floral holiday, yet there are a number of public society and club dinners, and also home entertainments that are worth catering to.

There are a number of conceits, such as small high hats filled with growing shamrocks, clay pipes, small wheelbarrows, mortar and brick hods with the same. Miniature harps, with shamrocks at the base, are attractive. Shamrocks in various sized pots and some fashioned after the clover leaf are good stock to carry. Good sized potatoes with a portion hollowed out to admit a plant of shamrock, and tied with a green ribbon are unique and find a ready sale. The green carnation appears to belong to the day. Good, fresh stock, picked and sent in before being placed in water is best. If placed over night in water, not too heavily greened, they will take on a very good color and last quite a while.

Wm. K. Harris, of Philadelphia, Pa., is the champion shamrock grower of the country, raising every year over 60,000 2½-pots under contract for a department store which gives them away to its customers during the week before St. Patrick's day.

A display with Irish flags, a good sized harp made of separate leucothoe leaves, with green miniature electric lights, is showy and conspicuous for the window.

pussy willows; they will sell if you put something artistic in the finish. One man has to show you the point in his funny story, while another keeps you convulsed. It is just the same with arrangements of flowers; the \$1 or \$1.50 tumbler basket is sold by the hundred in some shops, while they hardly move in others. It's the arrangement, the quantity, quality and display that do the trick.



STORK PANEL DESIGNED BY JOS. G. NEIDINGER, PHILADELPHIA, PA.

Vases Filled with Sweetheart Roses, Cradle with the Same Variety and Forget-me-nots.



DENDROBIUM NOBILE WITH 130 FLOWERS.

Coals to Newcastle.

She was from Savannah and he was from New York. They had met at the Plaza, and they loved each other. But she had not been able to stay; she had to go home to her people for the Easter holidays, and he had not been able to follow her.

He wanted to be remembered by her, to keep fresh the memory of the northern lover she had left behind her in New York. He did not dare write. Written words were so cold, lifeless, impersonal. A letter was a leap in the dark. A letter might arrive at the wrong time, be received in the wrong mood, read in the wrong spirit; and he would not be there, and all might be lost.

Yes, he would send her flowers.

Roses were for the stage door, chrysanthemums for curbstome brokers, orchids for pork packers, violets for matrons in Persian lamb coats, sweet peas for Harlem shopgirls, carnations for yokels and negro funerals—he dismissed them one after another. He wanted something more select, more elegant, more courteous. He knew how attentive they were to such matters in the south. Then he thought of gardenias.

What could be more delicate, more gracious, more beautiful than gardenias: firm, luscious gardenias, with their deep green, lustrous leaves; gardenias, with their creamy blushes upon their soft, milk-white faces; gardenias, with their lingering, seductive fragrance. Yes, he would send her gardenias.

Gardenias, he found by inquiring at a florist's shop in upper Fifth Avenue, the very best gardenias, were from \$15 to \$18 the dozen. He would send her

the best gardenias. With beating heart he looked up the name of the foremost florist in Savannah and telegraphed him to deliver \$25 worth of the finest gardenias to her home on Easter morning.

Then he waited. He waited for Easter Sunday. He waited for a telegram. Then he waited for a night letter. When that did not arrive, he waited for a special-delivery letter. Two days later he was sure that something dreadful must have happened to her, and wanted to telegraph, but did not dare. The week went by without a word from her.

Two weeks later he received the bill from the florist: "To five barrels of Cape Jasmine (gardenias) and cartage, \$25."—Collier's Weekly.

On Time.

Keeping a close watch on the time of deliveries is most important. If Mrs. Smith has been promised her fernery sent home at 4 p. m. and finds when it is time to place it on the table that it is not there, she is naturally provoked and generally says so over the phone.

As evening approaches, there are frequently long distance deliveries of flowers to wear for the theatre. Sufficient time should always be given to allow for delays enroute, as "lady gone" means loss of both money and frequently a good customer.

SALT LAKE CITY, UTAH.—George K. Uno is now associated with Bailey & Sons Co. of this city.

LAKE FOREST, ILL.—Percy W. Oke, son of Superintendent W. Oke of the E. J. Walters Estate, died March 11 of meningitis, after only one day's illness, aged 20 years.

The Joykiller.

When you are preparing your garden, one of the most prevalent and unpopular killjoys is the unenergetic disciple of unpreparedness, who leans over your fence and discourses on the fact that inasmuch as everybody except a few "wise ones" is making gardens, vegetables will soon be a drug on the market.—Daily News.

Item From the Collection Department.

"Herewith please find enclosed the returned claim of yours against F. O. B. Mr. B. was gardening about two miles out in the country, and we notified him some time ago to call, but as he failed to do so we went out to see him about three weeks ago and found that he did not raise anything this year, so he loaded what little possessions he had in a wagon and left for Oklahoma. We have been trying to find out his destination, but have been unsuccessful so far."

— & —, Attorneys.

The Language of Patches.

A lady advertised for a man to work in her garden, and two men applied for the job. While she was interviewing them on the lawn, she noticed that her mother, on the piazza, was making signs to her to choose the shorter of the two men, which she finally did. When the ladies were alone, the daughter said: "Why did you signal me to choose the shorter man, mother? The other had a much better face." "Face!" returned the old lady. "When you pick out a man to work in your garden, you want to go by his overalls. If they're patched on the knees, you want him; if they're patched on the seat, you don't."—Boston Transcript.

PLANT NOTES.

Cyclamens.

The plants of cyclamen grown from seed sown last fall will now be nice, stocky little plants if properly grown and should be large enough to transplant to 2½ or 3-inch pots. The soil should be live fibrous loam with about one-third leaf mold, and in mixing a liberal sprinkling of sand should be included. In potting, the small bulb should be so placed that the soil just covers it; many leave the bulb out of the soil, but best results are obtained with the young stock to leave the bulb in the soil. Later, after the bulb has grown large and mature, this is not so necessary. The plants should be placed in a cool house and if possible near the glass and where they can have all the ventilation possible. Just as soon as safe they should be removed to frames outside and plunged in the soil even with the rim of the pot. The cyclamen will not tolerate poor drainage and if anything happens to block the drainage the plant quickly sickens. This sometimes happens where the pots are sunk in the soil and is often caused by angle worms. Where these are seen or the appearance of lumps on the top of the soil denotes their presence, they should be removed at once. In the final potting, be sure and place plenty of crocks in the bottom of the pot.

Salvias.

There are few more popular plants for bedding purposes than the salvia and when properly grown they are a great ornament to a garden either as beds by themselves or as an edging for cannas or other tall plants, the dwarf varieties being especially adapted to this purpose. To make a showing in mid-summer the plants should be started early either by cuttings or seeds so that the plants at this time should be large enough for a 3-inch pot and should have been pinched back at least once and beginning to branch. These can be potted into 4-inch pots in April and will be showing bud by the time for planting them outside in June. Such plants of course cannot be sold as cheaply as the late-sown seedlings that are grown closely together, and allowed to run up to a single stem, but it will not take so many of the former plants to fill the same space and the bed will be in flower through the summer and fall while with the latter too often there is no bloom until just before frost, and when the first frosts are early the plants are not in bloom but a few weeks. The early plants are much more satisfactory to the customer and will cost but little more owing to the larger space which they will cover during the season.

Geraniums.

At the approach of spring the geraniums and other bedding stock will make rapid growth and from those which are large enough a top cutting may be taken now. While these cuttings will not make good-sized plants for bedding out, yet they can be grown on for stock plants for another year. It is time now to take account of the stock on hand and look over the amount that has been required in the past, and if it is found that there will be a probable shortage of any

varieties procure them at once. They can be obtained at this time, either small plants or rooted cuttings, at low prices. Many growers lose every year by putting off their buying too late when the prices have advanced to such a figure that there is no profit in handling them. It is seldom that one who has much bedding to do, has geraniums enough, especially of S. A. Nutt or Alphonse Ricard, and this is the time to procure the stock, and if a grower has any room to spare it is good business to stock up with these varieties, for there is a guaranteed sale for all well grown plants in May. The plants that are now in 3-inch pots will require going over often and spacing out, that well-grown stocky plants may be had. If crowded now, tall, weak, spindly plants are too often the result, and when grown in this way are not fit to make a good showing in the bed when planted.

Bedding Plants.

The plants for bedding out in the spring will take not only much of the plantsman's time, but will keep demanding more room, for the growth from now on will be rapid and unless constantly watched and cared for the plants will quickly get crowded and much of the stock injured. The final shift of the geraniums in the northern section of the country may be delayed until the first of April, but the plants should not be allowed to get badly potbound, and they should be given plenty of growing room. The propagating bed should be full of cuttings of the more rapid growing plants and the seedlings will have to be potted as soon as of proper size. The cannas and other bulbs that have been started should be potted and given good loca-

tion for growing on. Now is the time to take account of stock and see of what kinds there is going to be, a shortage and of what there will probably be an oversupply and obtain the first and dispose of the second. This is the time to buy, for the stocks are large and shipments can be guaranteed, and the prices are low compared to what they will be a month hence. The amount of stock that annually goes to waste is large and a little foresight will prevent much of it. Every summer some growers throw away thousands of plants that have cost much in labor and should have made returns. Auction sales in some sections are the means of disposing of much of this stock, but this is generally at low prices. This stock can most all of it be disposed of by a little judicious advertising and letting the other fellows know where it can be obtained. An attendant at any plant sale in early spring will find many growers looking for all kinds of stock. It is often quite difficult to know just how much of each kind of bedding stock is wanted, but as soon as an oversupply is noted let the other growers know where they can obtain it, and place a price on it that will guarantee a sale. It is much better to move it at some price than to throw it away. The wide-awake, up-to-date growers clean up their stock every year.

Sweet Peas.

A sowing of sweet peas made in pots late in March which can be transplanted outside as soon as all danger from late frosts is passed, will give a crop of these flowers two or three weeks earlier than the seed sown in the ground. There is generally a time



BASKET OF SPRING FLOWERS.



CATTLEYA TRIANAE.

A Single Specimen Plant (Not Made-up.)

in late June and early July that the sweet peas in the greenhouses come very poor, owing to the excessive heat under glass and the infection of red spider, and the early sowings outside are not yet in flower. Five or six seeds sown in a 3-inch pot and these placed on the sill or window ledge or on a hanging shelf will make nice stock for planting out after the middle of April and the advantage of those started in the greenhouse over the ones sown in the cold ground will be quickly seen upon trial. They can be grown, so that they will take but little valuable room under glass and the extra expense of this and the labor in transplanting them will be more than recompensed by having fine flowers at a time when most of the stock is in poor condition. The plants that are growing inside will require considerable attention as the sun increases in power; the growth is very rapid and the vines must be kept erect or crooked flower stems will be the result. They should be gone over every day, and where the growing shoots are getting away from the supports they should be fastened to them.

Camellias.

While it is a question if the camellia will ever become as popular as it was years ago, yet there seems to be a growing demand for the blooms of the "Japonica" as it was so familiarly known to the grandparents of the present generation, and the flowers are well adapted to certain classes of work or occasions. A few dwarf plants are now also seen in flower in some of the stores. They are easily grown, the prime requisite being a cool house, one with a night temperature of 45° to 50°.

and the constant care throughout the year that all hard-wooded plants require. The large specimens which are grown for cut blooms may be planted in the ground of the house, first spading in a quantity of leaf-mold and rotted cow manure. The smaller plants are generally grown in pots, firmly planted in the same kind of soil, with plenty of drainage. They do not require repotting often, and when done the shift should be to only one size larger, and this should be done just after the plant is through flowering, for it then starts to make its growth for another season. When the growth starts the plants should be given plenty of water and frequently syringed; in fact, careful watering is the one thing necessary in their culture. They should never become dry, and during the hot days of summer frequent syringings are required, which also greatly assists in keeping down mealy bug and scale, the only two insects to which the plant is subject. The cause of the buds dropping, which will sometimes occur, can invariably be traced to the plant becoming dry some time during its growth. During the summer, heavy shade over the plants will be required, and an abundance of air should be provided at this time.

GRINNELL, IA.—J. P. Skinner has been appointed superintendent of the flower and plant division at the Grinnell fair which will be held August 19-22.

BRATTLEBORO, VT.—Fire, February 21, caused a loss of about \$1,500 at the range of Carroll N. Bond. The Easter lily stock was destroyed and the boiler room and two houses damaged.

How Florists Can Help Garden Movement.

Address by Arthur H. Smith, Boone, Ia., at meeting of Iowa florists at Iowa State College, Ames, January 29, 1918.

The other day I had the value of the garden club movement brought to me in a little different light. I was talking to an undertaker. His observation was that his business, together with that of his friends in the trade, was very light last summer, due, he thought, to the fact, as he put it, "People were eating out of their gardens." The exercise and fresh air it takes to make a good and successful garden are, we know, important factors in the maintenance of health, which means greater effort, greater efficiency, greater results and the great result of winning the war.

A few million gardens can produce, as we know, a few million bushels of potatoes, a few million beans, a few million each of many kinds of vegetables, which, in the aggregate, will feed a few million people, and that is the result we are after. A short time ago, the coal miners in this district gave a few hours' work, the operators gave the few tons they dug to the Red Cross, and it amounted to about \$1,500. In the garden movement, we are restricted less probably than in any other line, as we are all in a position to do something, especially in Iowa.

To get right at our subject of helping the garden movement as florists; we are all willing to help, of course. It is our duty to help, and we will help. In our particular case, we will materially increase the growing inside of early vegetable plants. By the judicious growing in the greenhouse of sufficient quantities of vegetable plants, and by getting them early, we can ad-

vance the season for many vegetables, some one week, some two weeks, and possibly, some a month. By advancing the season on cabbage, tomatoes and other vegetables grown in this way, we cut down the demand on non-perishable food stuffs and on canned perishable food, which will allow these products to go to more needed parts of the earth. If we all do this, and a large number of our people benefit thereby, if we advance the season even a day—in the aggregate we have done a great deal. This, to me, seems the chief way in which we can directly benefit the cause.

All florists conduct a sort of an information bureau for all horticultural and gardening subjects. We try to answer all sorts of questions on why this or that plant died, what to do for the little green bugs, and what makes the little brown spots on the under side of fern leaves, etc. We can extend this bureau a little; we can answer questions relative to gardening; we can advise on planting times and seasons, harvesting and storage. The canning and preserving will need to be handled by some other department, as we do not start in on that until it is time to eat.

Many florists have considerable waste land around their greenhouses. This can be put to better use. We can plant these extra spots to something to eat. We can take care of them during our extra time and grow enough for our own use, and some to sell.

There is one other way in which we may be of some assistance in winning the war by stimulating food production, and that is advertising. I saw not long ago, an article that advertising would win the war; certainly it has done a great many things. In our literature that we send out from time to time to our customers and friends, we can incorporate in the copy, suggestions that will be helpful in the way of practical information on gardening, as well as suggestions that will boost the idea. It is get together and push that counts; it is what we say and what we think that moves us along. If we talk right and think right, we will move along right. If we talk about this movement on every occasion, think about it, print it, and boost it, we will advertise it, and our reward will be the desired results.

In a general way, I would say the florists are willing. They can advance the season, they can give assistance in the way of information, they can use their waste land, they can advertise push and boost. I do not think I say too much when I say they will be glad to do all of these things that we may all rejoice that the war is won.

OZONE PARK, N. Y.—Alfred E. McCormack, a florist here for a number of years, died recently, aged 40 years.

HAMILTON, ONT.—Major John Connon, who has been in ill-health for more than a year, is now showing much improvement.

NEWPORT, R. I.—Gibson Bros, in the interest of coal conservation, have closed their retail store, and will, for the immediate future, conduct all business from their greenhouses.

RANTOUL, ILL.—The Daily News is asking business men to help the appearance of the downtown section by placing window boxes with flowers in front of their establishments.

ORCHID TALKS.

Easter Orchids.

The unusually long, severe winter, and the early date on which Easter falls, may find a slim supply of orchids in bloom this season. The past year has shown a considerable increase in the number of phalænopsis plants grown by several florists for cut flowers, and these should be quite plentiful for Easter. *Phalænopsis amabilis* and *Rimstadiana*, for white, and *P. Schilleriana*, for pink, are the best, but to be certain that these flowers will keep well after being cut, they should be left on the plants several days after the last bud on the spike has opened. The first two varieties, if cut above the third joint from the plant, will produce another spike in about six or eight weeks' time, and if the plants are healthy and strong, no ill effects result from the extra strain.

Phalænopsis Schilleriana, for some reason, is not so generous in producing extra spikes and rarely breaks a second time, so the entire spike must be taken off when cutting, as often the larger stem is useful. *Cœlogyne cristata* will come in handy this year as a pot plant for decorating. This orchid generally blooms in the later

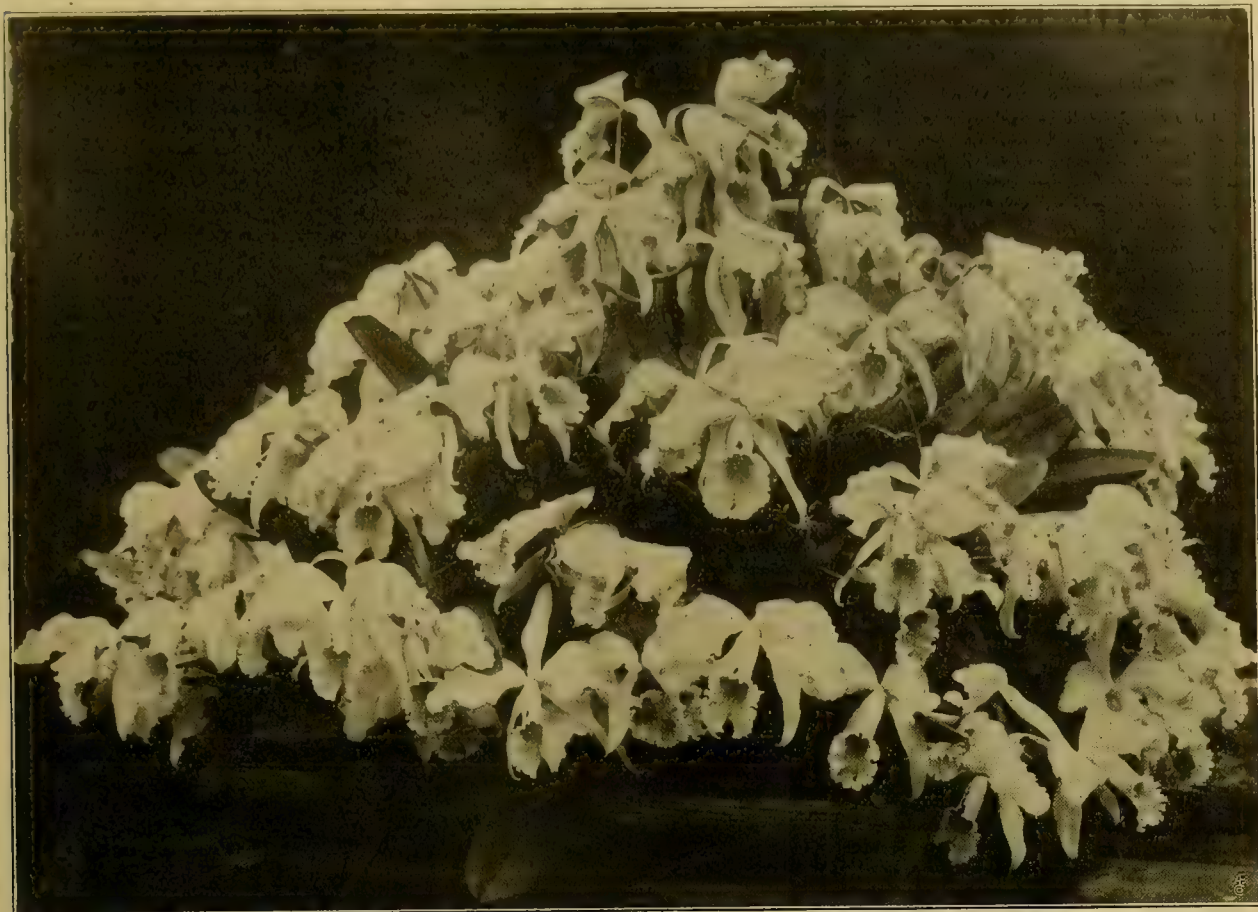
days of February, but with the troubles of this winter that the florists have had keeping up the heat in their orchid houses, it will bloom much later, so the early Easter will be a benefit to this variety. Another orchid useful for this season is *Cœlogyne flaccida*, the spikes of which are longer than *cristata*, though the flowers are smaller. As a basket plant it will be found very attractive.

It is over three years since any importations of *Dendrobium Wardianum* have arrived from India or upper Burma, and as the life of these plants under our present methods of cultivation is short, the supply of these this year for Easter will be short also, but *D. nobile* and numerous hybrids should be quite plentiful. Some of the so-called evergreen varieties, *D. densiflorum*, *D. thyrsiflorum*, *D. chrysotoxum*, etc. (all yellow), should be in evidence, and can be used with good effect.

There are several epidendrums that prove showy when massed together, especially the tall-growing varieties, such as *E. radicans*, *E. O'Brienianum* (bright red), *E. Boundie* and *E. Kewensis* (pink and red). These last are most effective under artificial light. *E. Stamfordianum* (yellow and white) and the pink variety, *E. Stamfordianum* Wallacei, have shorter spikes, yet will be found useful.



TUMBLER BASKET OF SPRING FLOWERS.
Daffodils and Daisies.



A WELL FLOWERED SPECIMEN OF CATTLEYA MOSSIAE.

Laelia purpurata can hardly be in this year for Easter, but when Easter is late there is no trouble to get this noble variety in on time. *L. cinnabarina* (orange scarlet) and *L. flava* (yellow) come in for an early Easter without trouble. Both these late varieties have long spikes for cutting.

As a showy pot plant, there is nothing better than *Miltonia vexillarium* for this season. Unfortunately, it is useless as a cut flower, but well flowered specimens always meet with ready sale. It is known as the pansy orchid, from the resemblance it has to that spring flower. *M. cuneata* and *M. flayiscens* are the best of the species for cut flowers at this season.

Some of the odontoglossums are always on hand for Easter. Perhaps the easiest to grow for the commercial man is *O. pulchellum*, known as the lily of the valley orchid. The color resembles this flower and it makes long spikes most suitable for cutting.

Of the oncidiums perhaps *O. sarcoodes*, with its chestnut colored spikes, often six feet long, commands some notice at this time, with *O. Marshallianum* and *O. concolor*. The first has long spikes of yellow bloom nearly three inches across, always very attractive, and the second is dwarf with flowers much after the color of the English primrose, which makes it very seasonable. *Vanda cærulea*, the well-known blue orchid, will be found useful for Easter.

There are always some late-blooming plants in every batch that come right for this season, but the orchids that are coming more to the front each year for Easter are the cymbidiums.

This family, through extensive hybridizing, is growing rapidly. The long, arching spikes of various colors for show purposes can not be beat. For cutting, or if kept on the plant, it has no equal for lasting in the orchid family and is bound to become more popular. Any enthusiast will make no mistake in getting a good stock of this family when obtainable.

Many hybrid cypripediums may be cut at this time, and usually there are many varieties that are at their best, though the florist's kind (*insigne* and *C. Leeannum*) will be past long before Easter.

The best cattleya for Easter without doubt is *C. Skinnerii*, yet few appreciate it, but it must be seen growing on nice-size specimen plants before its beauty is noticeable. Healthy plants, with two or three good spikes, look well either in natural or artificial light. This cattleya has few equals for general decorative work and can be had in quantity, whether Easter is late or early. Unfortunately, this class of cattleya has not been pushed enough, consequently there have been few calls for large importations into this country. True, as a cut flower it falls below any of the labiate sections of cattleyas, but with *C. Skinnerii* its good-points are not seen till it has been open on the plant for two weeks at least. Then every day, for another two weeks, it will become deeper in color, and never fails to show up to good advantage against the white Easter lilies at this season. *C. intermedia* comes in flower with this species, but is not nearly so attractive, yet the hybrid between the two, *C. Belairensis*,

is a most desirable variety to have as a cut flower. For table decorations it has few equals, and what is more in its favor, it will bloom twice each year, generally at a time in the summer when other cattleyas are scarce, so it is a variety that florists should grow more than they do. The *C. Skinnerii* parent puts more color into the flowers than is seen in most of the hybrids derived from *C. intermedia*. *C. Belairensis* belongs to a class of hybrids that are becoming more popular.

For a long time *C. Schroederæ* has been looked upon as the Easter cattleya. Unfortunately, its pale color is against it, and it does not find a ready sale if *C. trianae* or *C. Mossiae* are around. This year *C. Mossiae* seems later in pushing up its flowers, so *C. Schroederæ* may meet with a good demand. Of course, with the above species there are always a few *laelia-cattleya* hybrids that a growing demand is being created for all the time, and no commercial florist is up-to-date who is without them.

C. Y. PRIDEPE.

MINNEAPOLIS, MINN.—The L. S. Donaldson Co. ran a large advertisement in the local papers recently, announcing a closing-out sale of all plant stock, as they were shutting down their greenhouses to save fuel.

COLUMBUS, O.—The florists' association has elected the following officers for 1918: Professor A. C. Hottes, president; W. Stephens, vice-president; E. A. Munk, secretary; E. Helm, corresponding secretary; W. J. Engel, treasurer.

THE ROSE.

Potting Off the Cuttings.

The young rose stock should not be allowed to stay too long in the cutting bed. They can be taken from the sand when the roots are about half an inch or a trifle longer, as it is far better to have the roots make in good soil than to weaken the constitution of the plant by having them overrooted in the sand. A good stiff clay sod soil (the stiffer the better) with plenty of grass root fibre is the ideal rose soil, and if the soil is a light sandy loam, one need not look for the best results and some clay should be added to it, even if a pure subsoil. The proportions we usually use in preparing the potting soil for cuttings is three parts soil to one of thoroughly rotted cow manure. If the manure is on the outside and unprotected, it can be brought in, placed in flats over the boilers, or in some place where it will become dry enough to rub through a $\frac{1}{2}$ -inch mesh screen. The soil should be run through the same screen, and it will be advisable to have the soil moist enough to pack firmly, but in no wise sticky. Pot firmly and keep the root crowns well up towards the top of the pots; $2\frac{1}{4}$ -inch pots will be about right for any of the cuttings except American Beauties. We prefer the $2\frac{1}{2}$ -inch pots for these.

Remember, that in order to have strong, well grown plants for any purpose, they must have a suitable location; place them in a house that will allow them the maximum amount of sunshine, and one that is not draughty. They should be placed on raised benches that can be syringed from both sides. Set them on a layer of ashes, packed firmly. The ashes should be finely screened and about $\frac{3}{4}$ to one inch in depth, when firmly packed. Never plunge the pots in the ashes, as this will cause the roots to turn black and eventually rot from overwatering and lack of air. The side boards to the bench should not be higher than the top of the pots, otherwise, one cannot syringe the plants properly, and for that reason red spider will soon be in evidence.

Of course, the freshly potted plants will require shading for several days, or until new root action has taken place. We have seen some growers place newspapers right down on the foliage for shading, which is a very poor plan. If one uses papers, they should be placed in a light frame work, six or more inches above the tops of the plants, so as to allow for the circulation of air. We have always advocated the use of light frames covered with light weight cotton cloth,—something heavier than cheesecloth will answer—muslin of any kind, and these can be put away after using in some dry place, and if cared for, will last several seasons. They will also come in quite handy for many uses during the season. The plants, often being potted and placed on the bench, should be thoroughly watered, preferably with medium rose, by hand, with a watering pot. First go over them, filling the pots, then again water them an hour or so later, so that they will be sure to get the water evenly throughout the pots. New pots should be soaked before using them, and old pots (if very dirty) should be washed.

Do not fail to keep an eye peeled for green fly and spider. A light fumigating as a preventive, once in about every 10 days, will usually do the trick. And another very important matter is to go over the lot of plants every day before watering generally and spray the dry plants with a can, otherwise it will be impossible to have a uniform lot of plants, and, besides, the bulk of the plants will get overwatered or the dryest will become trash. One must exercise the greatest care and skill when handling the young stock at every stage of the game; then, if they are vigorous when benched, watch them hump themselves. Really, it is a waste of time, money and bench-room to plant anything but good, healthy young rose stock.

A few suggestions to those who are fortunate enough to have a few manetti stocks for grafting purposes. The stocks seem to be as scarce as the proverbial hen's teeth. The writer having the luck (?) of finding three-quarters of all manetti stock received "dead as a mackerel," we trust the other fellows have been more successful, and according to the price asked for them we think it would be good business to grow our own stocks until better prices prevail. However,

for a successful strike one should prepare carefully. A case placed where it will be shaded all day by a partition between two houses will be less troublesome than to have to resort to shading by using cloth. The shade should not obstruct all the light, and if required it should be placed next the roof instead of placing it directly over the sash on the case. The bottom of the case should be housed in by using building paper to hold in the heat, and sufficient radiation used under the case to heat the case to at least 75° when the thermometer is touching zero outside. If the bottom of the case, when preparing it, is covered with a good layer of moss, over which about an inch of finely screened soft coal ashes is placed, firmly packed and given a good soaking, there will be hardly a chance for the grafts to dry out before they are far enough advanced to be gone over and the suckers removed and the ashes rewatered.

We have gone over the matter in detail, describing the method of grafting so many times that the work must necessarily be quite familiar to all, and we will shorten up the suggestions, giving only the most essential for good results. Be sure that the temperature, as stated above, can be reached at all times, also that the



EASTER PLANT BASKET.

Heather, Azalea, Primula, Ferns and Foliage Plants with Plaid Ribbon.

case is as nearly air-tight as it is possible to make it.

The next important step is to have the manetti started a little at the roots. Use them as soon as the sap starts to run. Use only good, firm wood from flower stems. Some growers leave several eyes, or scions, when cutting the buds. These make the very best grafts. If flowers are to be sacrificed for grafting wood, they should be snapped off when showing color strongly and the stems left on the plants to ripen for four or five days. This will enable one to use practically all the eyes on the stems, except the ones nearest the buds, which will, in most cases, be found opposite each other and carrying no foliage. When grafting, the slanting cut on the scion should seldom be larger than five-eighths of an inch. Too long a splice is not desirable. A case well prepared should require no attention for 10 days, except to keep the temperature even and around 76°, as the moisture from the wet moss and ashes will furnish condensation enough to supply the plants. Of course, the pots should not be allowed to become dry, but this can usually be entirely overcome by giving the manetti a good soaking before placing them in the case. Never attempt to do anything until the callous at the union is fairly well ripened, and be sure to wrap them as tight (when tying on), as possible, without bruising the scion. If the raffia is split once, and kept damp, the tying will be easier and very little bruising of the scion will be done. Do not be in too great a hurry to take the sash off. Air very gradually; start with the thickness of a label, and at the least sign of wilting, spray them with a fine spray and close down immediately. After four weeks the grafts can usually be placed on a sunny bench out in the house, where they will have to be shaded for several days from intense sunshine and sprayed frequently. This about covers the job, and if one uses ordinary intelligence, there should be no reason why (with the proper equipment and good manetti stocks), there should not be a satisfactory strike.

E.

Bud Development of Roses Desirable.

The Ophelia is one of the most popular forcing roses—its exquisite form and coloring have made it a universal favorite. To bring out its greatest beauty, it should be well colored, which condition is best secured, when, particularly during the winter months, it is allowed to come to a full soft bud just ready to burst or a trifle open before cutting. Buds that are cut tight, and open out in the store, are not nearly so perfect and salable as those that remain one or two days longer on the plant.

The Russell was a failure at first, as the buds, cut as the majority of other varieties, did not open or were so long developing that the color faded out. It was finally discovered that if allowed to come to perfection on the plant, it still retained good lasting qualities, and it at once became one of the most popular varieties.

The American Beauty is another rose which reaches its greatest perfection if not cut until partially open. Retailers, near the source of supply, and who are particular that their patrons shall have the best, arrange to have



RHODODENDRON IN POT.
Decorated With Mat and Pussy Willows.

roses selected in this way by the growers and packed in boxes addressed to them so as to avoid rehandling in commission houses. Roses such as these, when properly "cured," that is, soaked or stood in water over night in a cool place, will last as long as the tighter buds and are always a better color. These latter are frequently cut too soon, or before they contain the necessary life substance to bring them to maturity.

Roses that are to supply markets which require a 24 to 36 hours journey, must, of course, be cut fairly close, but even much of the stock that is used for this purpose, is so undeveloped that one wonders if it ever matures, or is wholly satisfactory.

These remarks apply to the buds of the winter months. After March 15, when the sun's rays become more powerful, buds will not be allowed to go so far, as they come to perfection much quicker, and have a shorter life when cut.

Roses of the full, double type, such as Francis Scott, Key, Mock, Milady, etc., should all be fairly well advanced on the plant before cutting. They require more careful handling, but their finished appearance in form and color and much larger size, renders them more salable and of greater money value.

K.

Renaming Roses With German Titles.

SCHEME OF FRENCH ROSARIANS.

"Must we await the end of hostilities before we rename our roses?" This is the question that the French florists are asking themselves.

The administrative committee of the Society of Rose Growers of France, on the proposition of Monsieur Clement Nabonnand, has decided to proscribe the former names of nearly 250 varieties of roses whose origin, or development has come more or less directly from German sources. Sometimes they have borne frankly Teuton appellations of the royal houses, some Kaiserin Augusta Victoria or Margravine; sometimes a less noble name, but one equally German; sometimes they were due genuinely to German cultivation, though of late those very roses may have become indigenously French.

At all events the war is on in France on all things German. It may be true that art knows no nationality; no more does the cult of the rose, but the undercurrent, which is running through the French mentality, is such that all is to be banished henceforth from Wagnerism music to Austrian Merry Widow waltzes and Frau Karl Druschki roses.

With a certain justification, French caravans of florists have in times past returned from their periodical voyages Outre-Rhin, lauding the virtues of

German horticulturists in general and their processes in particular. Often they mocked the taste of the bouquets and corbeilles, which had been pressed upon them at parting, but they invariably came back to la patrie, enthusiastically advertising the German industry of floriculture in a most intensive manner.

Little by little, before war began to stalk through the land, even, there was an occasional outbreak of discontent and unwillingness to admit that their own bel pays de France had not quite as much to its credit as Germany. Indeed, judging by the rose shows at L'Hay, at Bagatelle and in the gardens of the Luxembourg, the complexion was entirely French so far as the conspicuous exhibits were concerned.

There was this much to go on at any rate, even if the commercial growers of the French and Italian Rivières were four parts Germanized out of five. Not even they will suffer though if the Tausendschon becomes Mille Fois Belle; the Vielchenblau, Violet Bleu; or the Frau Karl Druschki (actually of French origin, claims the Société des Rosieristes de France) Reine des Nèges.

The Roseraie de l'Hay—a veritable temple of roses—owns to 8,000 varieties and it is not anticipated that there will be the least difficulty in re-baptizing them all at the crucial moment, since, for the most part, they were brought into this world, or to maturity, by the patient skill of the French themselves.

Besides this attitude to be the categories, Madame X., Mademoiselle Y. and Monsieur Z. (a process of nomenclature which has been sadly abused) one even now recognizes the Perle des Rouges, Souvenir de L. Malmaison, Soleil d'Or, Merveille de Lyon, Rose du Roi, Ma Capucine, l'Innocence, Petite Ecossaise, Mignonette, etc.

A little historiette on the Frau Karl Druschki, and then done with it, a historiette of French origin, be it admitted:

"C'est une rose blanche, a bit too heavy, too stiff, trop charnue, but of admirable qualities of strength and brilliance."

"It was born of two roses purely French, the Merveille de Lyon and Madame Caroline Testout."

"Et comment Merveille de Lyon et Madame Caroline Testout ont-elles fini, après mariage, par s'éternuer une Druschki?"

"Mystère, Commerce, Betise!"

"The grand masters of French floral science have one and all the hope that with the end of the war not a Germanic root or branch or prefix or suffix will clutter up the rose gardens of France. They are as much a plague to be eradicated as any cryptogrammic malady lying buried deep in the heart of God's most beautiful flower."

The sentiment is manifestly French, but it is apropos.

FRANCIS MILTOUN.

Roses for Mothers' Day.

ED. AMERICAN FLORIST:

A number of local-rose growers who have been running their stock quite cold on account of the lack of fuel would like to know when and how the plants should be started to have them in bloom for Mothers' day.

Illinois.

A. F. C.

In answer to numerous inquiries asking how one should start their plants which have been run quite cold

on account of the lack of fuel, we will state that it all depends on just how cold the houses have been allowed to get. And as we cannot arrive at anything definite as regards this, we must handle the matter rather as a guess. However, the plants must be started at once and the rose houses brought up to their normal running conditions regarding the temperature, watering, etc. Three or four days should suffice to bring the temperature up gradually, and if the plants have been run very dry, they should be watered sparingly at first, taking a good soaking about the third or fourth watering. An even temperature should now be maintained for the rest of the season. As soon as the growth starts up (if there is no very great loss of foliage) the plants should have a mulch of cow manure. Either barnyard or shredded sheep manure will answer, and as bright and more moderate weather can be reasonably expected to follow now, there need not be any great expenditure of coal money employed to keep the temperature up to normal. At this season, the timing of the crop shortens up considerably, and from 40 to 45 days should be sufficient time to bring in a crop from a pinched growth, that is, just setting bud. Mrs. A. Ward will take about 40 days and Mrs. Geo. Shawyer will come along in about the same time, Sunburst in about 42 days

and the Killarneys around 45 days from time of pinching. This timing is about right for normal weather conditions and is about as close as the writer can figure it out from long experience, so those that are looking for Mothers' day roses can figure that if the time of pinching is a week longer or shorter than the time allowed here, the consequences are that they will miss it. As a last suggestion, it is well to remember that it will be at least 10 days to two weeks before the flowers bloom after they first begin to show color, so do not be in too great a hurry to cool off the houses when they first show color unless the time is longer than stated above.

E.

POCATELLO, IDA.—Miss Mabel G. Atkins has opened a flower shop on West Center street.

DAYTON, O.—J. W. Rodgers has filed suit against the Miami Floral Co. and R. C. Corwin as receiver, setting forth a claim of \$1,034.31.

AMBOY, ILL.—The Amboy Flower Shop has made improvements at its establishment and presents a very attractive appearance.

ADRIAN, MICH.—John Watson, for a number of years assistant superintendent of the greenhouses, has purchased the Oakwood Flower Shop on East Maumee street.



PAN OF LIGHT PURPLE HYACINTHS WITH LAVENDER MAT AND CHIFFON

National Publicity for Flowers.

Very encouraging reports have been received as to the St. Valentine's day business done as the result of the full-page advertisement which appeared in the Saturday Evening Post. These reports come in chiefly from those in the trade who, through their individual efforts and the service supplied by our promotion bureau, linked up with the national advertising. Some of these efforts took the form of co-operative advertisements in the newspapers, large spaces being used. We have on file clippings of some of these advertisements, among them the following:

A large space in the Lexington (Ky.) Leader, inserted by Michler Bros. Co., John A. Keller Co., and Keller-Florist. A half-page advertisement in the Post and Bridgeport Morning Telegram of Bridgeport, Conn., subscribed to by the "Retail Florists of Bridgeport," under the leadership of Carl Reck. A page advertisement in the Post-Standard, Syracuse, N.Y., subscribed to by W. E. Day Co., P. R. Quinlan, Morris Zogg Floral Co., Werner Bultmann, and Wheadon & Johnston. A half-page advertisement in the Washington (D. C.) Times, subscribed to by Gude Bros. Co., Geo. C. Shaffer, Geo. H. Cooke, Z. D. Blackstone, and Oehmler Floral Co. A quarter-page advertisement in the Post, Houston, Texas, subscribed to by Kerr the Florist, Boyle & Pendarvis, Kuhlmann Floral Co., Inc., and Carroll, Florist. A half-page space in the Omaha (Neb.) News, including large advertisements of Hess & Swoboda, John H. Bath, Rogers, Lee L. Larmon, Brandeis, and Alfred Donaghe.

The New York Herald carried about three columns of florist advertising, and arranged it under a story supplied by the bureau. The advertisers were: C. A. Dards, J. H. Small & Sons, G. E. M. Stumpp, A. T. Bunyard, Max Schling, Warendorff, Alex. McConnell, M. A. Bowe, Hession, Young & Nugent, Alfred Kottmiller, N. Christatos, and Malandre Bros. The Cleveland florists made their usual generous display, and Henry Penn, of Boston, reproduced in his advertising the national advertisement, full size. Ten live retail florists in Cincinnati used a large advertisement in the Post. Hundreds of other florists throughout the country made direct appeals through their newspaper columns, as evidenced in the pile of clippings preserved in the bureau. No wonder that the St. Valentine's day business was good and eclipsed all records. The money used in the national magazine advertising is well spent when florists can, with a little enterprise on their own part, draw huge chunks of benefit from it to themselves. The benefit is large and will stand an enormous call upon it. Florists who have not realized this will do well to get in touch with our promotion bureau and learn of the "helps" provided to do for them what no other power can—reach out and bring in the results of plans well thought out and equally well executed. There should be no "slackers" in the conduct of this campaign. The results so far secured are quite sufficient to assure the most pessimistic that a continuation of our campaign is justified and that the efforts of those who have been farsighted enough to anticipate such results and furnish the wherewithal to accomplish them should be backed up with contributions for "carrying on" from all who have "just waited" to see.



AZALEA HINODEGIRI.

Trimmed with White and Deep Pink Paper, Tied with Tasseled Cord.

The publicity committee and the publicity finance committee are to meet in joint session at the society's offices in New York, Saturday, March 16, where further plans for publicity will doubtless be devised.

Copies of the booklet in colors, "Say It With Flowers," are now available, and are supplied at the following rates: Lots of 250, \$8.50; 500, \$15, and 1,000, \$28. These prices include the purchasers' imprints. These booklets should prove to be valuable sales helps.

The transfer signs and the glass signs are now on the way to those who have ordered them. Existing conditions, the manufacturers say, have been responsible for the delay, the trouble in getting supplies of material hampering them greatly.

The big demand for newspaper electrotypes linking individual advertising with that of the magazine advertising has been satisfactorily met. Anyone anticipating using the Easter electrotypes should send in his order at once, as parcel post mail is not quite as efficient as in normal times.

Chairman Asmus of the publicity finance committee reports the following new subscriptions to the fund, annually for four years unless otherwise noted:

Frank D. Siebert, Wheeling, W. Va. \$	5.00
John Eitel & Son, Greencastle, Ind. .	3.00
L. B. Westholdy, Evanston, Wyo. . .	5.00
John R. Andre, Doylestown, Pa. . . .	50.00
J. V. Wilson, Bellingham, Wash. . . .	5.00
Gentemann Bros., Quincy, Ill.	10.00

K. Pederson, Ltd., St. John, N. B. . .	3.00
Harold A. Ryan, Cambridge, Mass. . .	5.00
Caspar Floral Co., Caspar, Wyo. . . .	10.00
Rice Bros., Minneapolis, Minn. . . .	20.00
Campbell Floral Co., Calgary, Alta. .	5.00
C. D. Otis, Lake Charles, La.	5.00
Alois Frey, Crown Point, Ind.	25.00
H. L. Crandall, Glen Falls, N. Y. . . .	5.00
Roselawn Greenhouses, Moscow, Ida. .	5.00
G. Bosler, Bridgeport, Conn.	10.00
W. H. Siebrecht, Chappaqua, N. Y. . .	25.00
John Scott, Huntsville, Ala.	5.00
Lewis Flower Shop, Lockport, N. Y. .	5.00
Selah Van Riper, East Paterson, N. J.	10.00
John Connon Co., Ltd., Hamilton, Ont.	10.00
Frank J. Dolansky, Lynn, Mass. . . .	25.00
Chas. W. Pfomm, Bridgeport, Conn. . .	10.00
G. F. Heithal, Bridgeport, Conn. . . .	10.00
John Reck & Son, Bridgeport, Conn. .	25.00
George Pfomm, Bridgeport, Conn. . . .	10.00
James Horan & Son, Bridgeport, Conn.	25.00
The Park Gardens, Bridgeport, Conn. .	25.00
F. C. Foehrenbach, Bridgeport, Conn. .	5.00
Fred C. Kolb, Bridgeport, Conn. . . .	5.00
Engelmann Greenhouses, Bridgeport. .	5.00
George J. Ball, Glen Ellyn, Ill.	10.00
McDonald & Co., Crawfordsville, Ind.	5.00
Aubrey A. Pembroke, Beverly, Mass. .	10.00
W. R. Thomas, Atlantic City, N. J. . .	5.00
L. M. Kresken, Cincinnati, O.	10.00
The Montgomery Co., Hadley, Mass. . .	50.00
B. Katzwinkle, Mendota, Ill.	5.00
C. M. Wagner, Cleveland, O.	25.00
J. J. Hellenthal, Columbus, O.	10.00
Gardeners-Florists' Club, Boston (1 yr.)	50.00
Fred A. Danker, Albany, N. Y.	25.00
Wm. H. Graham, Manchester, Vt. . . .	3.00
Ed. J. Taylor, Green Farms, Conn. . . .	10.00
Frank H. Ford, High Point, N. C. . . .	5.00
W. H. & J. C. Ryder, Wantagh, N. Y. .	5.00
W. F. Deuteman, Bensonville, Ill. . . .	20.00

Total \$ 619.00
Previously reported from all sources \$30,637.00
Grand total 31,256.00

JOHN YOUNG, Sec'y.

The Cracked Boiler.

When through somebody's carelessness, the water in the boiler has all steamed away, and the water then turned on the hot surface causes the inevitable crack, all is not lost. In such a predicament get a couple of quarts of bran, mix with two or three spoonfuls of sal ammoniac and stir in a bucket of water. Then remove the safety valve at top of boiler and through this or similar opening pour the mixture.

The cold water should be kept running to fill the boiler and chill the iron, which contracts and keeps the crack open. As the water seeps through the narrow opening it draws particles of bran into or against the crack. In a comparatively short space of time, from 30 minutes to an hour, a perceptible decrease in the flow will be noticeable. Then start up the fire, when the iron, absorbing the heat, will gradually expand and together with the particles of bran which have been deposited in the crack, stop the leak. The little sal ammoniac in the bran, together with the action of the water on the surface of the crack, will in a short time rust the edges together, making the boiler almost as good as ever.

Last December, the front section of a cast iron boiler at Alburger's Greenhouses, Ridge and Lehigh avenues, Philadelphia, Pa., cracked from the fire door to the ash pit on both sides of the section. It was a bad break and something had to be done quick. They were advised to try the bran. In a short time the fire was going and the boiler has since, carrying four to five pounds of steam, given excellent service. Needless to say it never wants for water.

A pound of soap cut into small pieces and placed in the boiler will when the water boils form a glutinous fluid, or so thicken the water that in seeping through pin holes, loose joints, connections or other apertures, it will leave a deposit which stops the flow of water, after which the rust makes a perfect seal. Plumbers and steamfitters often use this method to close fittings that are slightly defective.

New York Florists' Club.

The regular meeting of the florists' club was held in the club's rooms, Grand Opera House building, March 11. There was a good attendance, much interest in the proceedings, particularly in the two speakers of the evening, Prof. Jacob G. Lippman of the New Jersey state experiment station, New Brunswick, and John Watson, nurseryman, Newark, N. Y.

A. H. Langjahr reported that the committee to entertain soldier and sailor relatives of florists was handicapped by the fact that the boys were not allowed to remain long in this city, but that they hoped to be advised of any florists in service who were expected in town.

Chas. Weathered, for the flower show committee, stated that prospects looked very bright. A number of exhibits from the large estates have been promised, and the Red Cross will be interested as previously. On account of present conditions, the club and the Horticultural Society of New York will underwrite some of the expenses of the Red Cross at the show.

Secretary John Young announced that Wm. Siebrecht had agreed to make a display of cut acacia, properly labeled, and would maintain same during the show. He also stated that the show would be open free to all wearing the United States uniform. John D. Scheepers had prepared an exhibit of bulbs, with a Dutch wind-

mill, etc., which should prove a drawing card. The Red Cross has taken 10,000 tickets, to be disposed of to various chapters.

Frank H. Traendly, delegate to the meeting of the State Federation of Floral Clubs at Ithaca in February, reported and stated that he believed florists of the state could gain by closer co-operation with the college authorities at Cornell. A. Schultheis, who also attended, stated that he had read a paper at the meeting, and was much pleased with the attention given.

Chas. Vick reported that the publicity committee was devoting all its efforts to the flower show for the time being, and that the name of the florists' club was appearing jointly in the local press in connection with that of the horticultural society as managing the show.

The following were elected to membership: P. J. McKenny, 503 Fifth avenue (for life membership); "Jack" Trepel, 480 Fulton street, Brooklyn, N. Y.; Robert L. Roper, Chatham, N. J.; C. A. Peterson, Tarrytown, N. Y.; James McGovern, 122 Prospect Park West, Brooklyn, N. Y.; Paul Meconi, 55 West 26th street, New York; Farrell McGovern, 456 16th street, Brooklyn, N. Y.; Ed. J. Hession, Madison avenue, at 76th street, New York; M. Clements Galuba, Woodlawn, N. Y.; Thomas Burns, Flushing, N. Y.; Morris Christatos, 715 Madison avenue, New York; Albert Friedman, Woodlawn, N. Y. Nominations for mem-

bership were as follows: Samuel C. Gilbert and John Tinney, New York; Chas. S. Perkins, Newark, N. Y.; John Roland Bauman, Rahway, N. J.; Peter Hoebel, Hempstead, L. I.

Mr. Vick then introduced Professor Lippman, who spoke in a most interesting manner on "Commercial Fertilizers," tracing their use from about 1840 to the present time. Feeds for animal stock are getting so high that florists will soon feel even greater need of commercial fertilizer to replace their present supply of cow and other manure. Bonemeal was about the first of the commercial fertilizers to be used, and was treated with acids or else burned to make it readily soluble. Following this came the use of guano, largely from South America. In 1830 the first saltpetre from Chili was brought to London, and in 1865 came the beginning of the use of potash salts, largely from Germany. In 1888 phosphate rock was found in Florida and shortly after in Tennessee, so that it is hoped to find enough potash material in this country eventually to supply our needs. Commercial fertilizers have to contain one of three elements: Nitrogen, phosphorus or potash.

Professor Lippman stated that these fertilizers must possess three characteristics: (1) Concentration; (2) solubility; (3) absence of anything injurious to plants. If florists will acquire a full knowledge of the subject and be guided in what they use by



FUNERAL DESIGN BY GEORGE WIENHOEBER, CHICAGO.

Eight-Foot Heart of Columbia Roses, Rainbow Freesias, Pink Carnations and Cypress Leaves with Two American Flags in Centre. From Maywood Growers for Funeral of the Late Corporal Arthur Luedke, March 12.

local conditions, they will be sure to reap the advantage without any danger to their stock. A maximum of 20 pounds of commercial fertilizer to the 100 square feet of surface in a greenhouse, put on in small quantities through the season, should not be harmful.

Following Professor Lippman, John Watson spoke on "Co-operation in Publicity," relating some of the experiences of the national nurserymen's association.

Some fine antirrhinum and sweet peas were on display, but more exhibits would be welcomed. After recess the session resumed for routine business.

The annual club banquet is scheduled for Saturday night, March 16.
A. F. F.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Bismarck hotel, March 7. President Lautenschlager in the chair. There was a good attendance, but the business was largely routine. The advertising committee presented a very favorable report, showing \$400.00 as the share of the profits from the sale of St. Valentine's day and Mothers' day posterettes and posters to be added to the national publicity fund of the Society of American Florists. It is expected this sum will be materially increased by the further sales of Mothers' day posterettes and posters.

C. C. Pollworth, of Milwaukee, Wis., who was in attendance, occupying the vice-president's place in the absence of O. J. Friedman, explained the Milwaukee method of raising funds for trade advertising. Through the wholesale florists, said Mr. Pollworth, the retailers are assessed one per cent on their purchases and the growers half of one per cent on their sales. The speaker added that the plan had worked satisfactorily thus far and thought it could be easily applied in larger cities by a proper adjustment of the assessments.

Vice-President Friedman, whose arrival was delayed by pressure of business, with his usual vigor and enthusiasm, launched a new scheme for aiding the war garden movement, enlisting the florists to act as distributors of information, each in his own ward or district. The suggestion was favorably received, and, if developed along the right lines without delay, should greatly extend the good work of the central authorities.

The exhibits, examined by H. Van Gelder and Herbert Amling, included the new sweet pea, Columbia, which was given a certificate of merit, and Rose Queen. Zvolanek's Lavender, Heather Bell and Yarrowa, from Geo. Ball, Glen Ellyn; new pink snapdragon, St. Louis, from W. A. Rowe Floral Co., St. Louis, Mo., certificate of merit; new American dyes for St. Patrick's day use, from the Poehlmann Bros. Co., Chicago, highly commended, and novelty vases for St. Patrick's day, from A. L. Randall & Co., Chicago, vote of thanks.

The splendid work of the fuel committee, consisting of Peter Reinberg, August Poehlmann and C. L. Washburn, was warmly commended, likewise that of E. A. Ollinger, the committee's representative on the fuel board, and the committee was continued, to care for the interests of the greenhouse men the coming season.

Among the visitors were noted James E. Jones, of the Advance Co., Richmond, Ind., and R. Williams, of Williams & Co., South Bend, Ind., both of whom briefly addressed the meeting.

Victor F. Bergman and Morris S. Smith were elected members, and W. H. Kirst, 2426 North Sawyer avenue, was proposed for membership.

San Francisco.

ACTIVE DEMAND; MODERATE SUPPLY.

Trade has been unusually active in all lines. The scarcity of roses and other greenhouse stock still continues although most of the prominent growers promise relief before the end of the week. Roses continue to be very scarce and high in price. Russells are scarce, so are American Beauties, the best of the latter commanding \$4 to \$5 per dozen. Russells of good quality bring \$2.50 to \$3.50. Hadley is more plentiful and Shawyer is just now enjoying much favor on account of its extra fine quality. Wards are commanding steady prices and Cecile Brunner is holding up firmly. Red Radiance and Richmond are in ample supply with prices very stiff. In carnations, prices remain about the same as quoted last week. The demand is heavy and cleans up the market daily. Violets are beginning to improve in quality every day. The rainy weather has proved very beneficial to them and the shortage, which has existed during the past week, is being rapidly relieved. The shipping demand is as strong as ever and with the improvement in quality, bids fair to be greater still. Sweet peas are holding their own in price while the quality is getting better every day. This is the first season where the buying public has been able to procure all the latest winter flowering Spencers in the colors desired. Prices range about \$2.50 per 100 stems. Lilies are coming into the market very freely the past week, but owing to the heavy demand for funeral work, prices are nominal with a strong demand. Lily of the valley has not been seen this week, but orchids, especially cattleyas, are very plentiful. The demand is steady with prices holding up in a very satisfactory manner. Gardenias are in ample supply with no especial call. Bulbous stock is beginning to come in more freely every day. Tulips and hyacinths are now very plentiful and are bringing very good figures. Freesias are to be had in large quantities, but none are to be had after market hours. Perhaps the only glut on the market at the present time is the jonquil. These are being brought to the market every day by the wagon load. They are to be had on the street corners by the thousand. They bring whatever is offered. The call for pot plants is steady with a limited selection to choose from. Good rhododendrons move quickly, also good Boston. There are no azaleas or cyclamens, although good Hinodigeri are promised for next week. The supply of acacia in variety and fruit blossoms is increasing every day and is finding the steady demand. Cut eucalyptus in flower is a scarcity this season which is meeting with much favor.

NOTES.

James T. Lynch, for many years a member of the Lynch Nursery Company, of Menlo Park, has been appointed manager of the nursery department of the Hollowell Seed Company of this city. The selection of Mr. Lynch for this position meets with the approval of the trade generally, as his long experience in this particular line fits him for the duties which this office will exact of him. At present his company are exceptionally busy shipping fruit trees and roses to China and South America. Large shipments of seeds have been made to Peru and Chile. The company reports a heavy spring trade.

E. Schreutenhausen, who recently purchased the Sidney Clack nursery, is planting up his new property with all that is best in the way of ornamental trees. He plans to have a very extensive collection, and is devoting a lot of room to English iris and other

bulbs which he says will thrive in that locality. He is also planning a new store on the property.

The window decorations by the Art Floral Co. on Washington's birthday were the finest seen here for a long time. Mr. Matraia entered into the spirit of the times by making a very large American flag of immortelles, with a portrait of our first president in the center. It was greatly admired along Powell street and drew admiring throngs for two days.

The Lynch Nursery Company, of Menlo Park, report a heavy demand for nursery stock of all kinds. The call for fruit trees and evergreens is cleaning up all available stock. Supt. Ellings is around again after a severe attack of the measles.

Avensino Bros., on Geary street, have been making a very attractive display of orchids this week. They report a fine business with stock in nearly all lines very short. They have a heavy cut of jonquils from their own nursery in Alameda.

A. O. Stein, on Sutter street, had several large decorations during the week that kept his staff working overtime every night. Manager Patrick Orr says business was never in better condition than at the present time.

The Golden State Florists on O'Farrell street are beginning to build up a substantial trade and carry a large stock of the best flowers at all times. Their window decorations are unique and draw forth much admiration.

G. Madvig, formerly of C. Kooyman & Co., is preparing to open up a large wholesale house in this city on his own account. He plans to feature florists' supplies extensively.

A. Zirkman, of the M. Rice Co., Philadelphia, is calling on the trade in this city and reports fine business all along the line.

John Bianchini has resigned his position with the Art Floral Company to accept one with Josephs on Grant avenue.
G. N.

Pittsburgh.

BUSINESS IS SLOW.

The market has had plenty of all kinds of stock, with very little business. The supply of sweet peas and carnations exceeds the demand. Bulbous stock of all kinds is also very plentiful. The retail counter trade is very light and funeral work is about the only activity. Roses are still holding up in fine condition with a small increase daily. There should be a good crop for Easter if the weather continues good. Some splendid orchids and lily of the valley are on the market, but the demand is light. Spanish iris is arriving in limited quantities, which sells well each day. Calendulas, myosotis, freesias and yellow daisies have very little call. Violets are a glut and are only disposed of to the street man. He is now in his glory, as he can get any flower at any price, and is a great help to the wholesale houses. Lilies are coming in large numbers, the first time this year, and prices have suffered.
M.

Detroit Bowling.

The Detroit Florists' Club bowlers rolled their weekly practice games March 7, with the following result:

M. Eloy	156	193	175
F. Holzagle	118	187	141
C. Kirkpatrick	148	150	168
J. F. Sullivan	129	97	154
E. A. Fettes	143	133	174
E. Moss	143	150	167
H. Foster	132	91	144
G. Doemling	149	166	178
T. Browne	135	141	118
J. K. Stock	157	150	149
L. Charvat	134	158	134
E. Sullivan	136	144	177
J. Streit	122	142	156

J. F. S.

Detroit.

EASTER STOCK IN FINE SHAPE.

Despite the hard winter that has harassed everyone, the local growers have nevertheless been optimistically inclined, and have prepared accordingly a large and varied stock of splendid plants for Easter, and all of it will be in nice condition for the big week. Azaleas, spiræas and rhododendrons are missed this year from the usual list, but in their stead we find unusually well-grown specimens of roses and extra fine bulbous stock in all sizes. Hydrangeas are in splendid form, and the market has never before been favored with such a large stock, which will be in its prime in due season. A large stock of lilies, which in some cases will have to hustle to be on time, is found with most growers who annually provide them.

NOTES.

Aug. Von Boeselager, Mt. Clemens, Mich., has perhaps the finest lot of hydrangeas to be seen in this vicinity. His list embraces some of the best French varieties of pink and white, and range in size from five to eight-inch pots, with from six to 12 blooms on each. Of Otaksa, many fine specimens in large sizes are sufficiently advanced to be even at present attractive. A nice stock of about a thousand extra size lilies and well-grown bulbous stock complete his offerings in plants for Easter. In cut flowers he will have a fine crop of carnations and roses, the latter including Mock, Opheelia, Killarney, Ward and Russell. Mr. Von Boeselager, whose place has advanced in value recently, owing to its proximity to the Joy boulevard leading to the army aviation field, had no fuel trouble this year, as most of his supply was received early last summer, and this was maintained by regular shipments through the severe winter, the cars coming into his boiler room of great capacity.

Chas. H. Plumb for years has been a grower of immense quantities of bulbous plants, and this year has somewhat increased his quota. He has about 10,000 plants of Easter lilies, all in prime shape and giving him no apprehension as to maturity on time for the demand. Here is seen a splendid stock of Baby Rambler in various sizes, and already so far advanced as to allow time for maturing in cooler houses. His stock of hydrangeas is large and includes some excellent examples of skillful handling. An extra fine and large stock of Boston ferns is one of the principal features of the place. Mr. Plumb has recently acquired another large Federal truck, which will increase his facilities for delivery of plants this Easter.

Miesel Bros., who in former years were factors in the wholesale plant trade, have practically abandoned this feature of the business, as their increasing retail demand requires all they can produce in their limited glass area. This firm had a narrow escape from a hard freezeup during the coldest spell of the winter. The fireman, it appears, fell asleep, and on awakening, in his excitement started a fire in an auxiliary boiler without opening the valves connecting it with the heating system. The result nearly caused an explosion to add to the damage. Before Fred Miesel was called, all the houses had reached the freezing point, but the liberal use of tobacco stem fires through the place averted an entire freezeup.

Joseph Streit, whose reputation as an expert plant grower is easily borne out by the present condition of his stock, has an immense array of pot roses, including nicely trained Tausendschon, Dorothy Perkins and rambblers. Magna Charta and Baby Ramblers are included in the splendid display. Bos-

ton ferns as here seen are most attractive, as also is his nice stock of table ferns. Hydrangeas and lilies are largely grown here. His bulbous stock is being held for after Easter, and some of it may last until Mothers' day.

John Breitmeyer's Sons' Mack avenue greenhouses have the largest stock of azaleas in the city, and a house of well-grown French hydrangeas here are just in time for Easter, and are most creditable to the grower. Pot roses, too, are a strong feature of the place. A large stock of Easter lilies, as well as immense quantities of Dutch bulb stock in various-sized pans, make complete their preparation for the big Easter trade they expect at their three stores.

Beard Bros. have about 15,000 plants and they range in height from 12 inches to probably three feet. The former are mostly from cold storage bulbs. They have a large house of roses, including the Baby Rambler, Dorothy Perkins, Jessie Tausendschon and Magna Charta. Bulbous stock is here a large feature, and large numbers await distribution.

J. B. Dinser is the fortunate possessor of a good stock of azaleas, which he carried over with great care last year, and all of which will be in good condition for Easter. He also has a fine stock of genistas and roses. Mr. Dinser is a grower of great quantities of bulbous stock, most all of which is grown in pans.

Frank Holznagle has in addition to a fair supply of lilies a large stock of bulbous plants and hybrid roses in excellent shape.

J. F. S.

St. Louis.

HEAVY SUPPLY ON HAND.

The market the past week was crowded with stock of all kinds. Carnations and sweet peas were a glut, but in spite of the surplus the wholesalers managed to clean the market almost daily. Roses, while not so plentiful, were equal to the demand. In novelties the market is well supplied. Violets are erratic, one day being scarce and the next day plentiful. If the growers of violets would arrange their shipments more evenly, this condition would not exist. Southern smilax has been very poor. Other greens have been equal to requirements.

NOTES.

W. A. Rowe has been consigning some very fine snapdragons to this market. They are of exceptional quality and have a good call. It is a new variety, a good, dark pink of excellent growth. He is putting the stock on the market for sale, and expects to dispose of quite a few cuttings. Anyone interested in snapdragons should watch for his ad. in this paper in the near future.

The wholesalers and members of the retail association held a joint meeting last week to discuss matters of mutual interest which should result in a great deal of good to both.

J. J. Windler had a fall during the wind storm that visited us March 9 and suffered a broken arm. He expects to be quite proficient with his left arm by Easter.

The warm weather has benefited the plant growers' stocks, particularly the Easter lilies. Other bulbous stock is really coming a little too fast.

J. J. W.

UTICA, N. Y.—F. W. Boyce, florist, died suddenly of heart failure, February 11.

HOUSTON, TEX.—T. D. Long, representing Vaughan's Seed Store, Chicago and New York, recently called on the trade here.

Boston.

LILIES ARE BACKWARD.

Market conditions remain unchanged and stock is good and moving better than ever. Plants for Easter are developing in long strides and the local greenhouse men report more out-of-town orders than ever. Easter lilies are quite a bit backward for this time of year and will need a great amount of forcing to get them in. Tausendschon rose bushes and genistas are now in prime condition. Carnations are holding their own at \$3 a hundred. Roses are a little off crop and very few long stems and specimen flowers among the shipments.

NOTES.

Samuel Truckman, salesman for H. M. Robinson & Co., has enlisted in the naval service and reports for duty at Hingham. The boys of the trade tendered him a farewell banquet at the Elks' home. About 60 were present. After a few musical numbers Mr. Truckman was presented with a purse of gold, the compliments of the flower trade.

The W. W. Edgar Co., of Waverley, is bringing to market Candidum lilies in pots, Darwin tulips, genistas and a large assortment of Dutch hyacinths. They have for Easter trade 30,000 pots of lilies, besides lilac, rose bushes, azaleas, geraniums and begonias.

Edward Bingham, one of our violet specialists, is having very good success this year. He picks on an average of 20,000 a day. Although his English primrose plants froze hard during the cold spell, he expects to start picking this week.

William Sim is cutting and sending to his salesman, Maurice Hannbro, single violets, primroses and several kinds of carnations. Among his best are Alice, Benora and White Wonder.

A. M. Davenport has a large stock for the holiday trade, Easter lilies, azaleas, hybrid roses, Dutch hyacinths, crocus, grape hyacinths, birdsnest fern, and flowering apple and prunus.

Everything is moving along nicely for the flower show for the Red Cross. Large posters, hand-painted and very elaborately done, are displayed in the windows of the large stores.

Thomas Roland has the best and largest stock of rose plants, acacias, French hydrangea, heather, genistas and bougainvillea. Over two-thirds of the stock is sold.

Penn has an attractive window this week arranged with a Dutch garden effect. His business is improving and he is looking forward for a good Easter trade.

John Fee, one of our most successful bulb growers, still remains home with a severe cold. His flowers are being looked after by M. Liebman.

Edward Welch continues to hold his old customers with his business-like methods and pleasing smile. He reports business very good.

Thomas J. Galvin's two stores report good business and had several wedding and dinner parties during the last two weeks.

From the Fletcher greenhouses daily shipments are arriving of Rainbow freesias, snapdragons and English primroses.

B. A. Snyder & Co. had a busy week and continue to book orders for Easter, and anticipate a very busy holiday trade.

Louis Small is sending to market some very good French iris, and blue, pink and white bachelor buttons.

Fred Pettit, salesman at Carbone's, is home with a severe case of tonsillitis.

S. K. G.

BURLINGTON, ONT.—C. F. Coleman, florist, has been elected mayor, and is already making a good record.

Toledo.

FUNERAL WORK MOVES BIG SUPPLY.

During the last two weeks, according to reports received from leading flower shops, business has been very encouraging, due in great measure to large and numerous orders for funeral work, with here and there a decoration thrown in. The variable weather of late has also caused much sickness, with a resultant increase in demand for plants and bouquets for the sick. The milder weather has increased the production of all kinds of seasonable stock, and for the first time in over a year the local market is oversupplied in some respects. All bulbous stock is rapidly increasing and local greenhouses are beginning to foreshadow the rapidly approaching Easter season. Plants such as Flamingo tulips, azaleas, etc., are in splendid condition and are finding a brisk sale. Carnations are more plentiful than the market can absorb, while roses hold firm. Narcissi are also present in large supply and are bringing fair prices, considering the light call. There is enough green to supply the demand. Florists here are optimistic regarding a large Easter business and are making plans accordingly.

NOTES.

For the first time in her long and active career, Mrs. J. B. Freeman, Superior street florist, has been missed for several weeks by her many patrons. She has been confined to her bed with a serious illness. She is now reported recovering. During her absence the store has been in the efficient hands of John Lambert, her new decorator, who came here recently to take the place of Bob Blake. Mr. Lambert is an expert decorator and an interesting man to talk to, because he is well versed in the many phases of the florists' business. He likes this city splendidly, and expressed his opinion that it had a great future as a flower city.

Schramm Brothers are going to try to make April a big month by a strenuous "War Garden Planting Campaign." They have stocked up with a large supply of seeds of all kinds and are going to advertise this feature very heavily. They are of the opinion that with all the agitation for winning the war in the back yard or in the vacant lot, a live florist can get a goodly share of this business if he goes after it. In fact, most people naturally look to a florist for anything in the planting line, and think that he is the proper person to go to for advice. Hence, everything points to a large business.

Miss Helen F. Patten, of the Patten Flower Shop, has returned from a week's visit at Fort Wayne, where she visited friends and relatives. She was a guest at the Flick home. Miss Patten has one of the most up-to-date and flourishing flower shops in this city, is an active member of the Business Woman's Club, and has made an impressive success in the flower business.

Krueger Brothers are working hard to recover from the disastrous losses sustained by them this winter by fire and blizzard. Notwithstanding the fact that their store burned down, and that two large houses were lost by a storm, they are preparing under handicaps for the largest Easter business of their long and successful career.

John Barrow was one of the few growers who had good luck with his azaleas, so much so that he has been wholesaling them to other retailers. Most of them are beauties and are taking well with the public.

Max Spanner is very proud of his sister, Bessie, who is now in active service in France as a Red Cross nurse. She has written him several

interesting letters, describing conditions over there.

Feniger, Adams street florist, has his two big display windows filled with a blooming array of pot tulips, azaleas and cyclamens. He says that sales of plants are very satisfactory and funeral work heavy.

A. C. K.

State Florists' Association of Indiana.

The March meeting of the State Florists' Association of Indiana, held at John Bertermann's country home on the national road, was opened with a recital of "The Star-Spangled Banner." President Irwin Bertermann, being in best of form, kept the assembly interested in the proceedings, and there was something doing all the time. Besides routine work, "Wind and Hail Insurance" was the main topic of the evening. Anders Rasmussen, chairman of the wind and hail insurance committee, reported that the goal was not yet reached, and that more time and more funds were needed. The members were as enthusiastic as ever, and the prevailing sentiment is that an insurance as proposed is more necessary than ever, and that the state florists are going to get this insurance company on its feet, regardless of cost and efforts. A suggestion of providing further means by subscription had the result that \$1,000 was raised by those present in a few minutes. O. E. Steinkamp was added to the former committee, and will henceforth act as secretary of the same.

There were about 40 members present, and lunch and refreshments of all kinds were served after the meeting. Mr. Bertermann's billiard room proved very attractive to the devotees of the game. Anders Rasmussen and E. A. Nelson were unanimously voted to be the "niftiest" with the cue. All seemed to enjoy themselves immensely and the best of spirits prevailed. The members departed with three roof-raising cheers for Mr. and Mrs. Bertermann.

H. J.

Omaha.

INDICATIONS OF BIG EASTER BUSINESS.

With Easter a little more than two weeks hence, the local trade are making active preparations, the feeling being general that there will be no retrenchment in any quarter in the matter of flower buying for this, the greatest of all floral holidays. In view of the fact that many of the young men of the country are serving with the colors, there will be numerous special services in the churches and flowers will doubtless be more in evidence than ever before—which is as it should be. In this vicinity, however, the supply of Easter lilies will probably be none too plentiful, and many local florists are casting about for additional stock from outside sources.

NOTES.

With more moderate weather florists are now beginning to compare this season's coal bill with that of last year—and are shaking their heads sadly. One startling story going the rounds is that Frey & Frey, of Lincoln, used \$2,400 worth of fuel in the first 24 days in January—exactly \$100 worth per day. The heavy coal consumption and attendant cost of high prices have dampened the spirits of many growers who contemplated additional glass this spring, with the result that there will be no immediate enlargements worthy of mention in this section at present.

J. F. Wilson & Sons, Inc., of Council Bluffs, are reported as offering to buy the entire supply of lilies of florists in this vicinity and throughout the state.

A. E. L.

Milwaukee.

EASTER PROSPECTS PROMISING.

There is nothing new to report in regard to market conditions at this time—much the same as that of a week ago, with the exception that funeral orders were more numerous. Prospects in the line of cut flowers for the Easter trade are very promising with most of the growers with the exception of possibly the lily supply. We are much in the same boat as a good many of the other growers in different parts of the country, in that no abundance of Easter lilies, both as pot plants or cut, are anticipated.

CLUB MEETING.

The regular meeting, which was held March 7, was very well attended and several topics of importance came up and brought out a lively discussion. At this time it was decided to have our annual display of cut flowers and pot plants at the April 4 meeting at our regular meeting place. All local growers are asked to make a display of some kind, and out-of-town brethren who have something new or extra fine should not miss this chance to gain a little extra publicity. Chairman A. Hare, of the entertainment committee, reported having arranged a theatre party for the benefit of the club at the Merrill theatre, April 16-18. Tickets can now be had from club members or at either of the three wholesale houses. This being a movie show, a good chance for publicity by our Florists' Advertising Association presents itself. President Kennedy also brought up the S. A. F. advertising campaign and urged more hearty co-operation. As the time for the sale of spring stock is rapidly approaching, the matter of selling price came up for discussion. The fact that the cost of production this season is a good deal greater than ever before, it was voiced that it is out of the question to quote last year's figures. The point of competition by the local gardeners, who in the past have been in the habit of asking less than the florists, then came up with the result that the chair appointed a committee of three, viz., C. Dallwig, H. Arndt, Jr., and the club secretary, to confer with either a committee or the gardeners' association direct in order that they, too, will fall in line.

NOTES.

On March 9-10 we were treated to a severe windstorm, accompanied by rain, sleet and snow, which put a good many telephones out of commission and delayed traffic to a great extent. Up to now no losses at greenhouses have been reported.

The opening of a branch by the American Exchange Bank in the Plankinton arcade March 6 was the occasion for a good day for quite a few florists. As one remarked, "It was a regular flower show."

While growers can now get all the coal they need for the present, the matter of next winter's supply is a point of speculation.

The Wauwatosa Floral Co. is now cutting sweet peas with exceptionally long stems. Stock like that always moves well.

E. O.

New York Federation of Societies.

A business meeting of the New York Federation of Horticultural Societies and Floral Clubs will be held in the office of Secretary Young, 1170 Broadway, New York, March 18, at 4 p. m. It is hoped that it may be possible for each organization to have delegates present at that meeting for matters of importance in connection with the federation of agriculture of New York state are to be discussed.

E. A. WHITE, Sec'y.

THE AMERICAN FLORIST

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We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
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THIS ISSUE 84 PAGES WITH COVERS

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EASTER LILIES are late, and the hard forcing to which many of them are being subjected is not improving their quality.

THE BOYS in France, the Liberty bond sales and Uncle Sam will be aided very materially at this time by the prompt settlement of outstanding accounts the country over.

ALL income tax schedules must be filed before April 1.

FLORISTS everywhere will promote the best interests of the trade by helping the war garden workers in every way possible.

WITH some growers the slogan for 1918 appears to be: "Cut down the production, improve the quality and advance the price."

SHOW the trade what you have to offer through our advertising columns. On account of the fuel shortage, many growers are in need of spring stock for local sales.

GLASS.—Many of the more modern greenhouse plants throughout the country have a greatly increased valuation, from the inventory viewpoint, in the present high price of glass, said to be \$6 to \$7 per box.

President Favors Home Gardening.

Washington, March 13.—President Wilson today authorized Secretary Lane to conduct through the federal bureau of education a nation-wide campaign for school-directed home gardening. The bureau will urge school boards, superintendents of education and teachers to co-operate in making the project a success.

American Sweet Pea Society.

The annual meeting and exhibition of this society had been planned to be held in connection with that of the New York Horticultural Society, but it was later determined to go to Philadelphia, where in conjunction with the Pennsylvania Horticultural Society the display will be given in the large and elegantly appointed Greek hall in the Wanamaker store. The date fixed is Tuesday and Wednesday, June 25-26. A special donation of \$100 to add to the list of prizes by W. Atlee Burpee Co. is a welcome addition.

President G. W. Kerr feels sure that the exhibition will be a great success. A hall has also been tendered for the meetings, all of which space is given without cost by Mr. John Wanamaker.

No Non-Essentials.

In an address to more than 1,000 members of the manufacturers' council of the New Jersey State Chamber of Commerce at Newark, January 21, Warren C. King, director of the council, said in part:

"This talk of non-essential industries should cease. Every industry that pays workers wages with which they must buy food is an essential industry and should be maintained. This country is not going to the devil, and if Dr. Garfield and Mr. McAdoo are unable to cope with the situation there is somebody in this country who can handle it in such a manner that the shackles that are now around the limbs of industry will be stricken off and once more the wheels will turn, not five days a week but the full six days."

Dollar for Dollar.

A savings bank in a New York village of 5,000 people figured up business for 1917. "In spite of the Liberty Loan we have gained \$250,000 in deposits

over 1916," exclaimed a trustee to the secretary. "I call it marvelous."

"In spite of!" echoed the secretary. "You are dead wrong. It is because of the Liberty Loan that we got most of that \$250,000. It represents mainly new accounts." "For the last eight months people who never saw the inside of a savings bank have been walking in here and planking down a dollar a week to buy \$50 bonds." "And a dollar a week for their account, eh?" inquired the trustee. "You have guessed it," the secretary told him.—New York Sun.

"Now, here is the same problem reversed to fit our case," said Henry Penn, chairman of the S. A. F. publicity campaign. "For every dollar expended in this campaign, it will return 10, providing we tie our own local publicity to the magazine advertisements, and thereby bring before the people's minds the effect of the national advertisement. So, send in your subscriptions to John Young, Secretary, 1170 Broadway, New York, who will acknowledge same through our trade press."

Winter of Record Severity Passing.

The winter of 1917-18 will go down in the annals as the most severe ever experienced in this country. This, together with the high price and difficulties in obtaining coal, added to the poor transportation facilities, which latter was probably the most serious handicap, presented almost insurmountable difficulties to the growers and shippers of plants and cut flowers.

The recent mild spell indicates that the worst of the severe weather is over and the trade everywhere is breathing easier. Many lessons have been learned. New ideas of greenhouse temperature and methods in conservation of fuel consumption that were not thought possible have been gained by the experiences of the past season.

With government control of the railways, there is no question but that the direct routings, without the expensive long hauls of competing lines, will greatly facilitate the delivery of coal. The quick moving of first-class freight, as handled by the express companies, should also show marked improvement. With these difficulties out of the way, the business should resume its normal condition, as the demand, except in the higher class trade, has been quite the equal of that of a year ago.

Personal.

John Cook, of Baltimore, Md., left Miami, Fla., for home March 11 to prepare for the Easter business at the ripe old age of 84 years. He has spent the past 10 weeks in Miami, and this is his ninth winter at the resort. Mr. Cook has two promising roses coming on, one a glorified La France and an Ophelia seedling, white, slightly tinted.

E. G. Hill, of Richmond, Ind., who has returned from an extended southern trip, reports the south, especially Texas, very prosperous. His new rose, Columbia, is selling well, and his health is improving slowly.

David Fairchild, of the Department of Agriculture, has purchased a winter home and cocoanut grove in Florida.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Help Wanted—Young lady with some experience in retail store. Apply
 6101 Broadway, Chicago

Help Wanted—Single man for retail place of 5,000 ft. of glass; your morals and habits must be the best. Wages \$10.00 per week, room and board. Address
 H. R. Fisher, Marysville, Kan.

Help Wanted—Good grower of carnations and potted plants. Must be steady and sober. State experience and wages wanted. Address
 Lakewood Cemetery Greenhouses,
 Minneapolis, Minn.

Help Wanted—At once, greenhouse man as assistant on private estate. State full particulars in regard to ability and age. Wages \$75.00 per month. Address
 Arvid Anderson,
 Overlook, Moline, Ill.

Help Wanted: Expert salesman for Easter week. Must be honest and come well recommended. Will pay \$35.00 to \$40.00 with reasonable working hours. Apply immediately to
 White House Florist,
 140 South Wabash Ave., Chicago.

Help Wanted—Gardener to care for lawns, plantations and vegetables near Chicago; no glass; house. Also man to fill good position in the east; married or single may apply. Telephone Wabash 5871.
 E. A. Kanst, 208 So. La Salle St., Chicago

For Sale—Nine lots and three greenhouses, 10,000 sq. ft. of glass, double strength, iron frames, good business. Address
 S. O. Johnson, 3129 W. 20th Ave.,
 Denver, Colo.

Help Wanted—Designer, decorator and plant man that can fill window boxes, plant flower beds, etc., in the spring. State wages and references in first letter. Address
 The F. Walker Co.,
 312 W. Chestnut St., Louisville, Ky.

For Sale—Retail store in thriving town of 15,000, center of business section, near hotel and two hospitals. Attractive store; well equipped; no competition. Many small towns to draw from. Cheap to quick buyer. Party leaving town. Address
 134 W. King St., Martinsburg, West Va.

For Sale—Greenhouses, 14,000 sq. ft. of glass, two dwelling houses and barn on five acres of good gardening land, four miles north of Milwaukee; greenhouses well stocked with carnations and sweet peas; hot water heating, coal on place for season. Address
 Boehlke & Bruggemann,
 R. F. D. No. 2, Milwaukee, Wis.

For Sale or Exchange—For greenhouse property; the most beautiful gentleman's 20-acre fruit farm on the Chicago new oiled stone road; within one mile of the city limits, 1,300 bearing fruit trees, all well trimmed; 1½ acres of grapes; 12-room steam heated residence, with bath, telephone, fine artesian well and large cement basement; four-room cottage; big barn; three chicken houses with 110 laying pullets; pig-pen with pigs; two young horses; one cow; all kinds of good farming tools. Everything in first-class condition. Owner is an expert gardener and will sell or exchange for a good \$10,000 greenhouse near a good city. For further information address
 JOHN FABIAN,
 Route 3, So. Haven, Mich.

Situation Wanted

By good gardener; married. Prefer private place or institution. Address
 Key 882, care American Florist.

Situation Wanted

Married man with 20 years experience wants position as grower of florists' stock or vegetables, indoors or out. First-class references.

ROBERT TOWNE,
 Care of Walden, Lake Forest, Ill.

Help Wanted

Experienced grower of high grade pot plants. Give references and wages expected in first letter. Near Chicago. Address
 Key 875, care American Florist.

HELP WANTED

Single man with experience in general greenhouse work, to work under foreman. Wages \$70 per month with quarters. Send references.

Department of Horticulture,
 IOWA STATE COLLEGE, Ames, Iowa.

Boilers For Sale

Two used Atlas boilers 60 in x 16 ft., 80 h. p. Shaker grates, \$400 each. One Worthington Duplex 6 x 4 x 6 steam pump cheap. Also some pipe and valves.

EDWARD MANIE,
 1421 N. Dearborn Avenue, CHICAGO

WANTED

By large eastern seed establishment experienced buyer of Clovers, Grasses and Grains. Exceptional opportunity for capable man. Address
 Key 877, care American Florist.

Second-hand Pipe For Sale.

A quantity of ¾-in., 1-in., 1¼-in., 1½-in., 2-in., 3 in., and other sizes.

Guaranteed sound. Suitable for steam or water lines. Write us for prices.

BAUER GAS CO., EATON, IND.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼ x 5¼ inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
 440 S. Dearborn St., CHICAGO

New Books--Just Issued

VEGETABLE FORCING

By RALPH L. WATTS

Dean of Pennsylvania State College School of Agriculture

A handy reference for professional growers, students and gardeners interested in growing vegetables under artificial conditions. Cloth bound. 400 pages and 158 illustrations covering a wide range of topics.

PRICE, \$2.00

Greenhouses: Their Construction and Equipment

By W. J. WRIGHT

Director, New York State School of Agriculture

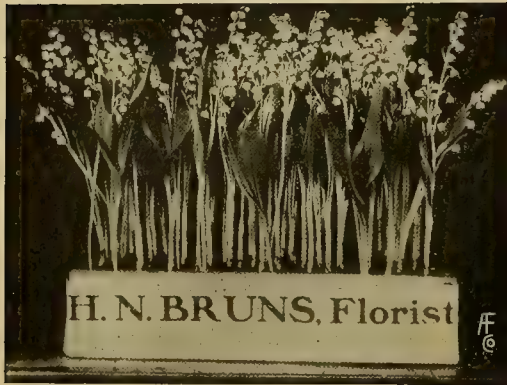
Contains 286 pages of practical data with tables and estimates on different forms of construction, heating and equipment, based on observations and experiences of prominent greenhouse builders and owners extending over a number of years. Bound in cloth, 131 illustrations.

PRICE, \$1.60

AMERICAN FLORIST COMPANY

440 So. Dearborn Street, CHICAGO

VALLEY FOR EASTER FORCING.



Best Holland Grown—From Cold Storage

\$25.00 per 1000

13.00 per 500

3.00 per 100

Order Now

H. N. BRUNS

3040 W. Madison St.,

Phone: Kedzie 1196

CHICAGO, ILL.

Kansas City, Mo.

CALL KEEPS MARKET FAIRLY CLEAN.

The market is fairly well supplied, especially with carnations, which are becoming almost too plentiful, and prices are accordingly lower. Roses are very good and quotations hold firm. The most popular flower, however, is the Dutch hyacinth. Tulips in all varieties, fine jonquils and daffodils and also freesias can be had, both as cut stock and in pots, and many are used in arrangements for hospital orders, which have been numerous. Funeral work is also reported heavy during the week, and many odds and ends have been used up in this way. The wholesale houses report heavy receipts, but the local retailers keep the iceboxes fairly well cleaned up day by day. Easter orders are being booked in good numbers and supplies are moving well. The pot plant supply at the ranges of the local growers seems limited and some will have but a small part of their usual lily crop. The demand will be heavy, as rhododendrons, azaleas and spiraeas will be sadly missed, especially in church decorations. E. J. B.

Providence, R. I.

GOOD EASTER SUPPLY EXCEPT LILIES.

Trade during the past week has been good, with stock plentiful and commanding good prices. From the present outlook the only flower that will be in limited supply for Easter will be the lily. There is little or no stock at present, and some of the growers will not have them in on time. Other pot stock will be plentiful, and judging from the calls already being received the demand will be heavy. The cut flower requirements will be well taken care of with excellent violets in abundance. Sweet peas will also be on hand in good numbers. Floral work holds up well and helps to keep the heavy supply well cleaned up.

NOTES.

Olney Williams has returned from the south. He paid a visit to Howard Almy, formerly of this city, at New Smyrna, Fla.

M. Ianotti, of Johnson, spent part of last week in New York.

H. A. T.

GREENVILLE, S. C.—The Mauldin Floral Co. has been incorporated by T. S. Mauldin, Chas. F. Hard and H. H. Townes with a capital stock of \$20,000.

John Scott

Rutland Road and East 45th St.

BROOKLYN, N. Y.

FOR EASTER

An Exceptionally Fine Stock of

Lilies, Azaleas, Rambler Roses, Genistas and Other Blooming and Foliage Plants.

The Home of the Scottii Fern

HOW TO REACH THE ESTABLISHMENT FROM GRAND CENTRAL.

Take Brooklyn Train in Subway to Atlantic Avenue then St. John Place car and transfer to Reid Avenue Line at Utica Avenue, get off at Rutland Road and walk over about two blocks to the right.

Mention the American Florist when writing.

LOUIS M. NOE

LOUIS A. NOE

Wholesale Commission Florists

MATTHEW SAMPSON, Jr., Manager

THE NEW YORK CUT FLOWER CO.

American Beauty Roses
A Specialty

Telephone, Farragut 66. 55-57 West 26th Street, NEW YORK

Mention the American Florist when writing.

Tribute of Wm. Kleinheinz to Davey Tree Surgery

The Davey Tree Expert Co., Kent, Ohio

Gentlemen: It is a pleasure at this time to write you in regard to the satisfactory character of the work your men did for Mr. Widener in 1914. In going over the place recently I noticed that some of the smaller wounds were entirely healed over and in every case the bark line has grown over the fillings. These trees are now strong structurally and healthy physically. I am glad to recommend your methods to any tree owner.

WM. KLEINHEINZ.

* * *

The saving of priceless trees is a matter of first importance to every estate.

Davey Tree Surgery is a fulfillment of the maximum expectations of those who love and value trees. A careful examination of your trees will be made by appointment.



Mr. Wm. Kleinheinz, Superintendent of the P. A. B. Widener Estate, Ogontz, Pa.



This tree had a dangerously decayed crotch, so weakened that a severe storm would soon have torn it asunder. Today, thanks to the art of Davey Tree Surgery, the tree is perfectly sound and healthy. Note how the crotch has been treated.



Tree Surgery is never "half good." It is scientifically accurate and mechanically perfect—or else it violates correct scientific and mechanical laws. Here is an example of perfect tree surgery—Davey Tree Surgery. Note the beautiful healing of the bark over the cement work.



In this tree decay had eaten down through the tree from the crotch almost to the base. Scientific Davey methods stopped the process of decay and saved the tree from an early and certain destruction.

Davey Tree Surgeons

THE DAVEY TREE EXPERT CO., Inc.

2304 Elm Street, Kent, Ohio.

Branch Offices, with telephone connection: 225 Fifth Ave., New York; 2017 Land Title Bldg., Philadelphia; 450 McCormick Bldg., Chicago.

Permanent representatives located at Boston, New-
port, Lenox, Hartford, Stamford, Albany, Pough-
keepsie, White Plains, Jamaica, L. I.; Newark,
N. J.; Philadelphia, Harrisburg, Baltimore,

Washington, Buffalo, Pittsburgh, Cleveland,
Detroit, Cincinnati, Louisville, Chicago, Mil-
waukee, Minneapolis, St. Louis, Kansas City.
Canadian address: 22 Victoria Square, Montreal.



Easter Stock

LILIES

Ready to ship now—just right for Easter:
2 to 6 buds at 15c per bud.

Hydrangeas, fine large plants, 4 to 10 heads.

EASTER GREETING PELARGONIUMS

Fine big plants—4-in. \$25.00; 5-in. \$50.00;
6-in. \$75.00 and \$100.00.

CINERARIAS

We have had nice ones, none better than this
lot—4-in. \$15; 5-in. \$25; 6-in. \$50.

PRIMROSES

Chinensis, Malacoides and Obconicas—4-in.,
fine, \$12.50.

BEGONIAS

Luminosa and Chatelaine—4-in. \$15; 5-in. \$25;
2½-in. \$3.50 and \$5; 3-in. \$7.50 and \$10.

BULB STOCK

4-in. Hyacinths, \$10 and \$15; 5-in. \$25 and \$35.

TULIPS AND DAFFODILS

5-in. \$25; 6-in. \$35; 7-in. \$50; 8-in. \$75. Pack-
ing at cost.

FERNS

Bostons and Whitmanii—4-in. \$15 and \$20;
5-in. \$25 and \$35; 6-in. \$40 and \$50.
Ask for Soft Wooded List.

GEO. A. KUHL,

Wholesale Grower, **PEKIN, ILL.**

Mention the American Florist when writing.

Worcester County Horticultural Society.

The spring show of the Worcester County Horticultural Society was held in Horticultural hall, Worcester, March 7-8. In spite of unfavorable conditions, the show equaled, and in many respects surpassed, the spring shows of other years. The hall centerpiece was a garden arranged by E. W. Breed. To the left and right of the garden, flowers and blooming plants from Irithorp, the home of Mrs. Homer Gage, made a striking appearance. Scattered throughout the hall were tables of pink sweet peas and pottery and choice flowers from H. F. A. Lange; a display of the new rose, Boston, from the Hadley Rose Co. of South Hadley; carnations from the Sunnyside Greenhouses and A. H. Knight; orchids from Mrs. J. C. Whitin, and violet tinted sweet peas and pink carnations, displayed by Mrs. Percy G. Forbes. Randall's Flower Shop furnished a stage exhibition of pot plants, roses, sweet peas and box-wood and other shrubs. The awards were:

Cut flowers—Irithorp, 1st; Mrs. H. J. Eager, 2d.

Carnations—A. S. Knight, 1st; Sunnyside Greenhouses, 2d.

Orchids—Mrs. J. C. Whitin, 1st.

Azaleas—Irithorp, 1st.

Cineraria—Charles Potter, 1st; Mrs. P. G. Forbes, 2d; Allyn Hixon, 4th.

Cyclamens—E. W. Breed, 1st.

Primula collection—E. W. Breed, 1st; Charles Potter, 2d; Irithorp, 3d.

Basket of flowers—H. F. A. Lange, 1st; Irithorp, 2d; Mrs. P. G. Forbes, 3d.

Narcissi—A. W. Hixon, 1st.

Violets—D. C. Murdock, 1st; A. W. Hixon, 2d.

Flower gardens—Irithorp, 1st; E. W. Breed, 2d.

Rose certificate—Hadley Rose Co., South Hadley, display of Rose Boston.

Display of plants, sweet peas and roses—Randall Flower Shop.

Sweet peas—Westboro Conservatories.

Begonias—C. H. Knight.

Display of pottery—H. F. A. Lange.

Nemesia Suttoni—Charles Potter.

R.

FORT WORTH, TEX.—The state florists' association will hold a flower show here, November 19-21. Rules and regulations may be had upon application to L. J. Tackett, secretary-treasurer, this city.

Daisies - For Easter

ARE OUR SPECIALTY

The finest stock. In pots ranging from 4 to 14 inches.

GENISTAS

Exceptionally fine Bush and Standard Plants.

TAUSENDSCHON ROSES

Fine stock in popular sizes.

Please notice our exhibit at the New York Flower Show, March 14-21.

MADSEN & CHRISTENSEN

WHOLESALE GROWERS

304 Hackensack St., Telephone, 608 Rutherford, **WOOD RIDGE, N. J.**

To reach our range from New York; take Hudson Tube to Erie R. R., then take New Jersey & New York train to Wood Ridge

Plants for Easter

And Every Day In The Year

A fine stock of Lilies, Azaleas, Ferns, Pot Roses in variety,
Hydrangeas, Genistas, Daisies, Dracaenas,
Palms Grown From Seed.

**VISITORS
CORDIALLY
INVITED.**

From New York, take Hudson Tube to Hoboken,
from Hoboken, take Hackensack Plank Road or
Paterson Plank Road Cars.

HERMANN SCHÖLZEL

WHOLESALE FLORIST

TELEPHONE:
358 UNION.

NORTH BERGEN, N. J.

Mention the American Florist when writing



LILY OF THE VALLEY

For Easter

(March 31)

We have a surplus of our famous exhibition brand which we offer at \$40.00 per 1000. (1750 pips to the case.) These are now in storage and can be shipped at short notice.

WEEBER & DON

114 Chambers St., New York

Mention the American Florist when writing

"Say it with Flowers"



WHAT HAVE YOU DONE?

The national advertising campaign cannot be the greatest success it ought to be and will be unless every Flower and Plant Grower, Wholesaler and Retailer does his share. Every single member of the Society of American Florists and Ornamental Horticulturists should do these three things—do them right away.

First—Subscribe to the publicity fund. Send every dollar that your business will allow. Subscribe a second time if you really can afford it. Money—the sinews of war—will push this advertising campaign clean "over the top."

Second—Every member should get at least one fellow florist in his town to join the Society. Why not do that today while the matter is fresh in your mind.

Third—Use the glass signs, transfer window signs, newspaper advertisements prepared for you by the Society of American Florists at great expense and offered at a nominal price.

Don't put these matters off—act **TODAY**.

If there is anything further you want to know about this great plan to increase the sale of Flowers and Plants, write,

JOHN YOUNG, Sec'y,

Society of American Florists and Ornamental
Horticulturists.

1170 Broadway,

New York City

Whose Birthday is in

APRIL 1918						
SUN	MON	TUE	WED	THUR	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Flowers that the People Want For Easter

Roses, Orchids, Carnations, Lilies, Violets,
Sweet Peas and a variety of Other Stock.

Come In and We Will Please You.

THE HENSHAW FLORAL CO., Inc.

WHOLESALE FLORISTS

A. M. HENSHAW, President

127 West 28th Street,

Phones, 3310-3311-3312 Farragut.

NEW YORK

Fort Wayne, Ind.

EASTER LILY SUPPLY AMPLE.

The market was very active the past week, with a fine variety of stock and unlimited quantities with the exception of roses, many of the growers being off-crop. There is almost a flood of Spencer sweet peas, which are of unsurpassed quality, and which are finding a ready market. Carnations are a great standby, as they are of satisfactory quality and always obtainable. Bulbous stocks are very plentiful and the quality is good. Violets, both single and double, seem to fairly rain down, they are so plentiful and of such good proportions. Easter and calla lilies are seen in such large numbers that it is hard to believe a shortage of these flowers possible for Easter, as some growers are predicting. Both retailers and wholesalers are looking forward to a record Easter demand and the local greenhouses are looking well with their Easter stock, the lilies making a fine showing.

NOTES.

The New Haven Floral Co. will have some fine stock for its Easter trade, judging from the showing at their greenhouses, both at New Haven and in this city. Some excellent ramblers rose plants and hydrangeas were noted; also Easter lilies and a big crop of Milady, Russell, Ophelia and Killarney roses are due.

The violent windstorm which occurred here Saturday night did considerable damage to the greenhouses of this city, blowing out the glass in untold areas. Luckily the temperature was above freezing and no damage was caused from exposure.

A. J. Lanternier & Co. had a very artistic window last week, in which handsome new spring baskets were filled with lemon yellow snapdragons, calendulas, daffodils and jonquills. They have had an unusually heavy call for funeral work.

F. J. Knecht & Co. are promising some extra fine roses for their Easter trade, with Mrs. Chas. Russell, Ophelia and Sawyer as headliners. Their carnation plants also look very promising.

High-grade sweet peas, lilies and Ophelia roses are leaders at the Doswell Floral Co.'s store. Weddings and heavy funeral work have kept the force hustling all week.

The Flick Floral Co. sent out a very handsome casket blanket of Cattleya Schroederæ orchids, single violets and Spencer sweet peas for a recent funeral.

John Knecht's greenhouses on East Wayne street have already taken on their holiday aspect. His plants are exceptionally good.

H. K.

Joseph A. Millang

57 W. 26th St., Phone, NEW YORK
Farragut 756

Of The New York Cut Flower Company,

WILL HAVE

FOR EASTER

A Superb Stock of

American Beauty and other Roses

From the ranges of F. R. and P. M. PIERSON, Scarborough and Briarcliffe, N. Y. The Briarcliffe Beauties have a National Reputation for Quality.

The Cottage Gardens Carnations; Matchless, Cottage Maid, Crystal White and other New Varieties are unequaled for their excellence.

Mention the American Florist when writing.

EASTER PLANTS

LILIES, CLIMBING ROSES

In all the leading varieties

RHODODENDRONS, CYCLAMENS, PRIMROSES, ETC.

ALL KINDS OF PLANTS
IN SEASON.

Out-of-town florists cordially invited
to inspect my stock.

J. H. FIESSER, Florist

NORTH BERGEN,

Phone, Union 829.

NEW JERSEY.

HOW TO REACH—West Shore Ferry to Weehawken, Union Hill Car, transfer at 4th Street for West New York Car. Get off at Hamilton Avenue and walk West.

Mention the American Florist when writing.

NEW CANNA-BURPEE'S "FIERY CROSS"



Of the hundreds of new varieties of Sweet Peas that it has been our pleasure to introduce, none have become so popular as Burpee's "Fiery Cross." This Sweet Pea bore the distinction of being the highest priced Sweet Pea that the world has ever known. We paid the introducer \$1.40 a seed for every seed that was in existence at that time. "Fiery Cross" has been the ultimate in the Sweet Pea world, and this has led us to name Burpee's New Canna "Fiery Cross."

"Fiery Cross" in the Canna world stands for just as much as "Fiery Cross" in the Sweet Pea world. "Fiery Cross" Canna is in a class by itself. The Famous "Firebird" Canna, which was an extremely high-priced novelty, is one of the parent flowers, and in the fields of the originator "Fiery Cross" was known as Firebird Seedling No. 10.

Never before has there been a Canna of equal merit offered to the flower-lovers of this country. We feel sure that "Fiery Cross" will fill a place in the Canna beds that has never yet been attained by any red Canna. It grows to a height of four to four and one-half feet; flower stems grow from a foot to eighteen inches taller, making the total height approximately five to six feet. The flower-heads are fifteen to eighteen inches in length, and carry from fifteen to twenty open flowers of a vivid scarlet shading to crimson. So firm are the glistening petals they do not wilt in the brightest sun. The foliage is a beautiful lustrous blue-green. It is entirely free from blight and disease. Flowers continuously from the latter part of June until frost.

We deem it a rare privilege to introduce such a wonderful New Canna. As an individual plant or in beds this peerless flower will take first rank. Stock is necessarily limited. Order early. Divisions \$2.00 each; \$20.00 a dozen.

W. ATLEE BURPEE CO., Seed Growers, Philadelphia, Pa.

TRAENDLY & SCHENCK

436 Sixth Avenue, Phones, 797-798-799 Farragut. NEW YORK CITY

All The Leading Varieties in Roses

A large and steady supply of all the good selling varieties in

Carnations

Bulbous Stock in Variety Violets

Our stock of **ORCHIDS** in all varieties and Sprays is never exhausted.
We can supply any order at any time. While in the city, stop in and look us over.

TRAENDLY & SCHENCK

436 Sixth Avenue, Phones, 797-798-799 Farragut. NEW YORK CITY

Mention the American Florist when writing.

You Must Hurry

If you want any of our superb Easter Stock. This is the last call, as it is going very fast.

Azaleas, Hydrangeas, Lilies, Rhododendrons, Rambler and Baby Rambler Roses

Large assortment of **Foliage Plants**, in medium sizes,
for basket work, to arrange with the flowering stock.

Crotons, Dracenas, Pandanus, Smithii and Norwood Ferns

Send your list, with prices of stock desired. We will surprise
you with values. But the order must come at once.

ROBERT CRAIG COMPANY

Branch: Norwood, Pa.

4900 Market St., PHILADELPHIA, PA.

Sweet Peas, Snapdragons and Carnations

—OF THE FINEST QUALITY—

ALSO THE USUAL SUPPLY OF VIOLETS FOR EASTER

CLARENCE SLINN, WHOLESALE FLORIST. 112 West 28th Street, New York

**Fresh
Cut**

CANNAS

**Northern
Grown**

Dry roots—which will be divided fresh for your order; thus doing away with all chance of your getting dried-up, shriveled roots. Some of these varieties may be new to you, but they are better in many ways than corresponding older types.

SPECIAL LIST

All varieties have green leaves unless noted.

	Per 100
Alphonse Bouvier, 5-6 ft. Deep Cardinal	\$2.50
Black Prince, 5 ft. Crimson Scarlet overlaid Maroon.....	2.50
Burbank, 6 ft. Lemon Yellow. Spotted Throat.....	2.50
Crimson Bedder, 3-4 ft. Dazzling Crimson Scarlet.....	2.50
Duke of Marlborough, 5 ft. Rich Crimson-Maroon	2.50
Dwarf Florence Vaughan, 3 ft. Yellow Speckled Red.....	2.50
Eldorado, 3½ ft. Yellow, faintly Dotted Red.....	2.50
Firebird, 3-4 ft. Absolutely pure Scarlet; very large, free and attractive	7.50
Florence Vaughan, 4 ft. Speckled Yellow and Red.....	2.50
Goethe, 4½ ft. Bronzy Orange Yellow	5.00
Gold Bird, 4 ft. Massive Fluted Petals of Pure Gold; fit companion to Firebird.....	12.00
Golden Gate, 4 ft. Gold, rayed with Orange and Rose.....	5.00
Graf M. Tolstoi (bronze foliage), 4 ft. Mottled Crimson	5.00
Gustav Gumpfer, 3-4 ft. Rich Orange Yellow.....	2.50



	Per 100
Hungaria, 3½ to 4 ft. Magnificent "Paul Neyron" Pink...	4.50
Indiana, 6 ft. Soft Orange suffused Rose and Gold.....	2.50
Julius Koch, 3 ft. Brilliant Blood-red	3.00
Kate F. Deemer, 5 ft. Yellow Bleaching White, Red Throat	3.00
Long Branch, 5 ft. Glorified "Queen Charlotte".....	3.00
Louisiana, 6 ft. Darkest Red Orchid-Flowered Canna.....	2.50
Mascagni, 4 ft. Brilliant Orange Scarlet	5.00
Meteor, 4 ft. Immense Heads, Brilliant Crimson.....	3.00
Mrs. Kate Gray, 6 ft. Deep Orange, shaded Carmine.....	2.50
Orange Bedder, 4 ft. "Tango Tints"	3.00
Panama, 3 ft. Butterfly effect Cream, Yellow and Red.....	3.00
Papa Nardy, 4 ft. Lively Carmine-Rose	3.00
Prince Wied, 4 ft. Deep Crimson, a fine bedder.....	2.50
Rheinstein, 3 ft. Large Heads, Bright Carmine.....	5.00
Richard Wallace, 5 ft. Best Canary Yellow.....	2.50
Venus, 4 ft. Beautifully Mottled Rose, Cream and White....	3.00
Wintzer's Colossal, 5 ft. Mammoth Orchid Flowered, Crimson	6.00
Wyoming (Purplish Bronze Leaves), 7 ft. Orange Flaked Rose	3.00
Yellow King Humbert, 4-4½ ft. Bright Green Leaves, Rich Yellow Flowers, Spotted Red. A grand novelty.....	7.00

THE STORRS & HARRISON CO., PAINESVILLE, OHIO

Totty's 'Mums

FOR fifteen years this slogan has been "Over the Top," of our ads and means that as usual, Totty's 'Mums, will be in the first line of "trenches" as regards quality and condition.

We have several hundred thousand plants in all the Standard varieties, ready for immediate delivery and our stock was never cleaner or in better shape.

Two fine Commercial Novelties are:

BRONZE UNAKA

The bronze sport of Unaka, the earliest and best bronze,

YELLOW SMITH'S ADVANCE

Don't forget Connie Dick (The Yellow Doty), the finest Pompon we ever distributed

Price: 2¼-inch pots, \$150.00 per 1000.

Early sorts always make money for the grower and you will make no mistake with these varieties.

All the best Novelties of course, in Large, Single and Hardy Types.

All the Standards ready and in splendid condition. Wm. Turner,

Early Frost, Marigold, Chrysolora and 100 other varieties.

Stock Right! Prices Right! All Right!

CHARLES H. TOTTY COMPANY, Madison, New Jersey

ROSES

Own Root—3-inch
READY NOW

We never in our history had such fine own root stock ready at this season:

Ophelia Baby Doll
Sunburst Cecile
Primrose Brunner
Collette Martinette
\$100.00 per 1000

EASTER LILIES

Packed 100 in a box by the grower at his greenhouses so as to avoid rehandling and any possible bruising for buyers who can use them in this amount.

Extra Fancy at \$10.00, \$12.00 and \$15.00 per 100.

SWEET PEAS

Very choice stock at \$1.00 to \$2.00 per 100. Our special grade stands head and shoulders in quality above all other stock in this market. Your best trade will go wild over these. **ORDER EARLY.**

VALLEY

If you will place your order with us now for Easter you can have what you need at \$6.00 per 100.

Roses, Carnations, Violets and everything else will be in large supply with us notwithstanding all reports of a general scarcity for Easter. Get our Price List. Send your order to us. We will do the rest.

FERNS—Special Easter Offer, \$3.00 per 1000; STEVIA, \$1.50 per 100.

A. L. RANDALL CO.

Wholesale Cut Flowers and Florists' Supplies.

Wabash Ave. and Lake St., - - CHICAGO, ILL.

For Easter Delivery

In Fine Shape. Price on application

Lilacs, Genistas, Hydrangeas, blue and pink,
Erica cupressina, Erica persoluta alba,
Erica persoluta rosea, Rhododendron Pink Pearl,
Roses Tausendschon and Hiawatha, and Hyacinths,
4, 4½ and 5-inch Pots

JULIUS ROEHRS COMPANY

Nurserymen, Plantsmen and Landscape Contractors,

RUTHERFORD, N. J.



Roses, Carnations, Sweet Peas, Beauties

Here are the Lilies, the Best Ever Grown.

Get Our Quotations on Lilies and Other Stock in 1000 Lots

[illegible]

Subject to market changes.

A. L. VAUGHAN & Co.

NOT INC

PHONES

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave, Chicago

In Good Supply For Easter

CARNATIONS

Rainbow Freesias Darwin Tulips

Iris Valley Lilies

Violets Sweet Peas Roses

All Other Seasonable Stock

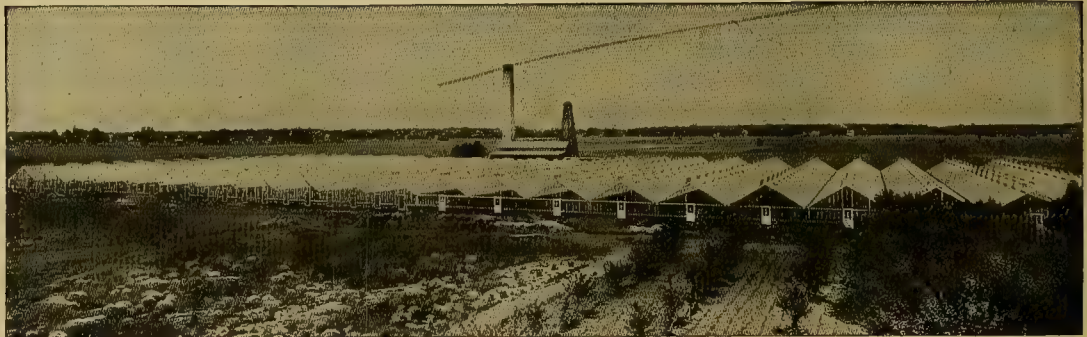
You can rely upon us to fill your Easter orders to your entire satisfaction owing to the fact that we always lead in both quantity and quality.

👉 Our Special Easter Price List is Ready. Write for it To-day 👈

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally
Located Wholesale Cut Flower House in Chicago.

169-75 N. Wabash Ave., L. D. Phones: Central 1977 1978 CHICAGO



FINE EASTER CROPS

ALL LEADING ROSES

Both you and your customers will be pleased with our stock. You will favor us by ordering early.

Hoerber Bros.

Wholesale Growers of Cut Flowers

162 N. Wabash Ave., Long Distance Phone, Randolph 2758. CHICAGO

SPECIAL!

Mrs. Chas. Russell Roses

2-in., \$12.00 per 100;
\$100.00 per 1000.



SPECIAL!

FERNS FOR DISHES

(WIMSETTI)

2-in., \$3.00 per 100;
\$25.00 per 1000.

PALMS

	Doz.	100	1000
2½-in. Kentia Belmoreana, 8-10 in. high, 3-4 leaves.....	\$1.25	\$ 8.00	\$ 75.00
3-in. " " 12-15 in. high, 3-4 leaves.....	2.00	16.00	150.00
2½-in. Kentia Forsteriana, 8-10 in. high, 3-4 leaves.....	1.25	10.00	85.00
2-in. Latania Borbonica, 8-10 in. high, 3-4 leaves.....	1.25	7.00	65.00
3-in. " " 10-12 in. high, 3-4 leaves.....	2.00	15.00	120 00
4-in. Phoenix Reclinata.....	3.00		
4-in. Phoenix Roebelenii.....	6.00		
2½-in. Ficus Nitida.....	1.00	8.00	
2½-in. Cocos Weddelliana.....	2.50		
8-in. Aucuba Japonica, 3 ft.....	18.00		

PALMS



	Doz.	100	1000
2-in. Vinca Variegated.....	\$3.00	\$25.00	
3-in. " ".....	6.00	50.00	
4-in. " ".....	8.00	80.00	
5-in. " ".....	10.00	20.00	

Boston Ferns

	Doz.	100
5-in.....	\$ 3.00	\$25.00
6-in.....	6.00	50.00
7-in.....	9.00	
8-in.....	12.00	
9 in.....	18.00	

Whitmani Ferns

	Doz.	100
5-in.....	\$4.00	
6-in.....	6.00	

Adiantum Cuneatum

	Doz., \$6.00
--	--------------

ASPARAGUS PLUMOSUS NANUS—

	Doz.	100	1000
2-in.....		\$3.00	\$25.00
3-in.....	\$1.00	8.00	75.00
4-in.....	1.50		
5-in., 3 plants in pot.....	3.00		

ASPARAGUS SPRENGERI—

	Doz.	100	1000
2-in.....		3.00	\$25.00

Ferns in Flats (Wimsetti only), \$2.00 each

2-in. Dracaena Indivisa.....	3.00	
3-in. " ".....	6.00	
5-in. Cyrtomium Falcatum.....	2.50	
5-in. Pteris Aniantoides.....	2.50	
4-in. English Ivy.....	1.50	12 00
3-in. Hyacinths, semi-developed or in bloom.....		8.00
3-in. Daffodils, " " ".....		8.00



P. S.—Send us your Telegraph Delivery transfer orders for Chicago and vicinity.
Our retail department offers facilities unexcelled for Quality and Service.

The George Wittbold Co.,

745 BUCKINGHAM PLACE,

L. D. Phone Graceland 1112

CHICAGO, ILL.

JOSEPH HEACOCK CO., WYNCOTE, PA.

offers the following

Home Grown Palms

Well established, strong and healthy.

Areca Lutescens

	Height	Each
6-in. in pot, 3 plants in pot, 24 to 30-in.		\$1.00
6-in. in pot, 3 plants in pot, 30 to 36-in.		1.50

Kentia Belmoreana

	Leaves	Height	Each	Dozen
5-in. pot.....	6 to 7	18 in.	\$ 0.75	\$ 9.00
6-in. pot.....	6 to 7	22 to 24 in.	1.00	12.00
6-in. pot.....	6 to 7	26 to 28 in.	1.50	18.00
6-in. pot.....	6 to 7	28 to 30 in.	2.00	24.00
7-in. Cedar Tubs.....	6 to 7	34 to 36 in.	3.00	36.00
7-in. Cedar Tubs.....	6 to 7	38 to 40 in.	4.00	48.00
9-in. Cedar Tubs.....	6 to 7	48 to 54 in.	8.00	
9-in. Cedar Tubs.....	6 to 7	4½ to 5 ft.	10.00	

Kentia Forsteriana, Made-up

	Height	Each
7-in. Cedar Tubs.....4 plants in tub	30 in.	\$ 3.00
7 in. Cedar Tubs.....4 plants in tub	36 to 40 in.	4.00
9-in. Cedar Tubs.....4 plants in tub	4 to 4½ ft.	8.00
11-in. Cedar Tubs.....4 plants in tub	4½ ft.	10.00
11-in. Cedar Tubs.....4 plants in tub	6 ft.	18.00

CIBOTIUM SCHIEDEI

(Heavy, well established) 9 in. tubs, 4 to 5 feet.....each, \$5.00

The Ribbon House

SCHLOSS BROS. RIBBONS, Inc.

31 and 33 East 28th Street,

NEW YORK.



Our new Easter line is on exhibit at the New York Flower Show. We will be pleased to see you there or at our Store. Our usual prompt and efficient service will be assured you.



Headquarters For Florists' Ribbons, Chiffons and Novelties.

GLAD'S CANNAS

and other Bulbs and Roots

GLADIOLUS ALL FIRST SIZE

We are large growers and in addition to the following can offer many other named kinds at moderate prices—Write us.

LEADING KINDS.

All strictly First Size.

F. O. B. Chicago.	Per 1000
America	\$20.00
Augusta	18.00
Panama	36.00
Mrs. Frank Pendleton	50.00
Europa (Grand White)	60.00
Mrs. Francis King (Earliest) ..	18.00
Chicago White	22.50
Myrtle (True)	75.00
Primulinus Sunbeam, clear yellow, one week earlier than Halley	10.00
Halley	20.00

Medium sizes, fine stock, of above, 10 per cent less. Let us mail samples.

VAUGHAN'S MIXTURES

Vaughan's XXX Florist Mixture. Made up from named white and light varieties and mixtures of light colors only, and designed to meet the demands of florists. Price, per 100, \$1.90; per 1000, \$16.00.

Standard Mixed. This mixture contains a very complete range of colors. Price, large bulbs, per 100, \$1.60; per 1000, \$13.00. Medium size, per 100, \$1.40; per 1000, \$11.00.

GLADIOLI IN COLORS

	100	1000
Blue Shades	\$6.00	\$55.00
Lilac and Violet	7.00	65.00
Pink Shades	2.25	17.00
Pink and White	3.50	30.00
Scarlet and Red	1.75	15.00
Scarlet with White	3.00	25.00
Striped Shades	3.00	25.00
Yellow Shades	4.00	35.00

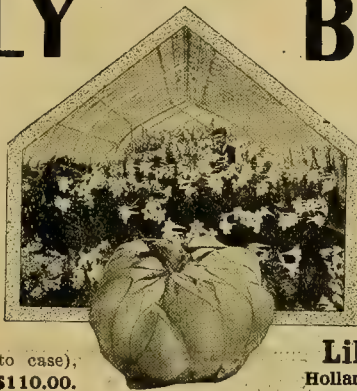
LILY

Auratum

8-9 inch (160 to case), per 100, \$7.00; per 1000, \$65.00. 9-11 inch (100 to case), per 100, \$9.50; per 1000, \$90.00. 11-12 inch (75 to case), per 100, \$17.00; per 1000, \$160.00.

Album

8-9 inch (200 to case), per 100, \$9.50; per 1000, \$90.00. 9-11 inch (140 to case), per 100, \$12.00; per 1000, \$110.00. 11-12 inch (90 to case), per 100, \$17.00; per 1000, \$160.00.



Rubrum

8-9 inch (200 to case), per 100, \$7.00; per 1000, \$65.00. 9-11 inch (140 to case), per 100, \$10.00; per 1000, \$95.00. 10-11 inch (125 to case), per 100, \$12.00; per 1000, \$110.00. 11-12 inch (100 to case), per 100, \$15.00. 11-13 inch (90 to case), per 100, \$17.00. 12-14 inch (72 to case), per 100, \$20.00.

Lily of the Valley

Holland grown, from storage, per 1000, \$25.00

Valley Clumps, per 100, \$25.00.

Dwarf Pearl Tuberose

First size (4 to 6 inches), per 1000, \$10.

CANNAS

All Sound, Two Eye Stock.

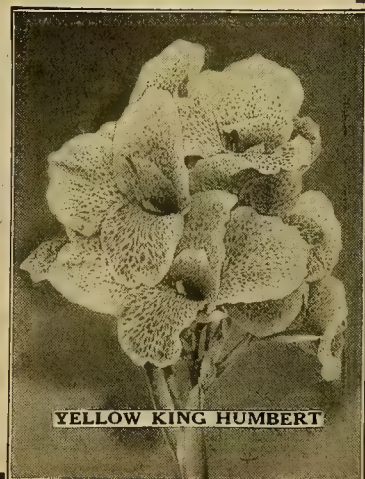
	Per 100	Per 1000		Per 100	Per 1000
Allemania	\$3.00	\$22.50	Louisiana	\$3.00	\$22.50
Burbank	3.00	22.50	Mrs. A. Conard	6.00	50.00
Madam Crozy	3.00	22.50	Orange Bedder	6.00	50.00
C. Henderson	3.00	22.50	Multiflora	3.00	22.50
David Harum	3.50	30.00	Queen Charlotte	3.50	30.00
Egandale	3.50	30.00	Souv. de Crozy	3.00	22.50
Fred. Benary	3.00	22.50	Venus	3.00	22.50
Goldbird	6.00	50.00	Wyoming	3.00	25.00
King Humbert	4.00	35.00	FIREBIRD	12.00

Yellow King Humbert. Without a doubt the finest Yellow Canna yet introduced—a perfect companion to King Humbert..... 7.00 65.00

2½ inch pots of all the above ready April 1st.

WRITE FOR OUR SPRING "BOOK FOR FLORISTS."

NEW YORK **Vaughan's Seed Store,** CHICAGO



MATS--MATS--MATS

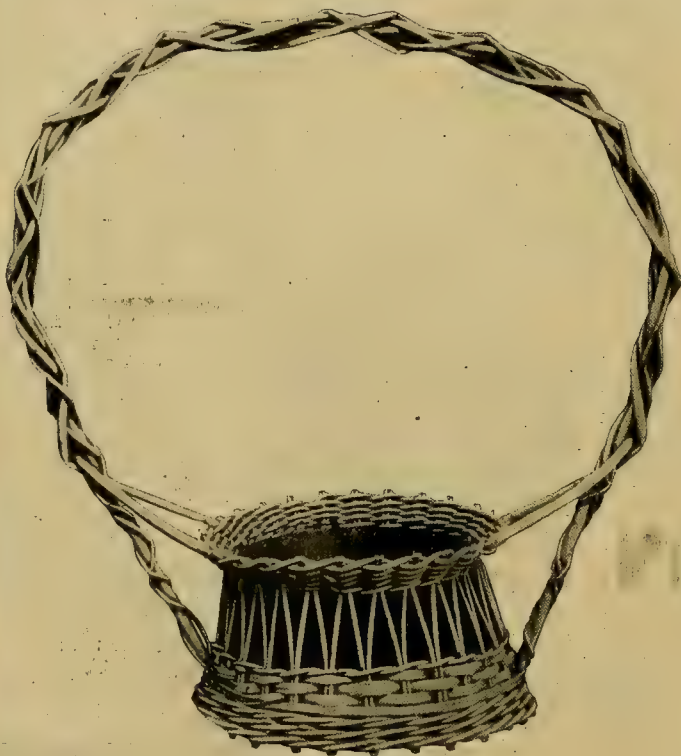
FOR EASTER

All Colors, per 100, \$15.00; Natural or White, per 100, \$12.00

Splendid stock of all other Easter Goods including Crepe Paper, Baskets, Silk Fibre for tying, Bull-Dog Clips, Boxes, Wax Paper, Tissue Paper, Etc.

OUR SPECIAL ASSORTMENT OF TUMBLER BASKETS

Our selection, including such baskets as Nos. 118 and 125.
Each, - - - 30c to 50c



No. 263/2.

10 inches in diameter, - - - \$1.50 each

**SEND
\$10.00**

for our Special Assortment of plant baskets. It is a winner and will give satisfaction.

**ORDER
NOW!**



No. 180/5.

Just what you need for bulb s
Nest of five, \$3.25

POEHLMAN

72-74 E. Randolph St.,

EASTER LILIES

**Orchids, Valley, Carnations, Tulips,
Jonquils, Darwins, Sweet Peas, Etc.**

We urge those contemplating ordering stock for Easter to place their orders well in advance, because early orders will have precedence over late eleventh hour ones.

Prices quoted are subject to fluctuations and market conditions at time of shipment.

ORCHIDS.		Per doz.
Peas, large	\$6.00 to \$7.50
medium	5.00
Peonopsis, Pink and Whiteper 100	15.00

CARNATIONS.		Per 100
Double	\$4.00 to \$6.00
Double, split	3.00

LILY OF THE VALLEY.		Per 100
Double	\$6.00 to \$8.00
Single	5.00

SNAPDRAGONS.		Per doz.
Double	\$1.50 to \$2.00
Single	1.00

SWEET PEAS.		Per 100
Double Flowering	\$2.00
Double Fancy	\$1.00 to 1.50
Short50 to .75

MRS. CHAS. RUSSELL.		Per doz.
Peas, 36 inch	\$4.00 to \$5.00
Double	2.50 to 3.00
Single	1.50 to 2.00
Short75 to 1.25

Aaron Ward		Per 100
White Killarney	\$15.00
Sunburst	10.00 to \$12.00
Killarney	8.00
Kill. Brilliant	4.00 to 6.00
Richmond	
Milady	
Ophelia	

MINIATURE ROSES.		Per 100
Cecile Brunner	\$3.00
Geo. Elgar	3.00
Fire Flame	\$4.00 to 6.00

		Per 100
Tulips	\$4.00
Tulips, Darwin	\$4.00 to 6.00
Daffodils	4.00
Jonquils	4.00
Violets	\$0.50 to 1.00

GREEN GOODS.		Per 1000
Ferns	\$3.50
Galax	1.50
Mexican Ivy	Per 100
Leucothoe	\$0.75
Adiantum	1.50
Farleyense	\$6.00 to 12.00
SmilaxPer doz.	2.00
SprengeriPer bunch	.35 to .50
Plumosus35 to .50
Wild SmilaxPer case	5.00
Woodwardia FernsPer 100	8.00

PLANTS

CYCLAMEN.	
4-inch pots\$3.00, \$3.60 and \$4.20 per doz.

PANDANUS VEITCHII.	
4-inch pots\$0.75 each
4-inch tubs\$3.00 and 3.50 each

BIRD'S NEST FERNS.	
4-inch pots\$1.50 each

TABLE FERNS.	
4-inch pots\$4.00 per 100

RUBBER PLANTS.	
4-inch pots\$4.20 per doz.
5-inch pots6.00 per doz.

HOLLY FERNS.	
3-inch\$10.00 per 100
4-inch15.00 per 100
5-inch\$3.00 and 4.20 per doz.
6-inch6.00 per doz.

COLEUS CHRISTMAS GEM.	
5-inch pots\$3.00 and \$4.20 per doz.

ASPARAGUS PLUMOSUS.	
2 1/4-inch\$3.50 per 100
6-inch, made up4.20 per doz.

ENGLISH IVY.	
4-inch\$15.00 per 100

COCOS WEDDELIANA.	
2 1/4-inch\$14.00 per 100

PYTCHOSPERMA ALEXANDER.	
3-inch pots\$15.00 per 100

SHAMROCKS, 2-inch pots, \$3.00 per 100.

N BROS. CO.

Long Distance Phone, **CHICAGO, ILL.**
Randolph 35.

Easter Flowers

Buy Direct From the Grower

Russell, Hoosier Beauty, Shawyer, Brilliants, Ophelia, White Killarney and American Beauties.

FANCY CARNATIONS

All our own growth, guaranteed fresh cut and packed to arrive in good condition.

EASTER PRICE LIST—

AMERICAN BEAUTIES—Our cut consists mostly of short and medium stems, of good quality. Very few long being cut. Price, from 75 cents to \$6.00 per dozen, according to length of stems.

RUSSELL—best in this market. Per doz.
 Specials, extra long..... \$3.00
 Good length 2.50
 Good medium \$1.50 to 2.00
 Good short75 to 1.00

SHAWYER, SUNBURST, WHITE KILLARNEY AND BRILLIANTS. Per 100
 Long stems \$10.00
 Good medium \$6.00 to 8.00
 Good short 4.00 to 5.00

OPHELIA AND HOOSIER BEAUTY. Per 100
 Long stems \$12.00 to \$15.00
 Good medium 8.00 to 10.00
 Good short 5.00 to 6.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$4.00 per 100.

ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS PLENTIFUL.

Stock is plentiful at this writing and there is no scarcity in any line with the possible exception of roses, which at times are a little on the short side. American Beauty roses continue to clean up well each day at good prices, and the same holds true for Mrs. Chas. Russell, which in some instances are reaching the market in exceptionally fine condition. Some very fancy Milady, Killarney Brilliant and Ophelia are also included in the daily shipments, which sell quickly, owing to their splendid quality. Carnations are in large supply and are to be had in big lots at reasonable prices, but the demand for this item is gradually improving and prices are stiffening somewhat. Sweet peas never were better or in larger supply this season than they are right now, and very fancy stock is obtainable at very reasonable prices. The new variety, Chicago Jewel, is making more friends every day, as is Columbia, which looks very promising. Orchids, gardenias and lily of the valley are in large enough supply to satisfy the demand. Violets, snapdragons, iris, fresias, calendulas,



Lieutenant F. W. Haeger.
Formerly With A. L. Randall Co., Chicago.

tulips, jonquils, daffodils, narcissi, wallflowers, stevia, daisies, pansies, mignonette, forget-me-nots, candy-tufts, lilies, callas, bouvardias, anemones and amaryllis are included in the offerings along with a few other miscellaneous items. Business is a trifle more brisk this week than it has been, but could still be much better. The outlook for Easter is very bright, and while there promises to be a large supply of stock of all kinds, the retail florists will find it to their advantage to place their orders as early as possible, for the demand on this occasion is always heavy, and it would not be at all surprising if the market cleaned up completely in all lines long before the rush is over. Read the Easter advertisements carefully in this issue of THE AMERICAN FLORIST and send in your order as early as possible so as to avoid any chance of disappointment. Do it now.

NOTES.

Albert Erickson, of Vaughan's Greenhouses, and family have the sympathy of their many friends in the loss of a fine boy, who died March 8, seven years of age.

H. VAN GELDER, Pres.

L. M. JONES, Sec'y.

PERCY JONES, Inc., the
House, My Friend Bill says,
the Van 100% Service has
made famous.

PERCY JONES INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

PERCY JONES, Inc.,
—where customers always
receive the benefit of
market changes regardless
of prices quoted.

NOT THE OLDEST; NOR THE LARGEST; JUST THE BEST.

EASTER PRICES

EASTER LILIES.

Cut Easter Lilies.....	\$ 1.50 to \$ 2.00 per dozen
Cut Easter Lilies.....	10.00 to 15.00 per 100
Cut Easter Lilies.....	\$100.00 per 1,000

AMERICAN BEAUTIES.

	Per doz.
Specials	\$6.00
36-inch stems	5.00
30-inch stems	4.00
24-inch stems	3.00
20-inch stems	2.00
15-inch stems	1.50
Short stems	1.00

MRS. CHAS. RUSSELL.

	Per 100
Specials	\$30.00 to \$35.00
Select	25.00
Medium	15.00 to 20.00
Short	10.00 to 12.00

KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT, SUNBURST, OPHELIA, WARD, RICHMOND, MILADY.

	Per 100
Specials	\$10.00 to \$15.00
Select	8.00
Medium	6.00
Short	4.00
Cecile Brunner—Elgar—Baby Doll.....	3.00 to 4.00
Roses—Our Selection	4.00

CARNATIONS.

Fancy	\$5.00 to \$6.00
Firsts	4.00
Splits	2.00 to 3.00

ORCHIDS.

Cattleyas	per dozen \$6.00 to \$8.00
-----------------	----------------------------

MISCELLANEOUS.

	Per 100
Callas	per dozen, \$2.00
Jonquils, Daffodils, Tulips.....	3.00 to 4.00
Spanish Iris	6.00 to 10.00
Valley	6.00 to 8.00
Violets, double and single.....	.75 to 1.00
Sweet Peas75 to 2.50
Snappedragons	per bunch 75; \$1.00; \$1.50

DECORATIVE.

Adiantum	\$1.00
Smilax	per dozen, \$2.50 to \$3.00
Sprengeri Plumosus Sprays.....	2.00 to 4.00
Green and Bronze Leucothoe.....	.75
Ferns	per 1,000, \$3.00
Galax	per 1,000, 1.50

Extra Special Stock Billed Accordingly.

It has been proven that

YOU CANNOT

hire any help,

OR

get a partner whom

you can depend upon

more, or who will work

as hard for you

AS

PERCY JONES, Inc.

It has been proven that

YOU CANNOT

buy our quality of Flowers
elsewhere at a lower price
and

YOU CANNOT

buy our quality of service
elsewhere

AT ANY PRICE

PERCY JONES, Inc.

Bill Says:

Van's 100% Service means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

100%*Van*

Heavy Easter Supply

OF CUT FLOWERS

**Finest
Quality**

ROSES

**In Large
Quantities**

Particularly the very choicest Russell, Milady, Beauties, Killarney, White Killarney, Killarney Brilliant, Ward and all the Miniature Varieties.

Home-Grown Orchids and Gardenias None Better

Choicest Carnations In All Colors

SWEET PEAS

All the best varieties including the splendid Chicago Jewel and all of Zvolanek's proven favorites.

☛ Your aim is always to supply your trade with the best. They get it when you place your orders with us.

KYLE & FOERSTER

WHOLESALE FLORISTS

160 North Wabash Avenue,

L. D. Phone, Randolph 6784.

CHICAGO

Mention the American Florist when writing

Lieutenant F. W. Haeger, formerly manager of the plant department of the A. L. Randall Co., is now stationed at Camp Grant, Rockford, being attached to the 161st Depot Brigade as an instructor, first mention of which was made in previous issues of THE AMERICAN FLORIST. He was with the 2d I. N. G. during the trouble with Mexico and was stationed at the border for some time. He entered the first officers' training camp at Fort Sheridan and was awarded a commission of second lieutenant and shortly afterwards was sent to Texas with a company of national guardsmen. He was transferred to Rockford recently and is making such a good record that it would not be at all surprising to his many friends to hear of his being promoted in the near future. His brother, Francis, is also with the colors and holds a commission of first lieutenant in a machine gun company stationed at Louisville, Ky. The Haeger lieutenants have a sister, Gertrude, employed in the office of this publication.

Kyle & Foerster are handling a splendid supply of fancy sweet peas including the popular new red variety, Chicago Jewel, grown by Kott-rasch Bros., proprietors of the Deerfield Nurseries. Mrs. Chas. Russell and Milady roses of unusual quality are seen here.

The Wholesale Cut Flower Association will meet at the Hotel Sherman, Thursday evening, March 14, at 6 o'clock. The committee, consisting of August Poehlmann, N. J. Wietor and Frank Johnson, will report on the next Liberty bond sale campaign.

Hoerber Bros.' choice snapdragon



**WE NEED YOU
AND
YOU NEED US**

**Chicago is the Best Place
in which to buy :: ::**

Kennicott Bros. Co.

"Chicago's Most Popular Wholesale House"

Established 1881

CHICAGO

It's cheaper to buy Cut Flowers in the world's greatest market than it is for you to grow them.

continues to attract the attention of the best city buyers at their store. They have had unusually good success

with them this season and they have always found ready buyers for this item.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

Chicago Headquarters

FOR ALL

Easter Flowers

ROSES, CARNATIONS

Lilies, Callas, Sweet Peas, Violets, Orchids, Valley, Tulips, Jonquils, Wall Flowers, Calendulas, Stevia, Mignonette, Daffodils, Daisies, Snapdragons, Pussy Willows, Greens.

Everything Seasonable in Quantity. Large enough supply to meet all demands. Get in touch with us immediately.

EASTER PRICE LIST

ROSES.			ORCHIDS.		
	Per doz.			Per doz.	
American Beauties, 60-inch stems.....	\$ 6.00	White Killarney, special.....	10.00 to 12.00	Cattleyas	\$6.00 to \$9.00
48-inch stems.....	5.00	" select	8.00	MISCELLANEOUS.	
36-inch stems.....	4.00	" medium	5.00 to 6.00	Violets	\$ 1.00 to \$ 1.50
30-inch stems.....	3.00	" short	4.00	Valley	6.00 to 8.00
24-inch stems.....	2.50	Killarney, special	10.00 to 12.00	Easter Lilies	10.00 to 15.00
20-inch stems.....	1.50	" select	8.00	Callas	12.50 to 15.00
Short stems	\$ 0.75 to 1.00	" medium	5.00 to 6.00	Snapdragon..per bunch, 75c.	1.00, 1.50
Per 100			" short	Calendulas	3.00 to 4.00
Mrs. Russell, special.....	25.00 to 30.00	Mrs. Ward, special.....	10.00 to 12.00	Daisies	1.00 to 2.00
" select	20.00	" select	8.00	Mignonette	6.00 to 8.00
" medium	12.00 to 15.00	" medium	5.00 to 6.00	Sweet Peas75 to 1.50
" short	8.00	" short	4.00	Tulips	3.00 to 4.00
Richmond, special	10.00 to 12.00	Sunburst, special	10.00 to 12.00	Jonquils	3.00 to 4.00
" select	8.00	" select	8.00	Daffodils	3.00 to 4.00
" medium	5.00 to 6.00	" medium	5.00 to 6.00	DECORATIVE.	
" short	4.00	" short	4.00	Plumosus strings	\$0.50 to \$0.75
Milady, special	10.00 to 12.00	Tipperary, special	10.00 to 12.00	Plumosus	per bunch .35 to .50
" select	8.00	" select	8.00	Sprengeri	" .35 to .50
" medium	5.00 to 6.00	" medium	5.00 to 6.00	Adiantum, fancy long..per 100.	1.00
" short	4.00	" short	4.00	Smilax	per doz. 2.00
Killarney Brilliant, special.....	10.00 to 12.00	Cecile Brunner	2.00 to 3.00	Ferns	per 1,000 3.50
" select	8.00	Elgar	2.00 to 3.00	Galax	" 1.25
" medium	5.00 to 6.00	Baby Doll	2.00 to 3.00	Mexican Ivy	" 6.00 .75
" short	4.00	Fireflame	\$4.00, 6.00 and 8.00	Leucothoe sprays	75c
Ophelia, special	10.00 to 12.00	Extra special roses billed accordingly.	5.00	Boxwood, per lb.....25c: cases	9.00
" select	8.00	ROSES, OUR SELECTION...		Pussy Willows.....per bunch	.35 to .50
" medium	5.00 to 6.00	CARNATIONS.		Subject to market changes.	
" short	4.00	Fancy	\$ 6.00		
		Good	5.00		
		Our selection	\$ 3.00 to 4.00		

Order here. You cannot do better elsewhere—often not nearly as good.

LILIES-ROSES

FOR EASTER

Carnations, Violets, Valley, Sweet Peas, Orchids, Callas, Greens, Etc.

Strictly fresh stock in everything that you need in Cut Flowers and Greens. We are going to have a large and fine supply this year, and will be pleased to have you favor us with your order. Order what you want, no matter what it is or how much you want, and we will serve you to the best of our ability and your satisfaction.

EASTER PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES.		ROSES.		EASTER LILIES.		GREENS.	
Extra long stems.....	Per doz. \$6.00	Richmond, Milady, Brilliant, Killarney, White Killarney, Ophelia, Ward, Sunburst. Per 100		Select	Per 100 \$12.50 to \$15.00	Asp. plumosus ...string	\$0.50 to \$0.75
Stems 48 inches.....	5.00	Special	\$12.00	Short	8.00 to 10.00	Asp. plumosus, sprys.b'ch	.35 to .50
Stems 30 to 36 inches.....	4.00	Medium	10.00	MISCELLANEOUS.		Sprengerl.....per bunch	.35 to .50
Stems 24 inches.....	3.00	Short	\$6.00 to 8.00	Per 100		Adiantum.....per 100	1.00
Stems 18 to 20 inches.....	2.00	ROSES, OUR SELECTION.....	5.00	Violets, single & double.	\$0.50 to \$1.50	Smilax, choice.....per doz.	2.00 to 2.50
Stems 12 inches.....	1.50	Extra special roses billed accordingly		Valley	6.00 to 8.00	Fancy ferns.....per 1,000	4.00
Short stems.....	1.00, \$6.00	CARNATIONS.		Calendulas	3.00 to 4.00	Galax leaves.....per 1,000	1.25
MRS. CHAS. RUSSELL.		Per 100		Daisies	1.00 to 2.00	Wild Smilax.....per case	5.00
Special	\$25.00 to \$30.00	Good	\$3.00 to \$4.00	Callas.....per bunch	.75 to 1.00	Boxwood—	
Select	20.00	Special fancy.....	5.00 to 6.00	Mignonette	6.00 to 8.00	per lb.35
Medium	12.00 to 15.00	Splits	2.00	Callas.....per doz.	1.50 to 2.00	Mexican Ivy.....	.75
Short	6.00 to 8.00	ORCHIDS.		Sweet Peas.....	.75 to 1.50	Leucothoe Sprays.....	.75
MINIATURE ROSES.		Per doz.		Jonquils	3.00 to 4.00		
Cecile Brunner.....	\$3.00	Cattleyas	\$6.00 to \$9.00	Tulips	3.00 to 4.00		
Elgar	3.00			Daftodils	3.00 to 4.00		
Baby Doll	3.00						

ERNE & COMPANY

Wholesale Florists
30 E. Randolph St., L. D. Phone, Randolph 6578. CHICAGO, ILL.

Mention the American Florist when writing.

Walter H. Wilson, vice-president of the Central Fruit Company, organized the first trade division to handle the next Liberty loan, Friday, March 8. The division is known as the miscellaneous one in the general organization which is being worked out. A canvass of the business represented at the meeting was \$10,000,000 and Mr. Wilson gave a luncheon preliminary to organization of the next loan. A number of talks were made and a special organization effected, with John T. Richards chairman of the division. Those representing the several lines of business were: President, John T. Richards, of the Chicago Casket Co.; Stanley Brock, Troy Laundry Machinery Co.; A. F. Poehlmann, of Poehlmann Brothers Co., wholesale florists; A. E. Nelson, of Swain, Nelson & Co., nurserymen; H. W. Ackhoff, with George W. Sheldon & Co., forwarding agents; David Peck, of the Bowman Dairy Co.; Leonard H. Vaughan, of Vaughan's Seed Store; Nicholas Hunt, representing the detective agencies; Warren J. Smith, of the Creamery Package Manufacturing Co.; Victor Adland and George Mattmiller, representing the laundries' association; William Hoefer, representing the American Laundry Machinery Co.; Walter Crowley and Arthur Berg, representing cleaners and dyers; Samuel Wolfert, with Thomas Donnelly, representing the pawnbrokers; Ira J. Mix, president of the milk dealers' association; Charles W. Dempster, of Graceland cemetery; D. B. Quinlan, of the undertakers' association. Some list, believe me. The fellow who has any intention of not subscribing for a bond had better read it over a couple

WANTED! To handle on commission, Lilies, Tulips, Jonquils or other Seasonable Stock.

M. C. Gunterberg

—WHOLESALE FLORIST—

158 North Wabash Avenue,

CHICAGO

Mention the American Florist when writing.

of times. After you have, read it over some more, and then if you have not yet made up your mind to do your bit, get ready to answer to the detective agency, florist, undertaker, casket maker, and last but not least read number 15 carefully, very carefully.

A. L. Vaughan & Co. have added a new sweet pea grower to their list of consignors, which will give them an extra supply to take care of their Easter trade. William Johnson, manager of this firm's shipping department, calls attention to the raise in price of the large shipping box, 60x18x10, from 57 cents to 94 cents each.

Wietor Bros. will have a heavy supply of carnations for Easter for the crops in their greenhouses are in excellent condition and large cuts are in sight for this occasion. They grow all the new and standard varieties in quantity, including the favorites Matchless, Nebraska, Alice and Rosette.

Allie Zech, of Zech & Mann, is enthusiastic over the outlook for Easter which he figures will be fully as good if not better than last year judging from the early orders they have already booked. Lilies will be in good supply as usual with them as well as Darwin tulips and sweet peas.



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

A. T. Pyfer & Co. will be strong in cut lilies and Darwin tulips for Easter, which Pyfer & Olsem are growing in quantity at their Wilmette greenhouses and are shipping to them.

Peter Duris reports that business has been exceptionally good at the Central Floral Co.'s store the past few weeks with the total sales showing a great increase over the same period of 1917.

Charles Brown, formerly with Vaughan's Greenhouses at Western Springs, who is with the colors, writes from London, Eng., that he expects to be in France in the near future.

Miss Dora Brown, of the Colonial Flower Shop, Goshen, Ind., was the guest of Allie Zech and wife the last week while here buying her Easter supplies.

BIG CROP —OF— CARNATIONS

We have all the standard and best new varieties, and can supply the best grade in quantity for Easter at the most reasonable prices. Best Red, White and Pink obtainable in the Chicago Market, so order from us.

Large Supply of Roses

Exceptionally Fine Russell, Richmond, Killiarney Brilliant, White Killarney, Pink Killarney, Sunburst and Ophelia.

EASTER PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100	RICHMOND.	Per 100	CARNATIONS.	Per 100
Extra Special	\$25.00	Extra Special	\$8.00	Extra Special	\$6.00
Select	20.00	Select	7.00	Fancy	5.00
Fancy	15.00	Fancy	6.00	Good	4.00
Medium	12.00	Medium	5.00		
Short	10.00	Short	4.00		
White—KILLARNEY—Pink.	Per 100	SUNBURST AND OPHELIA.	Per 100	MISCELLANEOUS.	Per 100
Extra Special	\$8.00	Extra Special	\$10.00	Valley	\$ 6.00 to \$ 8.00
Select	7.00	Select	8.00	Lilies	12.50 to 15.00
Fancy	6.00	Fancy	6.00	Ferns, per 1,000	4.00
Medium	5.00	Good	5.00	Smilax, per doz. strings.....	2.00
Short	4.00			Adiantum	1.00
KILLARNEY BRILLIANT.		MINIATURE ROSES.		Galax (bronze and green), per 1,000.	1.50
Extra Special	\$8.00	Baby Doll	\$3.00	Asparagus Sprengeri, bunch.....	.50
Select	7.00	Elgar	3.00	Asparagus Plumosus, bunch.....	.50
Fancy	6.00	ROSES, OUR SELECTION.....	4.00	Boxwood, per lb.35
Medium	5.00			Other Green Goods Market Rates.	
Short	4.00				

Our Range of Greenhouses is One of the Three Largest in America and will be in Full Crop for Easter.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

CHICAGO



**PLACE
YOUR
EASTER
ORDER
NOW!**

FOR EASTER

If You Want Good Stock

**PLACE
YOUR
EASTER
ORDER
NOW!**

Send Your Orders to us for

Roses Carnations, Lilies

Valley, Sweet Peas, Callas, Narcissi, Jonquils, Violets, Calendulas, Snapdragons, Freesia, Stocks, Tulips, Daffodils, Mignonette, Daisies, Pansies, Feverfew, Gardenias, and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengeri, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have home grown Asparagus—Hence never a shortage.

ASK FOR OUR EASTER PRICE LIST BEFORE ORDERING ELSEWHERE.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS

BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

George Wienhoeber filled an order for all the Maywood growers which was delivered to the Luedke funeral and called for a large eight-foot heart of the new rose Columbia, colored freesias and pink carnations, in the center of which were draped two silk American flags, the symbol of international liberty, for which the young American was willing to sacrifice his life. The design was artistically arranged and had a touch of patriotism about it which was not fully appreciated until the time that his khaki-clad companions fired the parting volley and the wind lifted the flags sufficiently to permit them to join sadly but proudly in the final touching but fitting tribute.

The body of Corporal Arthur Luedke, of Company D, One Hundred and Thirty-second infantry, stationed at Camp Logan, arrived at the home of his parents, Mr. and Mrs. Hugo Luedke, in Maywood, March 11. He died of meningitis while at camp and was given a military funeral the following Tuesday with interment at Concordia cemetery. He was 20 years of age and was well known to the local trade, being a member of the florists' club and attending many of the monthly meetings. The floral offerings were many and beautiful, and the heartfelt sympathy of the trade is extended to the bereaved family in this their hour of sorrow.



ROSES--CARNATIONS

**Tulips--Calendulas--Sweet Peas
Narcissi -- Freesias -- Daffodils**

FLORISTS' SUPPLIES

Magnolia Leaves--Magnolia Wreaths--Cycas Leaves, Etc.

O. A. & L. A. TONNER

30 East Randolph St., Chicago, Ill.

George Asmus leaves for the New York spring show March 14, where he will officiate as judge of roses. He will also attend the meeting of the

S. A. F. publicity and finance committees. Herman Knoble, of Cleveland, O., will join him in the latter city.

Big Supply of ROSES FOR EASTER

You Can Get What You Want Here In

Mrs. Chas. Russell **My Maryland**
Milady **Ophelia**
Killarney White Killarney Killarney Brilliant
Richmond **Champ Weiland** **Sunburst**

Our prices for Easter this year are very reasonable when the exceptionally fine quality of the roses that we are offering is considered. Send us your order as early as possible and we will see to it that you will be taken care of right. Reinberg quality means the best.

CARNATIONS

Plenty of Red, White and Pink for everybody at \$4.00 to \$6.00 per 100. Order today.

Fancy Lilies, Sweet Peas, Valley, Violets, and Complete Line of Greens.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

EASTER PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100	ROSES, OUR SELECTION		Per 100
Specials		\$25.00			\$ 5.00
Select		20.00	Carnations, fancy		\$ 4.00 to 6.00
Medium		\$12.00 to 15.00	Harrisii		12.00 to 15.00
Short		6.00 to 10.00	Valley		6.00 to 8.00
RICHMOND		Per 100	Violets		.75 to 1.50
Specials		\$10.00 to \$12.00	Stevia		1.50 to 2.00
Select		8.00	Sweet Peas		1.00 to 1.50
Medium		5.00 to 6.00	Smilax	per doz. strings	2.00 to 2.50
Shorts		4.00	Adiantum		1.00 to 1.50
MILADY		Per 100	Asparagus, per bunch		.50c to 75c
Specials		\$10.00 to \$12.00	Ferns, per 1,000		\$3.50
Select		8.00	Boxwood	per bunch, 35c	
Medium		5.00 to 6.00	Galax, bronze and green, per 1,000		\$1.25
Shorts		4.00	Leucothoe Sprays		.75 to 1.00
KILLARNEY		Per 100			
White Killarney		\$12.00 to \$15.00			
Killarney Brilliant	Special	10.00 to 12.00			
Sunburst	Select	8.00			
My Maryland	Medium	5.00			
Ophelia	Short	5.00			
Champ Weiland					

2,000,000 Feet of Modern Glass

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phone
Central 2846
601

CHICAGO

For Your Supply of CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Ed. Gullett, with Gullett & Sons, Lincoln, who has been visiting with his brother, Fred, at Deer Lodge, Mont., passed through here March 9 on his way home. His brother, who has been in the banking business at Deer Lodge for the past 29 years, accompanied him home, but took time between trains to call on several of his old friends, including A. L. Randall, Chas. Fisk, Carl Cropp and others. He was formerly with J. C. Vaughan and was disappointed to find that he is wintering at Miami, Fla., as he looked forward to a pleasant visit with him. Another old friend he greatly missed was Billy Lynch, now located at Hatfield, Mass.

Poehlmann Bros. Co. is featuring extra fancy Killarney Brilliant roses and White Perfection carnations, which are attracting much favorable attention. The supply department reports a better than ever demand for green dye for St. Patrick's day. There have been a large number of visitors out to Poehlmann's greenhouses the past week buying plants for Easter, and the demand is so heavy that a complete cleanup is in sight. Lilies, cyclamens and rambler roses are the principal things in blooming stock.

Horace R. Hughes, well-known retail florist, has a new shamrock box that looks very promising. It holds 12 Keller one-and-three-quarter-inch pots and carries the wording "Shamrocks from Dear Old Ireland's Sod," below which appears "Tipperary Brand." John Degnan, of Winterson's Seed Store, pronounces it a winner.

The Fleischman Floral Co. had an exhibit of the new pink snapdragon, St. Louis, at its store this week which attracted much favorable attention. The stock came from the W. A. Rowe Floral Co., Kirkwood, Mo., who is placing this variety on the market this season.

J. A. Budlong is cutting a good supply of roses, particularly the pretty miniature variety, Mrs. Nesbit, which looks better every time the writer sees it. Stock in general is in large supply at this establishment and promises to continue so until after Easter.

R. E. Jones, of the Advance Co., Richmond, Ind., was here this week on business. He signified his intention of attending the New York spring flower show to be held in the Grand Central Palace, March 14-21.

The Foley Greenhouse Manufacturing Company received an order this week from the Guardian Angel Florist for two new houses to replace the four that were destroyed during the recent heavy snow storm.

The John C. Moninger Co. has received an order from the Menger Greenhouse Co., Wichita, Kan., for six new houses, 35x300 feet, including a complete vacuum heating system, etc.

Joe Restevo is again on deck at Wietor Bros.' store, having been discharged from the army after several

THE RAPID RAPPER

will be used more than ever this month. It will come in handy in wrapping your bulb stock and Easter plants. Write for free illustrated booklet



Most beautiful ornamental Plant Stand on the market. Write for special price on lots of 50 or more. Good proposition for Agents and Jobbers.

THE RAPID WRAPPER CO.

56 East Randolph Street, CHICAGO

BURLINGTON WILLOW WARE SHOP,
BURLINGTON, IOWA.

Mention the American Florist when writing

weeks' service. He was with the B brigade.

R. J. Windler was in charge at the Freres-Windler Co. store for several days the past week, while his partner, D. E. Freres, was on the sick list.

Sid Buchbinder, manager of Buchbinder Bros., manufacturers of florists' refrigerators and store fixtures, is the proud father of a baby girl.

Philip Hecht, formerly of Boston, Mass., is conducting the new store known as the Wabash Floral Shop at 14 South Wabash avenue.

Nicholas Dahm, Jr., of Morton Grove, is with the national army at Rockford.

H. E. Philpott is back from a visit to Winnipeg, Can., and Minneapolis, Minn.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady. Sunburst.

Shawyer.

Ward. Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES

Heavy supply for Easter. Damm's celebrated brand Lilies, which we handle exclusively, are without equal in this market. Get the best.

DARWIN TULIPS

(Best in Chicago.)

SWEET PEAS

Our famous high quality stock, positively the best obtainable.

DAFFODILS

Valley. Callas.

Violets.

(Single and double)

Calendulas.

Cattleyas. Paper Whites.

White Daisies. Yellow Daisies.

Pansies. Strawflowers.

Jonquills. Mignonette

Freesias. Tulips

GREENS.

Plumosus. Sprengerl.

Galax, bronze. Galax, green.

Ferns.

Leucothoe Sprays.

Mexican Ivy. Smilax.

Adiantum.

Wild Smilax. Boxwood.



20,000 CHOICE EASTER LILIES

Long fancy, \$15.00 per 100; \$125.00 per 1000. Medium, \$12.50 per 100; \$100.00 per 1000. Short, \$10.00 per 100; \$80.00 per 1000. In pots 12½c to 15c per bloom.

ROSES

Ophelia, Sunburst, Milady, Brillants, Hearst, Montrose, Double White Killarney, Pink Killarney, Mrs. Ward.

Per 100

Select long	\$8.00 to \$12.00
Choice medium	10.00
Good shorts	6.00
Heavy cut of short Sunburst, Ophelia, Ward, Pink and White Killarney at	4.00 to 5.00
Evelyn Nesbits, select	\$ 3.00 to \$ 4.00
Cecile Brunners, select	2.00 to 3.00

RUSSELLS

Per 100

Short	8.00 to 10.00
Medium	12.00 to 15.00
Long	20.00 to 25.00

CARNATIONS

Heavy crop very choice select fancy stock	\$5.00
Select fancy	\$3.00 to 4.00
Choice	2.00 to 2.50
Common	\$20.00 to \$30.00

VIOLETS

Heavy cut choice Hudson River50 to .75
Doubles	

JONQUILS

Per 100

Fancy Empress	\$3.00 to \$4.00
1,000 lots	\$25.00

SWEET PEAS

Best Spencers	\$1.00 to \$1.50
1,000 lots	\$7.50 to \$12.50

GREENS

Asparagus, bunch35 to .50
Sprengeri, bunch35
Ferns, per 1,000	\$3.00
Galax, per 1,000	1.25

Fancy Darwin Tulips

Very large select flowers	\$5.00 to \$6.00 per 100
In 1000 lots	\$40.00 to \$50.00 per 1000

Single or Double Tulips

Per 100	\$3.00 to \$4.00
In 1000 lots	\$20.00 to \$25.00

A.T. Pyfer & Company

Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

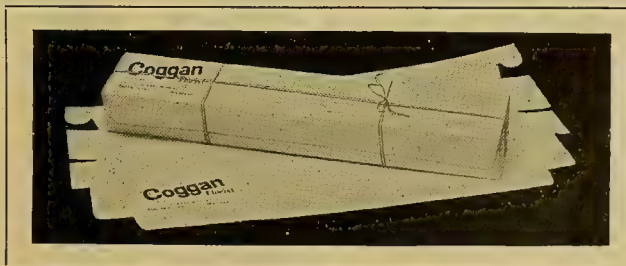
At the E. C. Amling Co.'s store Rainbow freesias and sweet peas are seen in quantity and will be in good supply for Easter. Fancy iris is in good demand here. E. C. Amling and son Harold are back from the oil regions near Wichita, Kan. H. C. Wendland, who made the trip with them, is still in the west, where he will enjoy a few days' hunting.

Eric Johnson, manager of the A. L. Randall Co.'s cut flower department, will have a large crop of stevia to distribute at Easter. Lilies and fancy sweet peas promise to be in large supply with this house, although the present indications are that the former will not be quite as plentiful as in 1917.

Erne & Co. are handling a large steady supply of fancy smilax, which is their leader in greens. Cut flowers of all kinds are included in the daily offerings and the outlook for a large supply for Easter is very encouraging.

C. L. Washburn reports that Bassett & Washburn have had a number of calls from out-of-town wholesalers the past week for roses, which caused a sudden tightening up in this line the latter part of last week.

R. Williams, of Williams & Co., South Bend, Ind., was here on a Easter buying trip this week. He reports



The Coggan One Piece Box

ECONOMY AND STYLE COMBINED.

24 x 4 x 3	\$2.00 per 100	20 x 4 x 3	\$1.90 per 100
------------------	----------------	------------------	----------------

The ideal box for local trade. Write for special circular.

THE JOHN HENRY COMPANY, Lansing, Mich.

Mention the American Florist when writing

business good, and is buying heavily in anticipation of a brisk Easter trade. The Raedlein Basket Co. is having a big run on its special Easter basket assortment offers, which will be con-

tinued for two more weeks.

Fred. Publicity Lautenschlager left March 12 for New York to attend the spring flower show to be held in the Grand Central Palace, March 14-21.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Hurry Up That Easter Order

THERE IS NOT A MOMENT TO LOSE, GET IT OFF TODAY.

Easter is a harvest time if you are there with the goods.

PLANT BASKETS

Round, oval, square,
high or low handles.

EASTER KIDS

Hand-painted, with cups for cut
flowers.

Nothing finer; correct designs.

JARDINIERE
BASKETS OR BOXES

With end handles.

TRELLIS BOXES

Great for Easter.

Mats, all colors.

CREPE PAPER

And other pot coverings.

SEND FOR OUR
New Illustrated Price List
A POSTAL WILL BRING IT.

Stork ideas illustrated in this issue originated with us.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

H. Van Gelder, manager of Percy Jones, Inc., has no complaint to make in regard to business, which has been very good considering conditions, and is looking forward to the best Easter ever. Carnations will be the leader at this house on this occasion, not to mention all the other seasonable offerings in cut flowers and greens.

Peter Reinberg is booking a large number of orders for carnation cuttings and young rose stock, for which the demand is exceeding all previous records. Miss Marguerite McNulty, who has charge at the Reinberg office, reports the safe arrival of her brother Archie in France. He is with the colors.

Irving Stein had five large floral pieces for the opening of the new Woods theatre this week, which kept the wire-workers of Joseph Ziska & Sons on the jump for a couple of days. A large five-foot W and S, two five-foot horseshoes and an eight-foot ladder comprised the order.

D. F. Simonds, of the Ogden Floral Co., reports that trade has been very good in his neighborhood the past week, and if the Easter demand is up to expectations he sees no reason why he will not be able to take his customary fishing trip next summer.

The Chicago Flower Growers' Association is receiving a very fancy grade of Killarney Brilliant, Mrs. Aaron Ward and Ophelia roses from the new George Weiland greenhouses at Niles Centre. Carnations are to be had in quantities at this establishment.

George Wienhoeber had a large basket of roses for the opening of the new Woods theatre this week and the window decorations for the Marshall Field & Co. opening, calling for \$1,000 worth of blooming plants.

Hugh Barker, who was formerly with THE AMERICAN FLORIST, now with U. S. Supply Co., 35th Inf., stationed at Nogales, Ariz., was slightly injured in a recent train wreck.

H. A. Cecil, with the George Wittbold Co., has returned from a successful business trip through Michigan, Kentucky and other states.

O. A. & L. A. Tonner are handling a fine supply of bulbous stock, particularly tulips, which will be one of their leaders for Easter.

H. B. Kennicott, of Kennicott Bros. Co., and Nic. Thinnis left March 11 for a short visit at Clearwater, Fla.

Harry Gardiner, with A. T. Pyfer & Co., was called for examination by his draft board this week.

Buchbinder Bros. report the sale of a florist's refrigerator to Tom Taggart of French Lick, Ind.

M. C. Gunterberg expects to have her usual supply of violets to offer for Easter.

Visitors: J. W. Thompson, Mt. Pleasant, Ia.; E. H. Mazey, Minneapolis, Minn.; C. C. Pollworth, Milwaukee, Wis.; J. G. Gammage, secretary and treasurer of J. Gammage & Sons, Limited, London, Ont.; Peter Rorris, manager of the cut flower department of the Olympia Candy Co., Sioux City, Ia.; J. Aldous, Iowa City, Ia.; Philip Breitmeyer, Detroit, Mich.

Cincinnati.

BUSINESS SOMEWHAT SLOW.

The market is well supplied with stock of all kinds. Business is somewhat quiet and as a result stock has accumulated greatly in the wholesale houses. Openings this week are expected to take up a considerable part of the receipts. Prices are rather low. Roses have become plentiful since the last writing. Carnations and sweet peas are in a good supply and manage to sell fairly well. Easter lilies are plentiful, while rubrums and callas are each in a good supply. Bulbous stock of all kinds is fairly plentiful. The offerings in this line include double and single tulips, daffodils, jonquills, Dutch hyacinths, narcissi and freesia. Lily of the valley, orchids and violets may be had. Other offerings are baby primroses, calendulas, mignonette and forget-me-nots. Blooming plants for the Easter season have made their appearance in the retail stores.

NOTES.

L. H. Kyrk advises that a note from Frank & Sons, at Portland, Ind., states that although they lost about 200 panes of glass in the storm last Saturday, their stock was not harmed in any way.

Arlington George, who is in the navy, was home on a furlough last week, while T. Ben George, Jr., joined the colors and left for San Antonio for training this week.

Wm. Rodgers, of Dayton, O., was in this city on business last week, and while here renewed many old friendships.

C. E. Critchell has been getting in lots of tulips that were exceptionally fine.

Geo. Klotter is cutting some excellent mignonette and single violets.

Visitors: I. Bayersdorfer, representing H. Bayersdorfer & Co., Philadelphia, Pa.; John Evans, Richmond, Ind.; Jos. Hill, Richmond, Ind.; Miss Harbison, Danville, Ky.; Mrs. J. J. Lampert, Xenia, O., and G. A. Beckman, Middleton, O.

THE BOOK OF
GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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CHICAGO.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,

PITTSBURGH, PA.

Growers of Quality Flowers.

Mention the American Florist when writing.

BALTIMORE, Md.—Golden & Kirshbaum have opened a flower stand in the Emerson hotel.

WORCESTER, MASS.—Charles Pugh, well known in this vicinity as a carnation grower, has been honorably discharged from the army, and will resume his position as superintendent at the Westboro greenhouses.

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

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KYLE & FOERSTER

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THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

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Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

WILD SMILAX, \$2.50 Per Case

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

E. A. BEAVEN, EVERGREEN, ALABAMA

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A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

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George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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The Largest, Best Equipped,
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CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.	Dozen
Roses, Beauty, specials.....	\$7 00
" " 36-in.	6 00
" " 30-in.	5 00
" " 24-in.	4 00
Mrs. Chas. Russell.....	1 00@ 3 00
100	
" Hoosier Beauty	8 00@ 15 00
" Killarney Brilliant	6 00@ 15 00
" Killarney	6 00@ 12 00
" White Killarney	6 00@ 12 00
" Richmond	8 00@ 15 00
" Rhea Reid	6 00@ 15 00
" My Maryland	6 00@ 15 00
" Mrs. Geo. Shawyer.....	6 00@ 15 00
" Milady	6 00@ 15 00
" Sunburst	6 00@ 12 00
" Mrs. Aaron Ward.....	6 00@ 12 00
" Hadley	6 00@ 15 00
" Ophelia	6 00@ 12 00
" Double White Killarney..	6 00@ 12 00
" Mrs. Moorefield Storey..	6 00@ 12 00
" Champ Weiland	6 00@ 12 00
" Stanley	6 00@ 12 00
" Tipperary	8 00@ 10 00
" Francis Scott Key.....	6 00@ 15 00
" Bayard Thayer	6 00@ 15 00
" Cecile Brunner	2 00@ 3 00
" George Elgar	2 00@ 3 00
" Baby Doll	2 00@ 3 00
" Nesbit	2 00@ 4 00
" Fireflame	6 00@ 8 00
" Our selection	4 00@ 5 00
Violets	75@ 1 00
Carnations	2.00@ 4.00
Cattleyas, per doz.....	6 00@ 9 00
Daisies	1 00@ 2 00
Lilium Harrisii	10 00@ 15 00
Valley	6 00
Ferns	per 1000 \$3 00@ \$4 00
Freelias	2 00@ 3 00
Tulips	3 00@ 4 00
Tongues	2 00@ 3 00
Galax	1 00@ 1 25
Leucothoe	75
Mexican Ivy per 1000, 5 00@ 6 00	
Plumosa Strings, each, 60@ 75	
Smilax	per doz., 2 00@ 2 50
Sprengerl, Plumosa Sprays....	8 00
Boxwood, 35c per lb.	

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of..\$4.50

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.

Wild Smilax, \$2.50 Per Case

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.

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WEILAND-RISCH Co.

FLOWER GROWERS

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ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

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We Are Getting in Now The Best

Spencer Peas

We have had so far this season. When in the market for good Peas we do not think you can possibly do better in quality and price than for you to place the order with us.
\$1.00, \$1.50 and \$2.00 per 100.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

THIRTY-EIGHT YEARS IN FLORIST SUPPLIES

My experience in the business and my knowledge of the trade in all parts of this country from the Atlantic to the Pacific Coast, enables me to know just what is used in the various localities. My stock is full and complete. Everything new and up-to-date, including all the dependable staples in Florists' Supplies. Let me quote figures on your every day needs. I am out for business and my prices and quality of stock will surprise you.

MARTIN REUKAUF, Wholesale Jobber in Florist Supplies. 433 Callowhill St., Philadelphia, Pa.

Philadelphia.

WEEK'S BUSINESS ABOVE COMPLAINT.

A fairly good week is the consensus of opinion among the wholesale cut flower trade of the period just closed. Saturday, March 9, saw a good demand with a cleanup in nearly all lines. The feature of the market is the great crop of sweet peas; all growers are making large shipments. Some of the stock is superb, with extra long stems, while nearly all is of improved quality. While it all appears to sell, yet prices are low, \$2 buying the best grades. Carnations are also very plentiful, the street men cleaning out thousands of them on Saturday. Easter lilies are none too plentiful. The Easter crop is not at all certain, not so many being grown as last season and quite a few crops being somewhat backward. Callas are seen in quantity; still they all seem to find a market. There is an abundance of bulbous stock, particularly daffodils. Emperor is now seen in all the stores. Calendulas are plentiful. Many are, however, of inferior grades. Why not grow one-half the quantity and do them well? Roses are a bit shy and will be for another couple of weeks. Still there appears enough to go around. Cattleyas are slowing up, still plenty for all demands. Gardenias are street provender. There is good lilac which finds ready buyers. Lily of the valley is very erratic; plenty for all demands today, none tomorrow. On account of the scarcity of this flower, the demand is dying out. Not one-fourth of the quantity is handled that was easily disposed of four years ago. Asparagus is much more plentiful. Southern-grown stock is now arriving of good quality. Violets are plentiful and meet

TRANSPORTATION SITUATION.

Transportation is still a great factor, or perhaps it is the lack of this service or its uncertainties that are most considered. Many florists' autos from cities and towns 25 to 50 miles away are seen here in quest of Easter stock, which is selected and taken along. Plans are now being laid to deliver Easter plants by truck as far as Baltimore and Washington. Let us hope that by the time another year rolls around Uncle Sam will have his schedules so arranged as to insure deliveries on time at the holiday season.

QUALITY FIRST.

Clarence Liggett, of the S. S. Pen-nock Co., thinks growers stand in their own light by placing quantity before quality. As a rule, there is more stock of nearly all kinds in the market than can readily be disposed of. What is wanted is well finished stock of good grade, not the highest, but a good quality, in which each flower is salable. Pinch out half the buds and in-

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, March 13. Per 100	
American Beauty, per doz.	1.00@ 4.00
Roses, Killarney	4.00@ 8.00
" Mrs. Chas. Russell	10.00@25.00
" Ophelia	8.00@15.00
" Richmond	8.00@15.00
" Sunburst	8.00@12.00
Lilium Giganteum	10.00@12.50
Carnations	2.00@ 3.00
Valley	7.00
Narcissus	2.00
Sweet Peas	.50@ 1.00
Violets	.50
Daffodils	2.00@ 4.00
Tulips	3.00@ 5.00

BOSTON, March 13. Per 100	
Roses, Beauty	10.00@25.00
" Killarney Queen	2.00@ 3.00
" White and Pink Killarney	4.00@12.00
" Double White Killarney	2.00@ 8.00
" Killarney Brilliant	4.00@10.00
" Hadley	5.00@25.00
" Cardinal	2.00@ 8.00
" Mock	4.00@12.00
" Mrs. Chas. Russell	3.00@15.00
" Sunburst	10.00@16.00
" Taft	4.00@12.00
" Milady	2.00@ 8.00
" Ward and Hillingdon	6.00@ 8.00
" My Maryland	2.00@ 8.00
Carnations	3.00@ 4.00
Violets	.75@ 1.00

BUFFALO, March 13. Per 100	
Beauty Special	40.00@50.00
" Fancy	25.00@35.00
" Extra	20.00@25.00
" 1st	10.00@15.00
Roses, Killarney	4.00@10.00
" My Maryland	4.00@10.00
" Sunburst	4.00@10.00
" Ward	3.00@ 6.00
" Ophelia	5.00@12.00
" Russell	6.00@12.00
" Stanley	4.00@ 8.00
" Mock	4.00@ 8.00
" Shawyer	8.00@12.00
Lilies	50.00@60.00
Cattleyas	2.00@ 3.00
Carnations	2.00@ 3.00
Asparagus Sprengel	.35@ .50
Ferns.....per 1000, 2.50	
Smilax	15.00@20.00
Violets	.60@ .75
Sweet Peas	1.00@ 2.50
Daffodils	2.00@ 3.00
Tulips	2.00@ 3.00
Romans	2.00@ 4.00
Paper Whites	2.00@ 3.00
Freestias	2.00@ 4.00
Calendulas	2.00@ 4.00

crease the size of the remainder. The culls and inferior flowers thrown on the market very often do not bring enough to pay freight, but they do cheapen prices and help clog up the machinery. Plants are much the same

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Price List On Cut Flowers H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY VIOLETS.

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

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THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

Mention the American Florist when writing

—cheap or low-grade bulbs never pay. Get the best, which produce high-grade flowers and are sure to find a market at top prices.

WITH THE WHOLESALERS.

Clarence Watson, at Niessen's, reported an encouraging week with the market full of stock, which moved off well, but at rather low prices. Sweet peas, carnations and roses were features.

Samuel N. McClements, of Pittsburgh, was in town last week looking up Easter plants and novelties. He

C.C. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
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MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
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Send list in for quotations.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service; Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

EUGENE BERNHEIMER

—Wholesale Florist—
ROSES

Prima Donna, September Morn and Ophelia.
Carnations, Violets.

1531 Ranstead St., Philadelphia, Pa.

is one of the generals of the florists' armies of the country. Robert Halliday, of Baltimore, was also a visitor. Joseph Heacock spent the past two weeks in the Presbyterian hospital, undergoing a minor operation. His friends will be glad to know that he has now practically recovered and is able to be about again as usual.

H. Bayersdorfer & Co. are moving a lot of stock for Easter. Special arrangements with the express companies in making trains is a great help. Their Easter Kid flower holders are a pleasing novelty.

Eugene Bernheimer is receiving enlarged shipments, but cleans up every day at quick moving prices. Easter lilies, sweet peas and September Morn roses are features.

Martin Reukauf is well satisfied with his initial business. Stocks are arriving every day, which will soon fill his four-story building, 433 Callowhill street.

The Jos. G. Neidinger Co. is having quite a run on its hand-painted novelty stork screen. It is a beauty when filled with flowers.

The Robert Craig Co. has a splendid stock of Easter lilies; they are timed just right.

NOTE.

This city is to enjoy one national convention and exhibition, that of the American Sweet Pea Society, which is to be held at Wanamaker's, June 25-26. The spring exhibition of herbaceous stock and sweet peas will also be held in conjunction, which will make altogether quite an important show.

K.

GUST. RUSCH & CO.



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LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

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Write for Price List

C. A. Kuehn, **WHOLESALE** Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Mar. 13. Per 100		
Roses, Beauty, special.....	35.00@50.00	
" " fancy	15.00@25.00	
" " extra	10.00@15.00	
" " shorter grades,	8.00@10.00	
" Mrs. Chas. Russell.....	6.00@15.00	
" Prima Donna	6.00@10.00	
" Killarney	3.00@ 8.00	
" Hadley	6.00@20.00	
" Sunburst	4.00@10.00	
" Wards	3.00@ 5.00	
Carnations	1.00@ 3.00	
Cattleyas..... each \$0.35@ .50		
Valley	10.00@12.00	
Lilium Rubrum	5.00@ 6.00	
Calendulas	1.00@ 2.00	
Easter Lilies	10.00@12.50	
Snaptagons	6.00@12.50	
Violets, single and double.....	.50@ .75	
Asparagus.....string or bunch,35@ .50	
Sweet Peas.....	1.00@ 2.00	
Paper Whites	1.50@ 2.00	

PITTSBURGH, March 13. Per 100		
Roses, Beauty, special	30.00	
" " fancy	20.00	
" " extra	12.00	
" " No. 1	8.00	
" Killarney	3.00@12.00	
" My Maryland	3.00@12.00	
" Sunburst	3.00@12.00	
" Mrs. Aaron Ward	3.00@12.00	
Cattleyas	50.00	
Lilium Giganteum.....	8.00@10.00	
Adiantum	1.00	
Asparagus Sprengeri, bunch,	35@40	
New Crop Green Galax per 1000	\$1.25	
Carnations	1.00@ 3.00	
Violets25@ .50	
Daffodils	2.00@ 3.00	
Freesia	3.00	
Sweet Peas75@ 1.50	
Tulips	2.00@ 3.00	
Valley	8.00	
Snaptagons	6.00@12.00	
Calendula	2.00	
Myosotis	1.00	
Paper Whites	1.00	

MILWAUKEE, March 13. Per 100		
Roses, Killarney, W. Killarney	5.00@ 8.00	
" Ward	3.00@ 8.00	
" Mrs. Chas. Russell	8.00@25.00	
" Ophelia	5.00@10.00	
" Hoosier Beauty.....	5.00@12.00	
" Bon Silene	2.00@ 3.00	
Carnations	1.00@ 3.00	
Valley	4.00@ 6.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing

Fancy Raffia Mats

\$3.00 per doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

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Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

St. Louis, March 13. Per 100		
Hadley	2.00@ 5.00	
Killarney	2.00@ 4.00	
White Killarney	2.00@ 4.00	
Hoosier Beauty	3.00@15.00	
Russell	4.00@25.00	
Sunburst	3.00@10.00	
Ward	3.00@ 8.00	
Mrs. Sawyer	2.00@ 8.00	
Ophelia ..	4.00@10.00	
Ferns	1.00@ 1.50	
Violets	1.00@ 1.50	
Paper Whites	2.00@ 3.00	

New York.

FAIR DEMAND AND AMPLE SUPPLY.

Considering the Lenten season and the fact that milder weather is increasing the supply of stock, the business of the past week was fair. In carnations, sweet peas, violets and narcissi there is a surplus and prices are necessarily low. The supply of American Beauty roses is not heavy and the best specials wholesale at the rate of \$40 to \$50 per 100. As noted in our last letter, prices on tea roses have fallen off. The approach of Easter has a tendency to stiffen prices on cut lilies and good stock brings eight and 10 cents per flower. The Darwin tulips are now a feature of the market, wholesaling at 50 and 75 cents per dozen. Cut stock acacias is quite plentiful, but it moves slowly. This we attribute to less table decorating than in former years. We have never noticed a strong demand for any length of time for any yellow stock except for decorations. Even the yellow chrysanthemums grow stale when they have a long season. In what we usually term the minor stocks, such as snapdragons, wallflowers, marigolds, French anemones, pansies and some others, there is an abundant supply and they are cheap. The best snapdragons brought good prices for a time, but are now cheaper. A quantity of this stock comes in with crooked spikes, poorly flowered.

March 11.—There is a fair amount of business this morning, but no rush. A sudden cold wave, with an 82-mile-an-hour gale, yesterday, checked what business the retail stores might have had on a pleasant day. The supply of stock is not particularly heavy for this date, but there is enough.

NOTES.

A story comes from Camp Dix, Wrightstown, N. J., that has the flavor of Damon and Pythias. John Sherrerd, a florist of Henderson county, N. J., was called in the selective draft and a week ago was ordered to camp. He did not ask for exemption, but did ask for a stay of six weeks, to carry him through the Easter business in the greenhouses. He had a friend, Lester Hope, who was also in the draft, but so far down that there was little prospect of his being called for some time to come. When he heard of the summons to Sherrerd he volunteered and took his place. His magnanimous act has been duly appreciated by his comrades at the camp.

Traendly & Schenck, 436 Sixth avenue, are receiving a particularly fine stock of roses and orchids. From Robert Simpson, Clifton, N. J., they have such roses as Mock, Ophelia, Stanley, Ward and a light pink sport of Mock. From the Madison, N. J., Cut Flower Co. fine American Beauties and Hadleys; from the Rowayton, Conn., greenhouses, Ophelia, Stanley, Shawyer, White Killarney and Hoosier Beauty. Herman Kommitsch, Secaucus, N. J., sends them a great stock of cattleyas and fancy orchids.

Mayor Hylan returned from Palm Beach, Fla., March 6, where he had spent two weeks. In honor of his return, Park Commissioner William Grell had the municipal building handsomely decorated with tall palms and "other bowers of tropical luxuriance," as one reporter put it. The plants were from the greenhouses of the park department. This shows that Commissioner Grell understands politics and human nature.

The most complete stock of pot roses that we have ever seen in one range is that of Anton Schultheis, of College Point. He grows many varieties of stock and grows them well, but roses are his specialties. He has a great stock of the beautiful pink, Tausendschoen, Dorothy Perkins and other

From Cold Storage

LILIUM GIGANTEUM

7-9 (300 bulbs per case), \$60.00 per 1000.

LILY OF THE VALLEY

Best quality, \$30.00 per 1000.

Chas. Schwake & Co., Inc., 90-92 W. Broadway, New York

new and old varieties. He has also a fine display of heather, hydrangeas, lilacs and other plants.

William Scharf, of Bayshore, L. I., who has been with Alex. M. Westwood for six years, in his store in the Penn-



Julius Mason.

Formerly with the Kervan Co., New York, Now with the U. S. Army in France.

sylvania Terminal, was drafted and has been accepted by the National Army surgeons and is likely to go to camp in a short time. He has been a clever and efficient young man in the business and we believe he will make a creditable record as a soldier.

During the past few weeks there have been several heavy wind storms, and in one of them one of the plate glass windows was blown out of the store of George D. Nicholas, Seventh avenue and 123rd street. At this store we have recently noticed a fine arrangement of baskets of plants and cut flowers.

Joseph A. Millang, in the rooms of the New York Cut Flower Company, is now receiving a fine stock of American Beauty roses from the F. R. and P. M. Pierson ranges. Another of his attractive features is the Cottage Gardens carnations, which are new at their best. He will have a great stock of roses and carnations for Easter.



Mention the American Florist when writing

MY SPECIALTY
SWEET PEAS AND ALL
Flowers of Shipping Quality

Joseph S. Fenrich

51 West 28th Street, NEW YORK

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Wholesale Florists

112 W. 28th St. NEW YORK

Consignments Solicited.

Julius Mason, formerly with Kervan & Company, 119 West 28th street, is now a United States soldier, "somewhere in France." Friends here have recently heard from him, and he has been in one of the scraps that so frequently occur over there.

John Tryforos, of Tryforos Brothers, 56 East 125th street, who was married recently in Chicago, has returned home with his bride and is

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NEW YORK, March 13. Per 100	
Roses, Beauty, special	35.00@40.00
" " extra and fancy	25.00@30.00
" " No. 1 and No. 2	8.00@10.00
" Hadley	6.00@40.00
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" Alice Stanley	3.00@12.00
" Mrs. Geo. Shawyer	3.00@12.00
" Double White Killarney	4.00@15.00
" Killarney, Special	10.00@12.00
" " No. 1 and No. 2	3.00@ 4.00
" " Queen	4.00@15.00
" " Brilliant	4.00@15.00
" Aaron Ward	4.00@12.00
" Sunburst	4.00@15.00
" J. L. Mock	4.00@15.00
" Ophelia	3.00@12.00
" Mrs. Chas. Russell	4.00@25.00
" Hoosier Beauty	3.00@12.00
Cattleya Orchids, special	35.00@50.00
Rubrams	3.00@ 6.00
Lilies, Longiflorum and Formosum	6.00@12.00
Lily of the Valley	2.00@ 6.00
Adiantum Croweanum and	
Hybridum	.75@ 1.00
Asparagus Plumosus	doz. bchs. 2.50@ 3.00
Smilax	doz. strings, 1.25@ 2.00
Carnations	1.50@ 3.00
Carnations, Fancy	3.50@ 4.00
Violets	.20@ .30
Snappdragons	per doz. .75@ 2.00
Gardenias	per doz. .75@ 2.50
Narcissus, Yellow	2.00@ 2.50
Tulips	1.50@ 4.00
Iris	per doz. 1.00@ 2.00
Sweet Peas	.75@ 2.00
Callas	per doz. 1.00@ 2.00
French Anemones	1.00@ 2.00
Tulips, Darwin	4.00@ 6.00

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Between 26th and 27th Sts.

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Orchids, Roses, Carnations, and all the other
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Roses, Carnations, Violets

And all NOVELTIES in the Market.

LILIES AND VALLEY EVERY DAY IN THE YEAR

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2336**WM. KESSLER,**

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Open for Cut Flower Sales at 6 o'clock
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Fresh Cut Decorative Evergreens

Highest Standard of Quality.

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Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
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Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

3102-1308 W. Division St.,

CHICAGO

again buying in the wholesale district. They spent their honeymoon in Florida.

William P. Ford, 107 West 28th street, is receiving a fine general stock, carnations and callas being noteworthy. On March 8 he received the first shipment of atropa or belladonna on the market.

Washington now seems to be the "Hub"—if not of the universe—of the United States. J. H. Small & Sons buy an immense quantity of stock in this market and ship it to their Washington store.

At the range of Spivak & Perlow, of Elmhurst, who sell their stock in this market, we have recently noticed a fine stock of pot lilies that will be in for Easter; also fine roses and hydrangeas.

Richard Watson, who has been a salesman for M. C. Ford for a number of years, and is a fine young man, was called in the selective draft and is now at Camp Upton, L. I.

We are pleased to report that Frank H. Traendly and M. C. Ford, both popular men in the wholesale district, who had grippe, are now much better and back to business.

Calling recently on Peter Jacobson, a grower of Asparagus plumosus, at Elmhurst, we found his stock in fine condition, and he has to cut closely to supply his customers.

Hentz & Nash, Inc., in the rooms of the New York Cut Flower Company, are handling an exceptionally fine stock of Russell, Double White Killarney and other roses.

The new firm of N. G. Pappas & Co., wholesalers, of 112 West 28th street, besides a good stock of cut flowers, will have pot roses for Easter.

In addition to a great stock of all the staple cut flowers, the Henshaw Floral Co. is handling fine cut stock of Adiantum Farleyense.

Alexander Donaldson, of Englewood, N. J., is bringing to the Cut Flower Exchange fine carnations and a variety of other cut stock.

William Kessler, 113 West 28th street, is receiving exceptionally fine lilies and sweet peas and a good variety of other stock.

J. J. Coan, 115 West 28th street, is receiving exceptionally fine Ward carnations. He is also handling hyacinths in pots and pans.

John J. Coan had his usual fine stock of shamrocks for St. Patrick's day. He is also receiving cut camellias.

Michael J. Vielbeg, formerly a retail florist at Rockaway Beach, died in Elizabeth, N. J., February 27, aged 38 years.

A new retail store has been opened at 757 Sixth avenue, near 43rd street, under the name of the Alpine Florist.

Goldstein & Futterman, 102 West 28th street, are receiving a good stock of Darwin tulips, lilies and iris.

Clarence Slinn, 112 West 28th street, is receiving fine violets and much other good stock.

A. F. F.

ANY TROUBLE in making your GOLD LETTERS stick to the

ribbons? Try our letters, gummed with our new improved gum; they will stick the moment they are put on and will not come off unless you use force. The brightness of our GOLD LETTERS will dazzle you.



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Mention the American Florist when writing

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing

Rochester, N. Y.

FAIR BUSINESS BUT LOW PRICES.

Business was fairly good the first part of last week, but weakened at the close, with only a fair Saturday trade. Bulbous stock is very plentiful and prices are down. Carnations are also abundant and are moved at slow figures. Roses of all kinds are excellent, especially Ophelia and Francis Scott Key. The spring openings of the department stores are now in full swing and are adding their quota to the season's business. Spring blooming plants are much in demand.

NOTES.

H. E. Wilson has been busy with spring opening decorations, some quite elaborate. The regular meeting of the florists' association was held March 11. Charles Vick was the speaker of the evening, his topic being "Problems of 1918."

Colin T. Ogston, gardener for W. S. Kimball, reports the number of orchid blooms at this place greater than in other years at this time. Part of the greenhouse space has been closed until warm weather.

Felix Alberts has returned from Buffalo and has taken the management of the Geo. P. Neun store. He had the spring opening for the Sibley, Lindsay & Kerr store.

Walter Stroth, of Batavia, although he has closed part of his range as a fuel conservation measure, is still growing some excellent carnations.

J. B. Keller Sons have been making a fine display of Cineraria stellata, staged with orange and yellow tulips and baskets of daffodils.

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New York.

Ehmanns' Flower Shop

2112 Broadway

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A Family of Florists. Every
Member an Artist.

All the New Ideas in Floral
Arrangement.

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FLORIST

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Special Inducements in
Plants and Cut Flowers
For Easter.

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SEND YOUR Telegraph and Mail Orders

For Delivery in Chicago and Vicinity to Us

We handle a large, complete and fine supply of Cut Flowers and Plants, consequently we can give you unequalled service at all times. Another point to be taken into consideration is that we are located in the heart of the great Chicago loop, close to the wholesale cut flower market, depots, leading hotels, theatres, restaurants, etc., making it possible for us to guarantee quick delivery and proper filling of each and every order on short notice.



Out-of-Town Florists are cordially invited to send their Easter orders for delivery in Chicago and vicinity to us. Satisfactory service guaranteed. Attention given to orders only from responsible parties and F. T. D. members. We exchange orders whenever possible.

ALPHA FLORAL CO.

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Adams St.

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The Boulevard Floral Co.

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We are Members of Florists' Telegraph Delivery.

Telephone, Schuyler 6375

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FLOWERS FOR ALL OCCASIONS.

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Orders from other cities receive our personal attention.

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Send Your Orders to

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Ten Years at This Address

Your Order will receive the same attention
as if you were here yourself.

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FLORISTS

2216 Broadway, NEW YORK
Between 78th and 79th Sts.

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Easter Offerings

Will include the Best the Market affords in

Plants and Cut Flowers

Out-of-Town Orders Promptly Filled.

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Main Store, Broadway and 157th St., NEW YORK
FIVE RETAIL STORES.

Scranton, Pa.

Bell Phone 6892

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Artistic Decorations

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BRANCHES: Wilkes-Barre and New York.

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Trade Directory

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857



745 Buckingham Place.

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Send us your retail orders.

We Have the Best Facilities in the City
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AROUND

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Flowers and Service TH^o BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

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To out-of-town florists:
We are in the Heart of New York
And give special attention to steamer and the-
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Successor to Slevers & Boland

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611 FIFTH AVE., COR. 49TH STREET.

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to any part of the United States,
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High Grade Cut Blooms

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CLEVELAND

EUCLID AVENUE

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Washington—Geo. H. Cooke, Conn. Ave and L.
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Washington—Gude Bros.
Wilmington, Pa.—Evensen Bros. Co.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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Send your orders for Chicago and Suburbs to



Schiller The Florist
All orders carefully filled under the supervision of
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JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store—334 Lewis Ave., No. 1150 Bedford
Telephone
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Mention the American Florist when writing

Toledo, O.
Mrs. J. B. Freeman
(Successor to Geo. A. Heint)
336 Superior St., Toledo, O.
Both Phones, 527

Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Rochester, N. Y.
J. B. KELLER SONS,
FLORISTS

25 Clinton Avenue N
Rochester Phone 506. Long Dist. Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

Cleveland, O., and Vicinity.
BRAMLEY & SON

1181 E. 71st St.
The Largest Growers of Flowers in the City.
Mention the American Florist when writing

Duluth, Minn.
J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Mention the American Florist when writing

Houston, Texas.

Robt C. Kerr
Floral Co.

Main and McKinney Phone Preston 160
Mention the American Florist when writing

Albany, N. Y.

Danker
FLORIST

The Best Service



Chicago.
BRIGGS FLORAL CO.
228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

New York. Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

Cincinnati.
JULIUS BAER
—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Kansas City, Mo.

A. Newell
FLORIST

Established over 20 years.
N. E. Cor. 10th and Grand Ave.
Member of Florists' Telegraph Delivery.

New York.
DRAKOS CO.
FLORISTS

2953 Broadway. Opp. Columbia College
Members of Florists' Telegraph Delivery.

LEWIS HENDERSON, Florist
1519 Farnam St., Omaha, Neb.
Member of Florists' Telegraph Delivery.

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Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones { 107 } { 420 } { 775 } Lenox

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Denver, Colo.

The Park
Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Members of Florists' Telegraph Delivery.



QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

San Francisco

Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

HACKENSACK, N. J.
House of Flowers

HENRY WEISSMANN, Manager.
Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

WASHINGTON, D. C.
Louise Flower Shop

Connecticut Ave. at N. St. N. W.
Miss Louise W. Daugherty, Proprietress.
Phones—Franklin 3579, 3841, 3842.

Lang Floral & Nursery Co.
1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE

FLORIST

We Solicit Telegraph Orders. Regular Trade Discount.

215 W. FOURTH STREET

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.

229 WEST THIRD STREET

Little Rock, Ark.

PAUL M. PALEZ

FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Michigan.

Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.

Member of Florists' Telegraph Delivery.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCauslen, Prop.

173 North Fourth Street

All Orders Promptly Executed.

Cleveland, O.

The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Friedman

...FLOWERS...

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

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Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers all New England Points

KANSAS CITY, MISSOURI.

Rock's
FLOWERS

Members Florists' Telegraph Delivery Ass'n.

New York.

D. J. PAPPAS, Inc.

2751 Broadway, at 106th St.

The right place to buy.

FLOWERS OF QUALITY.

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice

Trade discounts. First-class stock.

C. Trauenfelder
FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing.

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

St. Louis, Mo.

WIRE

Grimm & Gorly

Mention the American Florist when writing.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

LEIKENS,

Madison Ave. and 55th St.,
New York

Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

New York.

Gilbanks
Flowers of Quality

50 Broadway

A. MEYER,

NEW YORK
1062 Madison Ave., near 80th St.
Phones, Lenox 2352-7019
Satisfaction Guaranteed.

Boston, Mass.

Penn
The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great Northwest. Daily deliveries to Superior, Wis.

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

San Antonio, Texas

Ave. C. at 8th St. EDWARD GREEN, Florist

Telegraph Orders a Specialty.

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.
Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist

WORCESTER, MASS.

Worcester, Mass.
Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffman, N. Y.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

RUMOR says that in Denmark cabbage has sold at \$50 per pound.

FLAXSEED brought record prices at Chicago March 11, \$4.26 to \$4.31 per bushel.

EARLY OHIO seed potatoes from the Red River valley are \$1.50 per bushel, stock from other sections lower.

STOCKTON, CALIF.—S. D. Woodruff & Sons, New York, plan to establish considerable acreage in this vicinity.

ONION SETS in the Chicago district this week were quoted at \$3.50 for colors and \$4.50 to \$5.00 for whites in car lots.

NEW YORK.—J. M. Thorburn & Co. say that buying, both trade and counter, is heavy. The demand started early and continues strong.

CALIFORNIA pole bean growers, who have been slow to quote prices for the coming season's crop, are reported making contracts now at \$8.

VISITED CHICAGO: Chas. H. Breck, of Joseph Breck & Sons, Boston, Mass., returning from California; Theo. Cobb, of D. M. Ferry & Co., Detroit, Mich.

MOST good men are sometimes mistaken—even E. F. Winterson, the well known Chicagoan, who evidently thinks strawberry shortcake will win the war, judging from his latest catalogue.

CHARLES M. JACKMAN, representative of Vaughan's Seed Store, Chicago and New York, who was recently released from a German prison camp, is now at Toulon, France, inspecting flower seeds and bulbs.

CARLOADS of delayed Japan lily bulbs, rejected by original consignees at New York and Chicago, have been sold "unsight-unseen" at bargain prices by railroad companies since February 1. Who will get a prize?

FERTILIZER CONTROL. — Government control of the fertilizer industry is ordered by President Wilson in a proclamation requiring manufacturers and distributors to obtain licenses from the Secretary of Agriculture before March 20.

PHILADELPHIA, PA.—The W. Atlee Burpee Co. reports business far ahead of last year's sales, which were almost 100 per cent greater than the 1916 trade. A tremendously increased demand for seeds for small gardens is anticipated and indications point to cleanup in all lines.

OLLILOUES, FRANCE.—Bulb jobbers report seaboard and rail transportation worse than last year and all ocean steamers requisitioned by the government, hence sailings and stowage space uncertain. The white Roman hyacinth crop is diminishing, but Paper White narcissus shows about the same quantity as last year. The size of the bulbs will depend on April rains.

SYRACUSE, N. Y.—The spring trade in garden seeds, according to F. H. Ebeling, is opening up strong, many orders being placed well in advance, to avoid the usual rush. Delay in securing stocks from growers, long past due, the result of poor transportation, is the great hindrance.

NEW ORLEANS, LA.—Chris Reuter reports the demand for all seeds, especially corn, beans and peas, far in excess of any other season. With warm weather prevailing for the past month, business opened early, and even with a force of 87 people, working day and night, orders are about 10 days behind and are still pouring in.

BRISTOL, PA.—A good part of the seed farms, including the warehouses, of the David Landreth Seed Co. here, has been sold to the Merchant Shipbuilding Corporation, whose large plant adjoins the seed company's premises. The shipbuilding company, which has large war contracts, will occupy 125 acres, including the ground on which all the buildings are situated. There still remains 175 acres, to which the Landreth buildings will be removed and where the business will be continued.

THE Jerome B. Rice Seed Co., Cambridge, N. Y., writes as follows March 9: "While we believe we are going to procure our usual planting acreage for the season of 1918, we are having the time of our lives to secure it, and at prices heretofore unheard of. We believe it is up to America to produce practically all of the seeds which will be available for planting in 1919, and we consider it the duty of every seed grower to produce the utmost amount possible during this season, for no matter how favorable the growing conditions may be, or how bountiful the harvest, we do not think more seeds can be produced than will be required for another spring."

Bean Prices.

Sales of New York white stock held last week's advance at \$12 per 100 pounds in bulk, trackside, at Rochester. Michigan navies sold 50 cents higher at \$13.50 f.o.b. Grand Rapids, and were quoted unofficially at \$12.50 to growers at Holley. Colorado Pintos quoted on basis of contracts to growers, 8 cents per pound, and sold \$8.60@8.70 f.o.b. Denver. California limas held a firm range at \$13.50@13.75, and Pinks at \$8.40@8.50 f.o.b. San Francisco. California growers are receiving \$11.50 for white stock on requisition for the army. A canvass by the bean trade reported almost 100,000 bushels of most beans held by growers in western New York. Sales to jobbers followed generally steady prices at \$13.75@14.25 per 100 pounds sacked for New York, Michigan and California white stock, and \$14.00@15.00 for California limas. Colorado Pintos were quoted firm at \$9.00@10.00 in southwestern markets.—Market News, March 7.

New York Seed Trade.

Business is active in the seed stores, though there is yet complaint among the seedsmen about the non-arrival of shipments. Another inconvenience to some is that the express companies will no longer call for packages; seedsmen must haul in their own trucks or hire it done.

John P. Cleary, well known in the seed and plant trade of this city, and as an auctioneer, has taken the position of manager for the MacNiff Horticultural Co. (Fred Cowperthwaite, late of Philadelphia, but formerly a resident of this city, has taken the position of assistant manager.

The Anglin & Walsh Co., Williamsbridge, has discontinued business. It is understood J. R. Walsh is in California.

Pea and Bean Acreage.

The Alfred J. Brown Seed Co., Grand Rapids, Mich., reports having secured nearly all of the acreage necessary to cover its contracts for pea and bean crops of 1918, the seed being placed in good localities with responsible farmers, and with anything like a favorable season satisfactory deliveries after the harvest are anticipated. It is too early, however, to make predictions as to what the yield will be, as planting of peas has not even begun, and it will be some time before beans will be started.

Pieters-Wheeler Seed Co., Gilroy, Calif.

Roy K. Wheeler, formerly of Chicago, a brother of L. W. Wheeler, president and manager of the above named company, is now interested in the concern and will assist his brother in the management of the business. This company, organized in 1910, planted about 300 acres that year in garden seed, with sales of about \$60,000. The sales for 1917 were about \$300,000, and the 1918 planting will approximate 3,000 acres, devoted entirely to the production of garden seeds.

GRASS SEEDS.—Prices for grass seed on the Chicago Board of Trade March 13 were as follows: Timothy, \$7.00 to \$8.25 per 100 pounds; clover, at Toledo, \$21.00 to \$29.00 per 100 pounds.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED, GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

Profiteering in Seeds.

The following, signed by Secretary of Agriculture Houston and Food Administrator Hoover, is taken from the Government Seed Reporter of March 1:

"Information is constantly coming to the United States department of agriculture and the food administration that abnormally high prices for seeds are being charged in some sections. The need for increased crop production is obvious, and without adequate distribution of seed and reasonable prices there is danger that the acreage will be lessened and that seed of poor quality frequently will be used.

"The supply of many kinds of seeds is not as large as is desirable, and, in view of this fact, as well as because of the increased cost of conducting business, an increase in the price of certain seeds may be warranted. This, however, does not justify anyone in taking selfish advantage of the opportunity to the detriment of the country. By far the larger number of dealers no doubt will consider that their patriotic duty in this emergency is to aid the nation in securing adequate stocks at a reasonable price, consistent with the extra service rendered this year in securing tested and satisfactory supplies. Anything beyond this becomes plainly an unfair practice and therefore subject to any action which such practices invoke. Speculation in seed stocks is especially to be deprecated in this hour of need and, if participated in by dealers under federal license for the conduct of their business, will be dealt with accordingly.

"Several state seed growers' associations have voluntarily agreed to handle their seed with due regard to the public welfare by charging only a reasonable price for them, although doubtless the demand for seeds would permit of much higher prices. Such patriotic action is to be commended.

"The war service committee of the American Seed Trade Association also has passed a resolution in which this committee agrees to co-operate in denouncing unreasonable and excessive profits or in taking other necessary steps.

"All wholesaler seed dealers and those retail dealers in seeds doing an annual business of \$100,000 or over, who handle peas, beans, cotton seed, and corn, are now operating under license from the food administration. Instances have been cited to the department where others have been taking advantage of the present situation by charging exorbitant prices for seeds.

"Upon receipt of specific information of extortionate prices being charged for seeds such cases will be investigated and recommendations made for such action as the conditions require."

WADING RIVER, L. I., N. Y.—E. S. Miller now represents J. M. Thorburn & Co. in their seed growing matters on this end of the island. Mr. Miller has had a life-long experience in this line.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

Choice Flower Seeds FOR FLORISTS

Cineraria, prize strains mixed, tall and semi-dwarf.

Alyssum: Little Gem.

Calendula: Orange King; Lemon Queen.

Snappdragon: Silver Pink.

Begonia: Vernon.

Delphinium Newport Rose, finest Pink Larkspur, at 80c per oz.; \$2.25 per 1/4 lb.

J. M. THORBURN & CO.

53 Barclay Street, - New York

Mention the American Florist when writing.

Growers and Specialists Beans, Peas and Sweet Corn

Write us now for contract prices for
CROP OF 1918

Sioux City Seed Co.

SIoux CITY, IOWA

Branch Office: Millington, Mich.

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan,
Wisconsin and Idaho.

MILFORD, CONN.

Mention the American Florist when writing.

Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed

100 seeds, 50c; 1000 seeds, \$3.50;

5000 seeds, \$15.50;

10,000 seeds, \$30.00.

25,000 seeds, \$72.50.

Also all other reasonable Seeds, Bulbs and Supplies.

Wholesale Price List Free.

HENRY F. MICHELL CO.

518 Market St., Philadelphia, Pa.

Mention the American Florist when writing.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomisdale
Farm.

Bristol, Pa.

Mention the American Florist when writing.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Day St., NEW YORK
and ORANGE, CONN.

Mention the American Florist when writing.

Import Specialties

Write for import prices upon
DRACAENA CANES.
JAPANESE LILY BULBS.
KENTIA and other palm seeds.
PAPER WHITES and **ROMANS.**
DRIED ADIANTUM FRONDS.
JAP BAMBOO STAKES.
KENTIAS, for growing on.
FERNS IN FLATS.
NURSERY STOCK, from all sources.
AUSTRALIAN GRASS SEEDS.

Correspondence invited.

McHUTCHISON & CO.

The Import House
 95 Chambers Street, NEW YORK

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
 Growing Crops Given Personal Attention.

THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF
 HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
 CHICAGO, ILL.

We carry a reserve stock of the
 important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.

231-235 W. Madison St., Chicago, Ill.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia, - Pa.

Arthur T. Boddington Co., Inc.

SEEDSMEN

128 Chambers St., New York

Roses, Rhododendrons, Boxwood

Spring importation of Holland stock now ready:

Baby Rambler Roses, two year field grown. We have regraded these and are shipping out as No. 1 grade only such plants as you should have for pot plant and best retail sales.

Baby Rambler , (Mme Norbert Levavasseur) Crimson.....	Per 100	\$20.00
Baby Tausendschon , pink; Baby Dorothy , deep pink; Ellen Poulsen , light pink; Erna Teschendorf , dark red; Greta Kluis , deep rose; Jessie , bright rose; Mrs. Cutbush , light pink; Orleans , bright rose; Triumph de Orleans , bright red.....		18.00
Baby Ramblers , same varieties as above, in medium or No. 1½ grade, a little lighter plants, suitable for smaller pots, or outside planting.....	\$130.00 per 1,000	14.00
Hybrid Tea Roses, two year field grown; Arthur R. Goodwin , Bessie Brown , Betty , Edw. Mawley , Farbenkonigen , Gen. McArthur , Grus An Teplitz , Kaiserin Augusta Victoria , Killarney , Lady Ashtown , Lady Alice Stanley , Lady Hillingdon , La France , Mad. A. Chatenay , Mad. Caroline Testout , Mad. Leon Pain , Mad. Ravary , Mrs. A. Ward , Prince of Bulgaria , Johnkeer Mock		20.00

RHODODENDRONS.

Fresh, clean looking stock in best possible condition, 18 to 24 inches high, 8 to 12 buds, at.....

24 to 30 inches high, 12 to 16 buds, at.....

Hardy Hybrids in all colors, only such sorts as are hardy in America.

BOXWOOD.

Ball shaped bush and pyramidal forms; bright foliage and up to grade, all balled and burlaped.

Bush Shape—	Per 100	Pyramid—	Each
12 inches high.....	\$30.00	30 inches high.....	1.65
15 inches high.....	50.00	36 inches high.....	2.00
18 inches high.....	75.00	42 inches high.....	2.25
24 inches high.....each	1.25	48 inches high.....	3.25
Globe or Ball—	Each	54 inches high.....	4.00
12 by 12 inches through..	1.75		Each
15 by 15 inches through..	2.25		B & B
18 by 18 inches through..	3.75		\$1.00
Kalmia Latifolia—			1.50
18 to 24 inches.....			1.00
24 to 30 inches, heavy bushy.....			
Acuba Punctata— 24 inches.....			

The Storrs & Harrison Co., Painesville, Ohio

HOLLAND BULBS AND PLANTS

GERRIT SEGERS, Tromp's Nurseries, Lisse, Holland

"None But The Best." Correspondence until May next may be addressed to my representative:

G. OVERDUIN, care of Maltus & Ware. 14 Stone Street,
 NEW YORK CITY

CARNATIONS

Rooted cuttings, strong clean stock, \$25.00 per 1000. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon, Windsor.

JAMES VICK'S SONS

ROCHESTER, - NEW YORK

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato,

Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,

PEDRICKTOWN, N. J.

Mention the American Florist when writing

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,

Contract Seed Growers

LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
 FLOWER and GARDEN SEEDS

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SWEDESBORO, N. J.

Grower of High Grade Seed.

TOMATO, Pepper, Egg Plant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn, on Contract.
 CORRESPONDENCE SOLICITED

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Grown for the Wholesale Seed Trade.

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SANTA ANA, CALIFORNIA

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Bean Growers for the

Wholesale Seed Trade

CARPINTERIA, CALIF.

Sweet Peas

SPENCER VARIETIES

	Oz.	¼ lb.	Lb.
Blue Picotee. White, edged violet.....	\$0.20	\$0.65	\$2.60
Countess Spencer. The original giant flowered Spencer, with finest waved standard and wings clear pink, deepening somewhat towards the edge but almost self colored.....	.15	.55	2.00
Dainty. White ground, with beautiful picotee edge of rose pink, splendid form.....	.20	.60	2.40
Dobbie's Lavender.....	.20	.60	2.40
Elfrida Pearson. Large pale pink flower, the buds and young flowers having a distinct tint of buff.....	.20	.65	2.80
Florence Nightingale. A very large, finely waved bluish lavender.....	.20	.55	2.20
Helen Lewis. Blooms large orange salmon with pink, especially bright orange standard.....	.15	.50	2.00
Hercules. A pale rosy pluk flower of giant size; this is really a giant type of the Countess Spencer.....	.20	.70	2.80
King White. Produces gigantic flowers absolutely pure white. The standard is of finest form, decidedly frilled and waved, and terminates beautifully at the throat. Wings large, waved and gracefully cover the keel.....	.20	.65	2.60

	Oz.	¼ lb.	Lb.
King Edward VII. The best pure red Spencer, very large, with especially immense wings.....	\$0.15	\$0.50	\$2.00
Margaret Madison. A beautiful self-colored azure blue.....	.20	.60	2.40
Masterpiece. Lavender. Slightly flushed rose on standard.....	.30	1.00	3.80
Mrs. Cuthbertson. Standard rose pink, wings nearly white; improvement on Blanche Ferry.....	.20	.60	2.40
Mrs. Routzahn. Buff or apricot ground flushed and suffused with delicate pink.....	.15	.50	2.00
Rosabelle. A very fine large rose-colored flower, giant size and a strong grower, producing abundance of sprays of four.....	.20	.65	2.60
Royal Purple. Rich purple.....	.30	1.00	4.00

VAUGHAN'S FLORIST'S MIXTURE OF SPENCER VARIETIES.
In offering this mixture we are giving our customers the cream of the commercial varieties, and are confident it will please those who desire a mixture of the self-colored ruffled sorts with the light shades predominating.....

10 Per Cent discount, on orders of \$2.00 or over, when cash accompanies order.

If you have not received a copy of our Florist Catalog please write for it.

CHICAGO

Vaughan's Seed Store,

NEW YORK

BOUVARDIA

You can make far more money with less labor to the square foot growing **BOUVARDIA** than any other fall crop. **White, Pink and Red**, 200,000 plants. May 1st delivery. 2½ inch pots, \$4.50 per 100; \$40.00 per 1000.

All the leading varieties of **CHRYSANTHEMUMS**, \$4.00 per 100.

Cash with order, please.

H. C. STEINHOFF, West Hoboken, N. J.

Belle Washburn

Rooted carnation cuttings, fine stock now ready, \$3.00 per 100; \$25.00 per 1000.

PENINSULA NURSERY
SAN MATEO, CALIF.

Mention the American Florist when writing

FEVERFEW

Extra strong plants from 3 inch pots, \$5.00 per 100. Cash.

H. N. EATON
SO. SUDBURY, - - MASS

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Bargain in California Privet

Can ship now or hold in storage until spring.

6-12 inch.....\$ 6.00 per 1000
12-18 inch..... 10.00 per 1000
18-24 inch..... 12.50 per 1000

SOUTHERN NURSERY CO.
WINCHESTER, TENN.

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J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.

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Flower Seed Sizes to Catalogue
Envelopes—Return Envelopes

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HIGH GRADE QUALITY HYACINTHS
Special prices mailed on application.

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MRS. C. C. POLLWORTH

The Best Early Yellow 'Mum.

Per 100 Per 1000
Rooted Cuttings.....\$6.00 \$50.00
2½-inch stock..... 7.00 60.00

Order Now.

C. C. POLLWORTH CO., Milwaukee, Wis.

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Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

THE University of Idaho agricultural experiment station, Moscow, has issued Bulletin No. 97 on "Commercial Onion Culture in Idaho."

WORCESTER, MASS.—The Worcester Conservatories have been sold to S. I. Howard & Co. The houses, comprising 125,000 feet of glass, will be removed and the land devoted to vegetable growing.

ITHACA, N. Y.—Professor E. A. White has been granted leave of absence as chief of the department of floriculture at Cornell University until July 1, during which time he will serve the government in emergency garden work in the state.

Prices of Indoor Fruits and Vegetables.

Chicago, March 11.—Mushrooms, home-grown, No. 1, 20 to 25 cents per carton; lettuce, box, 20 to 22½ cents; radishes, 35 to 50 cents per dozen bunches; celery \$1.25 to \$1.50 per box; tomatoes, per 6 baskets, \$5.00 to \$5.50; cucumbers, per box, \$1.75 to \$3.25.

New York, March 11.—Celery, per crate, 50 cents to \$1.75; cucumbers, \$1.00 to \$1.50 per dozen; mushrooms, 60 cents to \$1.80 per 4-pound basket; tomatoes, per pound, 12 to 35 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$2.00 to \$4.00.

Canners to Hold Canned Goods.

All canners have been directed by the food administrator to hold for war purposes all canned corn, peas, tomatoes and string beans they have on hand until they are notified that they may release them. Reports from the canners as to their holdings must be made at once to the division of coordination of purchases of the food administration. Canners who have none of these products on hand will be required to report to that effect. Quantities not wanted for war purposes, the administration announced, will be released promptly within a few days after the receipt of the canners' report.

Celery Prices Lower.

Florida Golden celery was light in demand at shipping points and carlots went mostly on consignment. Quality and condition were reported poor. Quotations ranged nominally same as the previous week's close at \$1.10@1.15 in 10-inch crates f.o.b. cash track at Sanford, with few sales, while 12-inch crates sold at 75 cents f.o.b. cash at Palmetto. Florida shipments dropped to 209 cars against 298 and California 46 against 62 last week. In distributing markets 10-inch crates sold slowly at \$1.00@2.00 and 12-inch crates at \$1.25@2.25. Wasty stock fell to \$.75 @1.25 in New York. California Golden Heart ranged \$3.00@4.25 per crate in the rough.—Market News, March 7.

Lettuce Markets.

Sales and shipping movement were steady in Florida producing sections, most stock still showing frost damage. Carloads f.o.b. cash sold higher at Palmetto, varying from \$0.90@1.25 in one and one-half bushel hampers. The carlot movement from Florida was 142 cars, same as the previous week, but total volume increased 49 cars, California gaining to 181 cars. Sales to jobbers followed lower ranges in northern markets at \$1.00@1.75 in one and one-half bushel hampers, with slow to moderate demand. California Iceberg met with fair demand at slightly higher prices, \$2.25@2.75 per 100 pounds. Hothouse head lettuce ranged 35@65c and leaf lettuce 9@12c per pound.—Market News, March 7.

Spring Planting.

Early in the spring is the proper time to give attention to such subjects as asparagus, rhubarb, chives, parsley and chicory. With the exception of asparagus, the rest are all good forcing crops. However, a start must be made in the spring and not in the fall when wanted. These crops remind us of a lady who persistently every spring wanted "a tulip-bed in bloom," but who every fall, either neglected or refused to plant bulbs. Such bulky crops as the above are not readily purchased; it is best to produce them on the ground, they are then at hand when wanted.

Asparagus plants should be grown in nursery-rows for one year. These rows should be 15 to 18 inches apart, straight and evenly spaced for wheel hoeing. The seed is slow to grow, hence on weedy land it pays to mix radish seed with the asparagus to get a mark for the rows to facilitate wheel-hoeing. When up, the young plants should be thinned to 4 inches apart and kept clean from A to Z. One year old roots are best for permanent plantings.

Rhubarb does not come true from seed, and with long experience we have no use for seedlings. It is better to divide selected crowns to one or two eye pieces, and plant on land 3 feet apart by 2 or 2½ feet. If for permanent patch space may be increased to 3 feet by 4 feet. An old grower advised us: "Plant on the roughest, poorest land you have and at once commence to topdress with manure." This is good advice—keep them well mulched with manure at all times and big results are easy. For forcing they can be used the second year.

Chives are used in some markets. They resemble miniature onions in clumps. Get some strong clumps, divide in little tufts and set in good ground in nursery rows and give clean cultivation; 15 inches to 18 inches will do for rows, and 6 to 8 inches between plants is ample. They can be lifted in the fall and stored in frames or dug as needed in the winter for forcing.

Parsley should be sown early in the spring in 18-inch rows and thinned to 3 inches. Lifted in September and planted in house, it makes a good winter crop in many markets.

Chicory is produced much like pars-nips or oyster plant. Sow the seed in 16 or 18-inch rows, thin to 4 inches, and keep clean and cultivated. Lift in the fall and store in frames for forcing.

MARKETMAN.

Mushroom Growing.

The mushroom houses or sheds of J. Bancroft, Wayne, Pa., are an interesting place to visit, being one of the largest establishments of its kind in the United States. There are three sections containing in all 87,000 feet of bench space and a department which is devoted to the manufacture of virgin spawn. The sheds contain two rows or tiers of benches five and a half feet in width, which run the length of the house. There is a ground bed and four tiers of benches above, eighteen inches apart. Crops vary, but appear to do as well on one tier of benches as another, or on the ground. English spawn has been entirely superseded by their own virgin or bottle spawn, which is grown or prepared in quart milk bottles, which have to be broken to get it out. The action of this spawn is much quicker than the English; it does not last as long, but crops better. They commence to pick a hundred pounds, next day two, then three and as much as 500 pounds the last day of a week's run in one house. They would go off and come on in other progressive crops later for about three months. Then the benches were cleared off and started over again. They regulate the crops in a measure, to get the most during the middle days of the week, as Saturdays and Mondays were likely to find the markets overstocked. This control was possible by judicious handling of heat and water.

One large section is kept going during the summer, there being a system by means of which the temperature of the houses was maintained at 65°. Winter temperature is 56° to 58°.

For SEEDS

FLOWER, VEGETABLE AND FARM

Send your inquiries to

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152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

74 YEARS UNRIVALLED REPUTATION.

TWENTY MILLIONS FROST-PROOF CABBAGE PLANTS READY

Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier.

From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OSARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

DREER'S GRAND NEW CANNAS FOR 1918

Ten truly marvelous acquisitions, introducing new tones of color and showing the highest development in form and habit.

Carminé Beauty. Deep bright carmine flowers, freely produced high above the heavy dark-green foliage which has a narrow red margin. The flowers, while not as large as those of Olympic, are of a much brighter and more pleasing tone. $4\frac{1}{2}$ ft. 75 cts. each; \$7.50 per doz.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety with its erect stems always topped with clusters of cheerful color held high above the foliage. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Cloth of Gold. A very attractive dwarf, compact, growing, free-flowering golden yellow. 3 ft. 40 cts. each; \$4.00 per doz.

Dazzler. Time and again the past season the dark green foliage of this variety has been hidden beneath the mass of clusters of deep fire-red flowers. The intensity of coloring and freedom of blooming coupled with compact habit, make this variety the peer of the best for bedding purposes. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Golden Eagle. A wonderfully intense golden-yellow. Very free upright grower. The large flowers are produced in great clusters well above the foliage. $4\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Harmony. Great clusters of good-sized, well-formed Geranium-red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. Altogether a dignified harmonious combination. $3\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 50 cts. each; \$5.00 per doz.

Salmon Queen. An entirely new color in Cannas. Rosy salmon-scarlet, blending to a rosy-carmine toward the center. The large substantial flowers are freely produced in great clusters high above heavy green foliage. Very effective in bedding. 5 ft. 40 cts. each; \$4.00 per doz.

Sensation. To get a sensational color-tone in a pink Canna is particularly noteworthy. Our first impulse was to call it "La France" because the color called to mind the La France Rose but the tone is even cleaner and purer; it being a lovely pale-rose. The foliage is a beautiful glaucous-green; the plant dwarf and compact. One of the most noteworthy additions to Cannas in recent years. 3 ft., 75 cts. each.



TYPE OF NEWER CANNAS.

Superb. This variety is unique in color and truly superb; having large, clean bright orange-scarlet blossoms of good substance, produced on strong stalks with glaucous-bronzy foliage giving a most pleasing effect. 5 ft. 40 cts. each; \$4.00 per doz.

One each of the above Ten Novelties for \$4.00.

New Cannas From Other Sources

We offer here eight new varieties, which after several years' trial have proven themselves worthy of our commendation.

Cleopatra. A striking beauty. Wonderful deep carmine-crimson flowers surmounting the dark glaucous-bronze foliage. This variety stands out strongly in effectiveness. 4 ft., 50 cts. each; \$5 per doz.

Dragon. An incessant bloomer, continuing to produce new stalks of flowers until cut down by frost. Dark ox-blood red. 3 ft., 15 cts. each; \$1.50 per doz.

Flag of Truce. A large flowered creamy-white, with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka but quite distinct and valuable. 4 ft., 35 cts. each; \$3.50 per doz.

Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine. $4\frac{1}{2}$ ft. 15 cts. each; \$1.50 per doz.

Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stand more erect and the plant grows taller. 5 ft. 30 cts. each; \$3.00 per doz.

Pocahontas. (Bronze-leaved Olympic.) Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze; one of the best recent introductions. 4 ft., 30 cts. each; \$3 per doz.

San Diego. Chinese-orange or Persian-yellow. The crimped petals are remarkable for substance which enables them to withstand the hot summer sun without wilting. Another charm lies in the dark bronze color of the buds which harmonize with the rich bronze foliage. 4 ft., 15 cts. each; \$1.50 per doz.

Varouna. We have tried this variety for several years and at all times the bright orange-scarlet flowers, combined with the good bronze foliage, has won our admiration. A free luxuriant grower, producing its flowers well above the plant. $4\frac{1}{2}$ ft. 25 cts. each; \$2.50 per doz.

One each of the Eight Varieties for \$2.00.

HENRY A. DREER,

714 and 716 Chestnut Street,
PHILADELPHIA, PA.

The Above Prices Are Intended for the Trade Only.

The beds in bearing at the time of our visit were exceptionally well covered with mushrooms, from which it would appear quite possible to produce a pound to the square foot of space for the crop, which is the standard aimed at here. The old manure is a strong by-product, as it is in great

demand by golf clubs as a top dressing for their links, bringing almost as much as the new material.

SOUTH CHARLESTOWN, O.—James M. Light has purchased 18 acres and erected one house.

LYNCHBURG, VA.—Harry Wagner, formerly of Baltimore, Md., is now connected with the establishment of J. J. Fallon here.

BALTIMORE, MD.—John Cook is wintering at Miami, Fla., and his new rose, Radiance, is looking well at the experiment station there.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

BERNARDSVILLE, N. J.—J. F. Ander-
son, well-known gardener and dahlia
specialist, died here February 19.

TOWSON, MD.—The Towson Nurseries,
Inc., under the management of Wm. C.
Price, have opened for business on
York road.

A BILL has been introduced in the
Kentucky legislature making pruning
and spraying of all fruit-bearing trees
compulsory.

LITTLE RIVER, FLA.—F. M. Soar's
nursery has suffered from frost the
past two winters. Mr. Soar reports
his Miami trade good and increasing.
His fine specimen of the Royal palm is
seeding this season.

BOSTON, MASS.—At its annual meet-
ing in this city, the New England Cem-
etery Association elected the follow-
ing officers for 1918: E. C. Smith, Man-
chester, N. H., president; Leonard
Ross, Boston, Mass., vice-president;
H. A. Derry, Everett, Mass., secretary-
treasurer.

SEATTLE, WASH.—The Western
Washington Horticultural Association,
at its annual meeting here, February
16, elected the following officers for
the ensuing year: G. W. Orton, Sum-
ner, president; R. T. Reed, Bellevue,
vice-president; Mrs. R. A. Small, Ev-
erett, treasurer; C. P. Stuart, Monroe,
secretary.

WORCESTER, MASS.—The Massachu-
setts Fruit Growers' Association has
elected the following officers for 1918:
W. A. Munson, Walpole, president; A.
R. Jenks of Springfield, A. N. Tuttle
of Warren, J. W. Howes of Ashfield and
C. W. Mann of Methuen, vice-presi-
dents; F. Howard Brown, of Marlboro,
secretary-treasurer.

Market Development.

"Market Development" is the word.
Please keep your eye on it. There are
many byroads of discussion, but let
us travel steadily on the main road
toward our real objective, "Market De-
velopment." It is a fine thing to know
where you are going before you start.
I recall once driving from southern
Pennsylvania to the city of Washing-
ton. It was before the days of the
automobile. Of course, the man who
engaged me to go provided the funds
and equipment. They were essential,
as they always are. The road was en-
tirely strange to me; I was a mere lad,
but it was easy, because I knew where
I was going.

Some 50 nursery firms already have
promised to provide a share of the
funds for this man-size journey or job
of "market development" for us nur-
serymen. A glance over the list
will show the substantial character of
those who favor this move. The list
is itself an index to firms who see

where we are going and what we ex-
pect to get; but there are 1,000
nurserymen in the country, and more
than 1,000, evidently, who are not yet
aware of what is proposed. They may
or may not have read the able state-
ments already made; they may be con-
sidering the subject and intend to
speak soon, and it is possible even
that some "from Missouri" or not still
want to be shown "where we are
going."

Increase in net profits in the nursery
business is a need that all nursery-
men will recognize. The increase must,
of course, result from expenses cut or
income increased. In the face of pres-
ent increased cost of labor and materi-
al, with no sign of decreased selling
expenses, there are small hopes of cut-
ting expenses without curtailing out-
put. On the other hand, there is al-
ways the possibility—even in wartime
—of raising the price or increasing
the volume of sales. This is just what
is proposed by forward-looking nurs-
erymen. They are not trying to evade
the fact that our country is at war.
It is more than a temporary condition
in the nursery business that we are
facing. They believe that our country
needs our business; but it needs a
healthy industry. An industry in which
50 per cent of its firms are not show-
ing a decent profit is not in healthy
condition. "Increased net profits" for
every nurseryman is the objective
back of the market development cam-
paign. Much besides advertising may
need to be done for our own good—
such as standardizing our methods,
for example, but can any subscriber
suggest a better way to increase net
profits than by market development of
the volume and quality of our sales?
We believe that this can be done, if we
co-operate, at a cost small in propor-
tion to the increase. It seems unnec-
essary here to repeat that the work
of this campaign is counting for its
support upon no less than every na-
tional, sectional and state nurs-
erymen's association and every individual
nurseryman in the United States of
America. It is proposed that the sub-
scribers shall themselves organize to
direct the campaign—the undersigned
committee are to raise funds only.


After that will begin the real work.
Let us realize that for every actual
user of nursery stock in America to-
day there are, we believe, at least five
times as many possible consumers.
That these four latent consumers to-
day do not use our products is largely
because they have not yet learned to
know them and to appreciate the profit
and pleasure in store for them. To
educate and inspire them to want our
goods; to instruct and demonstrate
their use nationally is a big job and
must be done in a big way. Co-opera-
tion alone will do it.

Nurserymen should lead the way.
No other group will benefit more; but
we believe they will find willing co-

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. &
O. H. New York Convention. And 100
other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The **CONARD & JONES CO.**  **WEST GROVE PENN'A.**
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

THE WORLD'S BEST

DAHLIAS

Best new and standard varieties, strong well rip-
ened field-grown roots, at right prices. Send for
special wholesale list. We can make prompt ship-
ments, or will reserve for spring delivery if desired

SPRING LAKE DAHLIA FARM
P. O. Box 332, SPRING LAKE, N. J.

DAHLIA ROOTS

Whole field clumps, \$5.00
per doz. to \$1.00 each.

Order now for spring delivery.

R. VINCENT JR. & SONS CO.
WHITE MARSH, MD.

SEND FOR LIST

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

2 1/4 and 4-inch **ROSES** Hardy Climbing Field-grown
Pot-grown.

Spring Price List. 400 best new and standard
sorts, on own roots, from summer propagation.

THE LEEDLE FLORAL COMPANY
SPRINGFIELD-OHIO.

Mention the American Florist when writing.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown June, N. J.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Box-
woods, Hollies and a complete line of
Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

SMALL SHRUBS for Planting in Nursery Rows

Strong stock, well rooted. Long list of varieties. Order now.

We never have enough to go around. Send for price list.

THOMAS B. MEEHAN CO., - Dresher, Pa.

Mention the American Florist when writing.



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**Headquarters for Kentia, Phoenix, Aucuba,
Bay Trees, Boxwood, Laurus, Ivies, Etc.**

1142 to 1168 Paterson Plank Road, SECAUCUS, N. J.

Directions to Reach Our Nurseries: Take Hudson Tunnel, or Christopher or 23rd Street Ferry to Hoboken and then take Passaic Car which passes our door or transfer at the Transfer Station to the Passaic Car.

**Easter Plants
a Specialty**

**STRICTLY
WHOLESALE**

operators in such a campaign among many notable groups outside our ranks. The press is eager for what their readers want and need to know horticulturally. Moving pictures will gladly lend us a hand. The schools and school garden movement in two years should be ready to get higher than underground crops, and the state and national horticultural agencies are already tools to our hands for a cause that will prove a boon and a blessing to the people.

Join the ranks today. Your country needs you. Address any of the following committee:

F. L. ATKINS, Pres.
E. S. WELCH, Treas.
JOHN WATSON, Sec'y.
J. EDWARD MOON,
ROBERT PYLE,
HENRY B. CHASE,
PAUL C. STARK.

North Shore Horticultural Society.

The above society held its monthly meeting March 1 at Lake Forest, Ill., with President Thomas Head in the chair. The exhibits made quite a fine display and were awarded the following points by the judges, D. MacNaughton, F. Kuehne and J. Fischer: Cyclamen, exhibited by G. Schaffer, 90 points; Boston fern, exhibited by Geo. Wilson, 90 points; Lillium speciosum rubrum, exhibited by John Kiley, 85 points; schizanthus, exhibited by J. H. Francis, 85 points; iris, exhibited by Thos. Head, 75 points; sweet peas, exhibited by O. Peterson, 70 points; Carnation Enchantress, exhibited by A. Neilsen, 60 points; stocks, exhibited by J. B. Clarke, 45 points.

James Fischer gave an interesting talk upon the preparation of ground for the seeding of lawns and putting greens, for which he was accorded a hearty vote of thanks. The essay, sent by the National Association of Gardeners, by Theodore Wirth, Minneapolis, Minn., "The Gardener's Interest, Duty and Value in Public Park Service," was read by the corresponding secretary and the author was given a vote of thanks for this very interesting paper.

J. H. FRANCIS, Cor. Sec'y.



SPIRAEA CLUMPS

We offer these best forcing varieties for immediate potting. We can make prompt shipments from New York or Chicago.

	Per 100
America, pink, -	\$13.00
Gladstone, best white, -	13.00
Queen Alexandra, pink,	14.00
Philadelphia, lavender,	15.00
Avalanche, white, -	13.50

Above prices f. o. b. Chicago.
At New York \$1.00 per 100 less.

GLADIOLUS, The Bride

Splendid early forcing white,
Per 1000, \$7.00; 2000 for \$13.00.

 JUST ARRIVED. Imported VALLEY CLUMPS, Per 100, \$25.00.

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

100,000 Geraniums

From 2 and 2½-in. pots—Sand Rooted.
A. Ricard, Beauty Poitevine, S. A. Nutt, Buchner, Montmore, Perkins, Viand, etc. \$2.75 per 100, \$25.00 per 1,000.
2½-in. Marguerites, Fuchsias, Heliotropes, Lantanas, \$3.00 per 100, \$27.50 per 1,000.
3 and 4-in. Cyclamens, \$8.00 and \$20.00 per 100.
Abundance of other stock.
Correspondence Solicited.

ALONZO J. BRYAN

WHOLESALE FLORIST

WASHINGTON, NEW JERSEY.

Mention the American Florist when writing

DAISIES

Our Stock Has Been Carefully Selected.

	Per 100
Mrs. F. Sander, 2-in.	\$2.00
Boston Yellow, 2-in.	3.00
Alyssum, Giant Double, 2-in.	2.00
Geraniums, Labeled, 2-in.	2.00
Vinca Variegata, 2-in.	1.75

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F. DORNER & SONS CO.,
Lafayette, - - - Indiana

Rooted Carnation Cuttings

	Per 100	Per 1000
Thenanthos.....	\$2.50	\$20.00
Beacon.....	2.50	20.00
Alice.....	2.50	20.00
Herald.....	2.00	15.00

ROSE PLANTS, 2½ in. Pots

	Per 100	Per 1000
Ophelia.....	\$5.00	\$45.00
Champ Weiland.....	5.00	45.00
Sunburst.....	5.00	45.00
Pink Killarney and My Maryland.....	5.00	45.00

	Per 100	Per 1000
Ward.....	\$2.00	\$15.00
White Enchantress.....	2.50	20.00
Rose Pink Enchantress.....	2.50	20.00

BENCH PLANTS

	Per 100	Per 1000
Maryland.....	\$6.00	\$50.00
Ophelia.....	6.00	50.00
Milady.....	6.00	50.00

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2,000,000 SQUARE FEET OF GLASS

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ASPARAGUS PLUMOSUS—

2½-inch—Surplus; grand stock for benching; \$2.50 per 100; \$20.00 per 1000.

Fern Dish grade, dwarf and full; \$3.50 per 100; \$30.00 per 1000.

1½-inch, \$2.00 per 100; \$17.50 per 1000.

ASPARAGUS SPRENGERI—

2-inch, \$2.50 per 100; \$20.00 per 1000.

2½-inch, \$3.00 per 100; \$25.00 per 1000.

3-inch, \$5.00 per 100.

BEGONIAS—

Chatelaine, 3-inch, \$10.00 per 100.

Sandersoni, 2½-inch, \$4.00 per 100.

DAISY (Marguerite)—

Reve d'Or (yellow), \$3.00 per 100.

Mrs. Sanders (double white), \$3.00 per 100.

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Teddy, Jr., 4-inch.....\$20.00 per 100

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Boston, 5-inch.....35.00 per 100

Boston, 6-inch.....50.00 per 100

DRACAENA TERMINALIS—

Beautifully colored, 4-inch, \$25.00 per 100.

5-inch (heavy), \$40.00 per 100.

LANTANAS (10 Varieties)—

2½-inch, all colors, \$4.00 per 100; \$35.00 per 1000.

COLEUS—

12 Market Sorts, including Trailing

Queen, 2½-inch, \$2.50 per 100; \$20.00 per 1000.

KENTIA BELMOREANA—

2½-inch, \$9.00 per 100; \$75.00 per 1000.

3-inch, \$15.00 per 100; \$140.00 per 1000.

SNAPDRAGON—

Large yellow, white and "Keystone"

(pink), 2½-inch pots, \$4.00 per 100.

VINCA VARIEGATA (Strong

Stock)—

4-inch pots, \$10.00 per 100; 3-inch pots,

\$7.00 per 100; 2½-inch pots, \$3.00 per

100. Can offer these in large quan-

tity.

THE STORRS & HARRISON CO.

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PAINESVILLE,

OHIO

GERANIUMS

ROOTED CUTTINGS.

S. A. Nutt.....per 1,000, \$12.50

Ricard and Poitevine.....per 1,000, 15.00

Asparagus Plumosus, 2½-in.....100, 3.00

Asparagus Sprengeri, 4-in.....100, 7.50

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Ready Reference Section.

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ALTERNANTHERA. Aurea Nana, Yellow Jewel. Red, large plants, full of cuttings, 75c per dozen, \$5.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ASPARAGUS.

Asparagus plumosus, 2½-in., \$3.50 per 100; \$30 per 1,000; 1½-in., \$2.50 per 100, \$20 per 1,000. Sprenger, 2½-in., \$3.00 per 100. The Storrs & Harrison Co., Painesville, O.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprenger, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

ASPARAGUS plumosus, extra fine, 3-in., \$5 per 100. Sprenger, 3-in., \$4.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus plumosus, 2½-in., per 100, \$3.00; Sprenger, 4-in., per 100, \$7.50. Albert M. Herr, Lancaster, Pa.

BEGONIAS.

Begonias. Gracilis Rosa, Erfordi and Vernon type, 2-in., \$2.00 per 100; 3-in., \$3.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Begonia Chatelaine, 3-in., \$10 per 100; Sanderson, 2½-in., \$4 per 100; 3-in., \$7.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

Boxwood. Ball-shaped, bush and pyramid forms, bright foliage and up to grade, all balled and burlapped. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

BULBS.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Lily bulbs. For immediate use or later delivery. Liliun Giganteum, L. Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, Dahlia, whole field clumps, \$5.00 per 100 to \$1.00 each. R. Vincent, Jr., & Sons Co., White Marsh, Ind.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, 4-inch, \$15.00 per 100. ERNEST ROBER, Wilmette, Ill.

CALLAS.

CALLA LILIES. Extra quality started 2½-in. pots, \$4.00 per 100; 5-in. coming in bud, \$2.00 per doz. THE WAGNER PARK NURSERY CO., Sidney, O.

CANNAS.

Cannas, new. Burpee's "Fiery Cross." A canna with a vivid scarlet shading to red flower and a lustrous blue-green foliage. Divisions \$2.00 each, \$20.00 per dozen. W. Atlee Burpee Co., Philadelphia, Pa.

Cannas, dormant roots, 2-3 eyes. Austria, yellow. J. D. Eisele, red; David Harum, red, brown leaves, \$2.00 per 100, \$18.00 per 1,000. Cash. G. E. BERTHOLD. Neb. Nebraska City.

Cannas. Fine two to three eye dormant roots. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Fresh cut, northern grown. For varieties, sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

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CARNATION CUTTINGS.

Extra fine stock, ready for immediate delivery.

	100	1,000
Carnegie	\$2.00	\$15.00
Victory	2.00	15.00
Bonfire	2.50	20.00
Matchless	3.00	25.00
Alice	2.00	18.00
Pink Enchantress	2.00	18.00
White Enchantress	2.00	18.00
Ward	2.50	20.00

WIETOR BROS.,

L. D. Phone 2081.

162 N. Wabash Ave. Chicago.

ROOTED CARNATION CUTTINGS.

	100	1000
Superb	\$6.00	\$50.00
Ench. Supreme	3.00	25.00
Alice	3.00	25.00
Matchless	3.00	25.00
Wh. Wonder	3.00	25.00
Aviator	3.00	25.00
Wh. Enchantress	2.50	20.00
Enchantress	2.50	20.00
Mrs. C. W. Ward	2.50	20.00
Mrs. Akehurst	2.50	20.00

CHICAGO CARNATION COMPANY, Illinois

ROOTED CARNATION CUTTINGS Choice Stock.

Well rooted and very strong of Belle Washburn, Alice, Matchless, White Enchantress and White Wonder. Price, \$3.50 per 100 or \$30.00 per 1,000. We bill 250 at the thousand rate.

BASSETT & WASHBURN Chicago
178 N. Wabash Ave.
Greenhouses: Hinsdale, Ill.

ROOTED CARNATION CUTTINGS.

	100	1,000
Enchantress Supreme	\$3.00	\$25.00
White Enchantress	2.50	20.00

Good stock. Cash please.

DES PLAINES FLORAL CO. Ill.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CARNATIONS.

Carnation rooted cuttings, clean strong, dependable stock. For varieties and prices see advertisement on front cover page of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

Rooted carnation cuttings. Thenanthos, Beacon, Alice, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2.00 per 100, \$15.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation rooted cuttings, strong clean stock. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon and Windsor, \$25 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnation cuttings, rooted, fine stock now ready. Belle Washburn, \$3.00 per 100, \$25.00 per 1,000. Peninsular Nursery, San Mateo, Calif.

Carnations. Pink Enchantress and White Wonder, \$4.00 per 100. Peerless Pink, \$35.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

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CHRYSANTHEMUMS.

The Coal Saving Crop.

The stock and labor involved is the entire cost of producing the early varieties. We will gladly supply a list of the best. Maturing from September to last of October.

Our 1918 trade list mailed on application. ELMER D. SMITH & CO., Mich.

Chrysanthemum Mrs. C. C. Pollworth, the best early yellow. Rooted cuttings, \$6 per 100, \$50 per 1,000; 2½-in. stock, \$7 per 100, \$60 per 1,000. C. C. Pollworth Co., Milwaukee, Wis.

CINERARIA.

Cinerarias, 2, 3 and 4-in., \$4, \$6 and \$10 per 100. Transplanted, \$2 per 100. Ernest Rober, Wilmette, Ill.

CYCLAMEN.

Cyclamen gig., Wandsbek type, 2½-in., \$5.00 per 100; 3-in., \$8.00 and \$10.00 per 100; 4-in., \$20.00 per 100; 5-in., \$35.00 and \$50.00 per 100. Seedlings, six varieties of Wandsbek type equally divided, \$5.00 per 100, \$45.00 per 1,000; Salmon and Rococo, separate, \$6.00 per 100; \$55.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN. 3-in., \$10.00; 4-in., \$20.00 per 100; 5-in., 35c to 50c each; 6-in., 75c to \$1.00 each. Larger plants, \$1.50 to \$2.00 each. Good colors. With buds and bloom. HENRY SMITH, Grand Rapids, Mich.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Cyclamens, 3 and 4-in., \$8 and \$20.00 per 100. Alonzo J. Bryan, Washington, N. J.

COLEUS.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

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DAHLIAS.

Dahlias and Iris. Most carefully selected stock—all the new and up-to-date varieties. For varieties and prices see advertisement elsewhere in this issue. Wing Seed Co., Mechanicsburg, O.

Dahlias. Best new and standard varieties; strong, well ripened field-grown roots, at right prices. Send for special wholesale list. Spring Lake Dahlia Farm, Box 332, Spring Lake, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

DRACAENA INDIVISA, 4-in., 12c; 5-in., 20c and 25c; 6-in., 50c. ERNEST ROBER, Wilmette, Illinois.

FERNS.**FERNS**

	Per 100
Roosevelt, 2½-in.	\$ 4.50
Boston, 2½-in.	4.50
Scholzeli, 2½-in.	4.50
Teddy, Jr., 2½-in.	5.00
Roosevelt, 4-in.	15.00
Boston, 4-in.	15.00

THE REESER PLANT COMPANY, Springfield, Ohio

Ferns. Boston, fine stock, 4-in., \$2.50 per doz., \$16 per 100; heavy bushy plants, 5-in., \$3.50 per doz., \$22.50 per 100; 2½-in., extra good quality, \$5.50 per 100; \$50 per 1,000. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. Aspidium, Holly, Mayli, Wilson and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

FERNS. Adiantum Cuneatum, 2-in., \$3; 3-in., \$5 per 100. Croweanum, 2-in., \$6; 3-in., \$8 per 100. Cyrtomium Rockfordianum, 4-in., \$15 per 100. Assorted table ferns, 2-in., \$3 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns, Teddy Jr., 4-in., \$20; 5-in., \$35; 6-in., \$50 per 100. Boston, 5-in., \$35; 6-in., \$50 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns, Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. Table ferns, \$3.50 per 100. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosback, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsias. Extra heavy summer propagated ready for shift. Black Prince, Minnesota, Souv. de H. Henkel (bronze foliage), 3-in., \$3.00 per 100; 2-in., \$2.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

FUCHSIAS. Strong rooted cuttings; finest assortment, labeled true to name, \$1.50 per 100, by mail; \$12.00 per 1,000, by express. S. W. PIKE, 142 W. Third St., St. Charles, Ill.

GERANIUMS.**ROOTED GERANIUM CUTTINGS.**

The "Big Four" Bedders. Strong, selected top cuttings only. S. A. Nutt, Gen. Grant, Mme. Buchner, \$1.50 per 100, \$14.00 per 1,000; Beaute Poitevine, \$2.00 per 100, \$18.00 per 1,000. The W. T. Buckley Co., Springfield, Ill.

Geraniums, from 2 and 2½-in. pots, sand rooted. A. Ricard, Beaute Poitevine. S. A. Nutt, Buchner, Montmore, Perkins, Vland, etc., \$2.75 per 100, \$25 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums, 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings, S. A. Nutt, \$12.50 per 1,000; Ricard and Poitevine, \$15 per 1,000. Albert M. Herr, Lancaster, Pa.

Mixed geraniums, fine stock, 1½-in., \$1.50 per 100. S. A. Nutt predominating. J. G. BURROWS, Onset, Mass.

Geraniums, 2½-in., S. A. Nutt, extra heavy, \$2.00 per 100, \$27.50 per 1,000. ERNEST ROBER, Wilmette, Ill.

GLADIOLUS.**MASSACHUSETTS GROWN GLADIOLI.**

All Prices Are Quoted per 1,000

	1½ in.	1¼ in.	1 in.
America, light pink	\$18.00	\$12.00	\$ 9.00
Augusta, white	15.00	12.00	9.00
Brenchleyensis, scarlet....	15.00	12.00	9.00
Cameo, white	15.00	12.00	9.00
Empress of India, dark red ..	25.00	20.00	15.00
Glory of Holland, white....	25.00	20.00	15.00
Chicago, White, white....	25.00	20.00	15.00
Hailey, salmon pink....	15.00	12.00	9.00
Independence, scarlet....	15.00	12.00	9.00
Mrs. F. King, salmon pink ..	15.00	12.00	9.00
Mrs. F. Pendleton, pink....	45.00	36.00	27.00
Mary Fennell, lavender....	75.00	60.00	50.00
Peace, white	30.00	24.00	18.00
Exhibition Mixed	12.00	10.00	8.00
Extra Choice Mixed	10.00	8.00	6.00

Correspondence solicited on other varieties, smaller sizes or bulblets.

CENTRAL GLADIOLUS GARDENS.

Jelle Roos, Milton, Mass.

GLADIOLI

	1000
Delice	\$15.00
Golden King	40.00
Isaac Buchanan	30.00
Panama	30.00
Peace	30.00
Florists' Extra White and Light Mixed...	12.00

All other varieties as well as planting stock.

Write for price list.

B. Hammond Tracy Wenham, Mass.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladioli. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Gladiolus. The Bride. Splendid early forcing white, \$7 per 1,000, \$13 per 2,000. Vaughan's Seed Store, Chicago and New York.

GREENS.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. B. A. Beaven, Evergreen, Ala.

HELIOTROPE.

Heliotrope, 2-in., dark blue, \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

HYACINTHS.

Hyacinths. High grade quality. Prices mailed on application. Rutgers y. van Zanten, care of Kuyper & Co., 10 Broadway, New York.

Hyacinths, in pots, pans and boxes, 10 cents per flower. Ernest Rober, Wilmette, Ill.

HYDRANGEAS.

HYDRANGEA, Otaksa, 3-in., \$5 per 100. HENRY SMITH, Grand Rapids, Mich.

IVIES.

English Ivy, 4-in., \$15 per 100. Poehlmann Bros. Co., Morton Grove, Ill.

LANTANAS.

Lantana, mixed varieties, pink, yellow and red, 2-in., strong plants, \$5.00 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

Valley for Easter forcing. Best Holland grown. From cold storage, \$25 per 1,000; \$13 per 500; \$3 per 100. H. N. Bruns, 3040 W. Madison St., Chicago.

Lily of the Valley for Easter. Our famous exhibition brand at \$40 per 1,000 (1750 pips to the case). Weeber & Don, 114 Chambers St., New York.

Easter Lillies, 18 to 30-in. high, 12½c to 15c per bud. Ernest Rober, Wilmette, Ill.

MANETTI.

Manetti Stocks. French, extra size, per 1,000, \$25.00. F. O. B. Chicago. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

PALMS. Belmoreana, heavy plants from 4-in. pots, 5 to 6 leaves, 2 to 2½ ft. high, \$1.00 each, \$10.00 per dozen; 5 to 6 leaves, 2½ to 3 ft. high, \$1.25 each, \$13.50 per dozen. From 5-in. pots, 2 to 2½ ft. high, \$1.35 each, \$15.00 per dozen; 2½ to 3 ft. high, \$1.50 each, \$17.00 per dozen. This is all extra fine stock of our own growing and not imported stock as frequently offered. THE WAGNER PARK NURSERY CO., Sidney, O.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms, home grown. For varieties and prices see advertisement elsewhere in this issue. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES—100,000 pansies. Sept. sown, cold frame grown. Vaughan's Chicago Parks bedding. Popular Price mixture and Paris Market, per 1,000, \$2.50. Vaughan's Giant mixture and separate colors, per 1,000, \$3.50. ODOR GREENHOUSES, Iola, Kans.

PRIMULAS.

PRIMULA Obconica, 2½-in. strong, \$4; 4-in., \$12.50; 6-in., \$25 per 100; Chinesis, 4-in., \$12.50; 6-in., \$25 per 100; Malacoides, 2½-in., \$3; 4-in., \$10; 6-in., \$20 per 100. 4 and 6-in. well in bloom. All varieties. HENRY SMITH, Grand Rapids, Mich.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4, \$7 and \$15 per 100. Ernest Rober, Wilmette, Ill.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

RHODODENDRONS.

Rhododendrons. Fresh, clean looking stock in best possible condition. 18 to 24 in. high, 8 to 12 buds, \$85 per 100; 24 to 30 in. high, 12 to 16 buds, \$115 per 100. The Storrs & Harrison Co., Painesville, O.

ROSES.**BENCH ROSE PLANTS.**

	100	1000
Milady	\$6.00	\$50.00
Pink Killarney	6.00	50.00
Killarney Brilliant	6.00	50.00
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SALVIA. Bontire and Splendens, vigorous 2-in. established stock, \$2.50 per 100; \$20.00 per 1,000. THE WAGNER PARK NURSERY CO., Sidney, O.

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Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Pansy, gig. finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fireball, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

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Seeds. Sweet Peas, Spencer varieties. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

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Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

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Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

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Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., New York.
Erne & Company, Chicago.
Fenrich, Joseph S., New York.
Fexy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Freres-Windler Co., The, Chicago.
Froment, H. E., New York.
Goldstein & Futterman, New York.
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Kuhl, Geo. A., Pekin, Ill.
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McCallum Co., Pittsburgh, Pa.
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N. Y. Cut Flower Exchange, New York.
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Siebrecht, Geo. C., New York.
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Totty, Chas. H., Madison, N. J.
Traendly & Schenck, New York.
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The Logan Pottery Co.,
LOGAN, OHIO.

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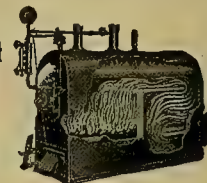
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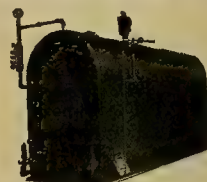
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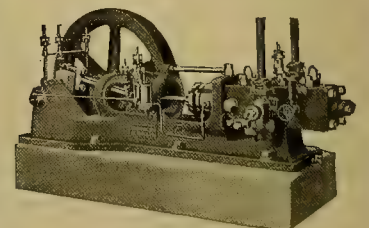
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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. L.

CHICAGO AND NEW YORK, MARCH 23, 1918.

No. 1555

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ESTABLISHED 1885

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OFFICERS—A. E. KUNDERD, Goshen, Ind., Presi-
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COAL QUESTION OF 1918-1919.

Wm. F. Gude, Washington representative of the
Society of American Florists, calls attention to the
following communication regarding the coal situa-
tion possibilities for next winter in order that the
trade may make preparations accordingly:

March 11, 1918.

Wm. Gude,

Washington, D. C.

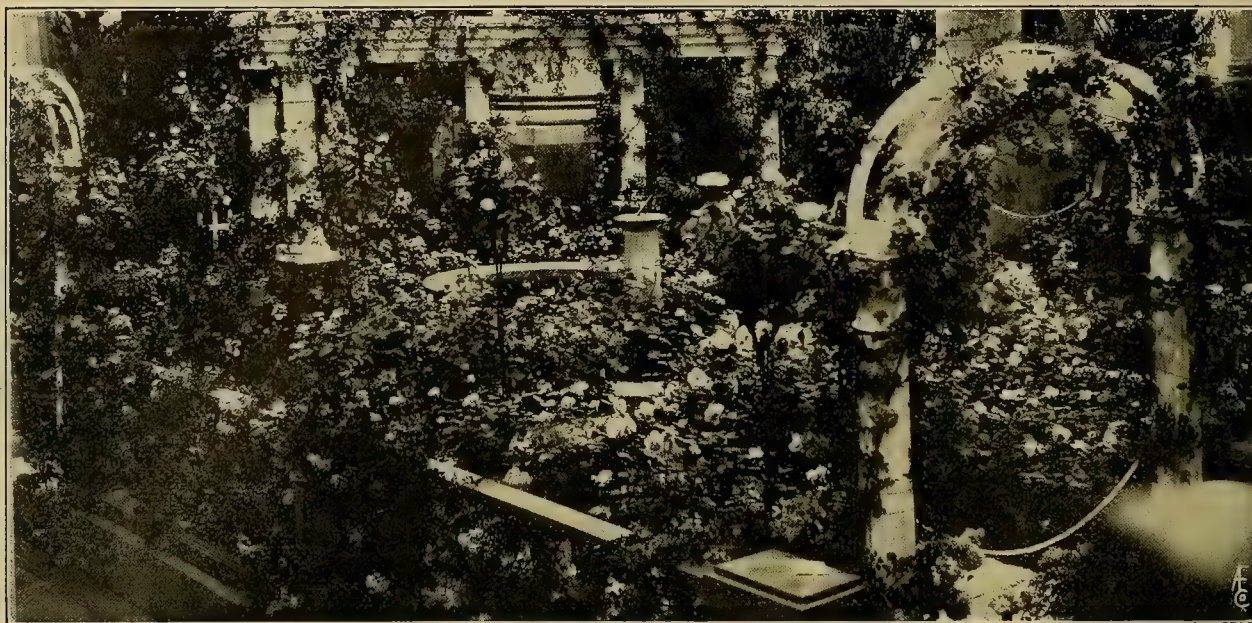
It is now so late in the season that the question
of fuel for florists will not be taken up for this sea-
son. Some time during the summer the fuel admin-
istration will call on you for further discussion of the
matter involving the amount of fuel to be supplied
to you and your associates during the winter of
1918-1919.

I am writing to keep you posted as to the proba-
bilities as they stand today. It is entirely likely that
the florists next season will be restricted to 50 per
cent of their normal consumption, but, of course, this
is not settled. We shall be soon issuing a circular to
all industries as to stocking up during the summer
months of coal reserves for the winter, and in it non-
war industries will be notified of the percentage of
fuel they will be permitted to take in for the winter
supply. On this list florists will appear in the 50
per cent class.

Your people should understand that this does not
necessarily imply that they will be restricted to 50
per cent, but it is intended to represent the maxi-
mum amount the government is willing that they
should arrange for in advance. If conditions change
later, this proposition will be changed accordingly.

UNITED STATES FUEL ADMINISTRATION,

P. B. Noyes,
Director of Conservation.



NEW YORK SPRING SHOW.

Rose Garden of the F. R. Pierson Co., Tarrytown, N. Y.

NEW YORK SPRING SHOW.

Joint Exhibition of the Horticultural Society of New York, New York Florists' Club and the American Rose Society, March 14-21.

Gotham Scores Another Success.

New York's spring flower show, held in the Grand Central Palace, March 14-21, was, all things considered, a grand success. Some outstanding features of exhibitions of previous years were missing, but others stood out even more prominently. The splendidly arranged rose gardens of F. R. Pierson, Tarrytown, N. Y., and A. N. Pierson, Inc., Cromwell, Conn., were again easily the big attractions of the show. Each year's efforts of these firms seem better than the last. After the roses, orchids were next in importance, the displays being large, varied and well arranged. The entry of the Julius Roehrs Co., Rutherford, N. J., was the finest exhibit ever made by this famous establishment. The country estates, which through the enthusiasm of their gardeners have made such elaborate displays in past years, were not as numerous as usual. What there were, however, stood out prominently and made a great addition to the show. The New York and Brooklyn park conservatories each made large exhibits of foliage and flowering plants. As usual, large bay and box trees lent their decorative effect about the entrance, stairways and corridors of the hall.

The arrangement of the exhibition spaces was changed so as to break off the long straight aisles at about two-thirds of their length, providing as well a wide cross aisle, in which space was arranged, the special feature displays beginning with the exhibit of the American Rose Society, staged on the second day. The entire space next to

the walls around the main exhibition hall and also in the gallery was occupied by trade exhibitors, all of whom appeared satisfied with the extent of their business. The Red Cross had handsomely decorated spaces across the entire front of the gallery. An auditorium to seat 300 people, enclosed with cedar trees and canopied with red and white bunting, was a feature.

The rose gardens were, as usual, the central feature. F. R. Pierson somehow manages to improve on his ideal work of the year before, and this year seems to have reached the limit. The same general plan, with the exception of a different arrangement of the center beds, was carried out. Dorothy Perkins covered the light brown fence, the arches over the four entrances and the large carved pergola columns in the rear. There was a square center space with a middle bed of Mrs. Sherman Crawford, surrounded with four beds of Ophelia. Across the garden in the rear and in front of the pergola, were two long beds of Magna Charta. Two long narrow beds of Mrs. Aaron Ward roses flanked the center square, while the border beds next to the fence were filled with Lady Harriot. At intervals in the beds of the Ward roses, stood four-foot standards of Frau Karl Druschki, with 12 to 15 flowers and buds on each. A six-inch border of growing grass fringed each bed, while white pebbles covered the paths. A complete and beautiful garden.

The creation of A. N. Pierson, Inc., was lovely in its simple, garden-like effect, enclosed with a low rustic fence covered with splendidly flowered plants

of Rosea, the dark sport of Tausendschon. At each post was a four-foot standard of well-flowered Baby Tausendschon. A large, rustic summer house in the rear, the posts covered with Tausendschon, was pleasing. A center path was flanked with beds cut in the real grass lawn. These were filled with the baby ramblers, Echo, Ernest Teschendorf and Ellen Paulsen. The whole effect was restful and pleasing and as natural as if seen on the lawn of a beautiful estate.

Between these two exhibits was staged the elaborate orchid display of the Julius Roehrs Co., which covered a space 900 square feet in extent. A center table, canopied with a choice Cycas Rumphii, contained a collection of well flowered oncidiums and odontoglossums. Four crescent, or quarter circle tables, surrounding the center display, contained a wealth of this choicest stock of this celebrated collection. Cymbidium Gottianum, together with others of the same species, all well flowered, filled one crescent. Magnificent cattleyas, all choice varieties, of which the self-colored Empress Frederick was a feature, filled another. One contained cypripediums, the center being entirely of the beautiful pale green variety, mandæ magnifica. A mixed table of miltonias, odontoglossums, and other spray varieties, was graceful in the extreme. All the tables were bordered with ferns, paniculata and other grasses and vines. The large kentias formed a background for this display, while the four corners of the space were filled with rockwork covered with low-growing foliage and flowering plants. This was a complete and splendidly arranged exhibit.

Lager & Hurrell, Summit, N. J., staged a splendid collection of orchids, which were well arranged. A mirror, to represent a pool of water, was overhung with branches containing orchid plants, showing them, as it were, in their natural habitat. Small figures of an orchid gatherer's family were near their miniature cottage. A humming

bird on its nest was a feature. Many splendid cattleyas, miltonias and cypripediums were included in this display. Arthur M. Cooley, Pittsfield, Mass., arranged a bank of orchids of choice and rare varieties. Of these, Cattleya Olympus, an immense flower, C. Haroldiana, C. Bronze King, and Brasso-Cattleya Cliftonii, were superb. A hybrid cattleya, pure white, called Snow Queen, was awarded a silver medal. Col. H. H. Rogers, Tuxedo Park, N. Y., entered a choice assortment of dendrobiums, cattleyas, miltonias and odontoglossums, which covered 25 square feet. Joseph Manda, West Orange, N. J., exhibited a fine collection of cut orchids. These were arranged in slender glass tube vases and made a very artistic showing. There were over 38 varieties.

The Dutch garden of John Scheepers & Co., New York, with a large windmill 20 feet high as a central feature, was a great attraction. Four large boxwood bordered beds were well filled, two with Flamingo and two with Yellow Prince tulips, while the latticed seats were covered with ivy. A bird bath fountain stood in the central bed of white and purple hyacinths. A clump of tall cedar trees were placed near the mill and sheltered a small garden planted with tili of the valley, white lilac and irises. The entire space was enclosed by a white pole fence. A Dutch maiden, who whiled away the time knitting, was an attractive feature.

The Secaucus Exotic nurseries of Marius Mutillod, Secaucus, N. J., exhibited a large number of specimen palms, boxwood and bay trees, many of extra size. A handsomely arranged group of foliage plants was also staged by the same exhibitor.

A. N. Pierson, Inc., Cromwell, Conn., were much in evidence. A collection of highly colored, medium-sized foliage plants, arranged in garden effect, covered 300 square feet. There were over 80 varieties and a more perfect collection of commercial sized plants would be hard to find. Wonderful Farleyense, in large sizes, Cibotium Schiedei and a new sport of Adiantum Mondrecht, called Lekesii, as beautiful as Farleyense, but much more vigorous, was showing in a handsome group.

Fritz E. Dressel, Weehawken, N. J., staged beautiful French hydrangeas, splendidly flowered for the season, covering a space of 150 square feet. He also exhibited his new fern, President Wilson. W. B. Thompson, Yonkers, N. Y. (R. M. Johnson, Gr.), exhibited foliage and flowering plants. These were artistically arranged on a floor of green sheet moss, so that every plant was shown to advantage. A welcome change from the overcrowded spaces.

The elaborate arrangement of P. W. Popp, gardener for Mrs. H. Darlington, Mamaroneck, N. Y., was very well carried out. A high rock-work, over which ran a good-sized stream, falling into a center pool, was covered and surrounded with genistas, laburnums, azaleas, antirrhinums, irises, flowering shrubbery, ferns and other foliage and flowering plants. This produced a beautifully worked out garden effect. The Dutch bulb garden by the same exhibitor, was very showy, containing quantities of all the popular hyacinths, tulips and narcissi, together with lilac, Easter lilies and irises.

Bobbink & Atkins, Rutherford, N. J., exhibited a planted border of herba-

ceous plants, spring bulbs, laurels, Ghent azaleas, and flowering shrubbery, all nicely in flower and very effective. Their rock garden was also very pleasing, being well arranged and attractively planted. The same firm exhibited specimen irises trained to represent pyramid boxwood and standard bay trees. The effect at a short distance was very similar.

F. R. Pierson staged his usual collection of fine ferns in variety. He won first on each of his plant entries.

Max Schling had a large space decorated as a store, with plate glass window front, which latter was kept filled with choice baskets and vases of cut flowers, all very artistically arranged. Two telegraph poles, supporting wires, to which were tied two boxes of cut flowers, illustrating the delivery of flowers by telegraph, was a feature. An additional space was arranged for a wedding bower. Acacias, Southern smilax and pink rambler roses were the flowers used. F. R. Pierson was the only other retail florist represented. His large space was enclosed in a railing with high corner columns supporting electric globes. There was a fine line of flower bowls and vases, many of which were artistically filled with his new rose, Rosalind. There were over 600 blooms used, which were very much admired.

George J. Gould filled 600 square feet with a war garden. This was nicely laid out and filled with all the popular vegetables, corn, beans, peas, beets, lettuce, radishes, potatoes, herbs, tomatoes, etc. These had all been grown in narrow boxes, which were, when arranged, covered with peat as if growing in the ground. They were from six inches to a foot in height. All the varieties were conspicuously labeled, and made a timely and interesting display. A low, green fence added to the effect.

Wm. Seibrecht, Chappaqua, N. Y., decorated a large arched garden seat with Acacia pubescens, while grape

vines were trained over the woodwork on which the sprays were tied. It was renewed each day and was quite a feature.

F. A. Lewis, Ridgefield, Conn., exhibited a group of foliage and flowering plants of high quality. This was very well arranged. An Erica melanthera, wonderfully well flowered, a fan-shaped chorizema and splendidly colored crotons by the same exhibitor, all received first prizes.

In the competition in baskets of flowers, Mrs. M. F. Plant, Groton, Conn. (Ernest Robinson, Gr.), won first; Mrs. H. Darlington, Mamaroneck, N. Y. (P. W. Popp, Gr.), second.

The balcony contained quite a number of exhibits. F. A. Lewis' collection of 25 cyclamens was superb and easily won the blue ribbon awarded. Mrs. Morton E. Plant staged 12 fine floats of Double Pink stocks, well flowered, also a basket of callas. The Julius Roehrs Co. here exhibited seedling amaryllis, many of them light colors. Madsen & Christensen, Wood Ridge, N. J., staged some fine specimen marguerites. Mrs. Payne Whitney, Manhasset, L. I., showed a collection of Primula obconica and malacoides, splendidly flowered. Also 100 square feet of space, filled with well-flowered spring bulbs. Valentine Burgevin, Kingston, N. Y., staged a large specimen Pelargonium Easter Greeting, for which he was awarded a silver medal.

The Rose Display.

The quality of the cut roses exhibited on Friday was equal to anything seen heretofore, and it can safely be said that marks had been moved a notch higher, particularly in the Mrs. Russell of Duckham & Pierson, Madison, N. J., whose vase of 100 blooms was remarkable in its perfection of form and color. There were 19 vases of 100 flowers each, 12 of 50, eight of 25 and several vases by private gardeners of 12 and 18. The hundreds were staged in the large cross aisle



NEW YORK SPRING SHOW.
Carnation Vases Arranged for Artistic Effect.

on the main floor with the others in the gallery. The principal exhibitors were F. R. Pierson, Tarrytown, N. Y., with eight entries of 100 each, three of 50 and two of 25. Duckham & Pierson staged three vases of 100 each and one of 50. A. N. Pierson, Inc., Cromwell, Conn., had four vases of 100 each, three of 50 and two of 25 each. Other exhibitors had one each.

The new varieties exhibited were, Mrs. Henry Winnett, by A. N. Pierson, which is an ideal shade of crimson; Mme. Collette Martinett, a fine orange yellow; Mrs. Belmont Tiffany, a sport of Sunburst, and a seedling, No. 6, a promising dark pink. F. R. Pierson staged Rosalind, an orange pink Ophelia, a beautiful shade; also Sylvia, a yellow sport of Ophelia, a distinct and beautiful color. Dailedouze Brothers, Brooklyn, N. Y., exhibited a vase of 50 Ophelia Supreme, with a very pleasing orange pink shade. The E. G. Hill Co., Richmond, Ind., won a silver medal for a vase of 25 of their new rose, Columbia—very beautiful flowers. The Jos. Heacock Co., Philadelphia, Pa., had a vase of 100 Hadley of splendid quality, as was the vase of American Beauty of L. M. Noe, Madison, N. J. A vase of 100 Francis Scott Key from F. R. Pierson was also much admired. John Cook, Baltimore, Md., exhibited 50 blooms of his pink seedling, Russell x Frau Karl Druschki, as yet unnamed. This being delayed in transportation did not arrive until Saturday. This is certainly a grand rose. We question if there is any other to compare with it in exquisite coloring or form. It is a light pink, similar to La France in shape or form of flower and is borne on long, straight stems. Certainly, if productive, is a great acquisition to the forcing roses. It scored 80 points and was awarded a silver medal.

The display of cut roses covering a space of 300 square feet and containing not less than 500 or more than 1,000 blooms was the leading feature on Monday, March 18. There were but two entries, the F. R. Pierson Company, Tarrytown, N. Y., and A. N. Pierson, Inc., Cromwell, Conn. On ac-

count of close competition between these firms at previous shows, there was much interest this year. The F. R. Pierson Company took first prize; A. N. Pierson, Inc., second. Both firms used cibotium and adiantum in pots as decoration in the spaces between the vases. In the F. R. Pierson Company's display the following varieties were exhibited: Scott Key, Mrs. Charles Russell, Ophelia, Hoosier Beauty, Rosalind, Killarney Brilliant, White Killarney and Sylvia. In the display of A. N. Pierson, Inc., were Shawyer, Mme. Colette Martinette, Mrs. Charles Russell, Hoosier Beauty, Rose Pink Ophelia, Mrs. Paul Euler, (Prima Donna) Ophelia, Mock, Stanley, Killarney, Killarney Brilliant, Milady, Mrs. Aaron Ward, Winnett and September Morn.

A. T. Bunyard, 413 Madison avenue, New York, took first prize for table decoration of roses. He also changed his hotel table decoration, mentioned elsewhere, to a bridal decoration. The centerpiece, in a tall vase, was sprays of white peach blossoms and white camellias, and on the cloth there was a fine arrangement of white camellias on sprays of Adiantum Farleyense. Small vases of lily of the valley and white anemone and white orchids at the plates completed the decoration which was the center of a crowd of admirers throughout the afternoon.

The Carnations.

While the carnation exhibits, which were staged on Saturday, were not numerous, they were, however, of excellent quality. Arranged in the gallery, they made a very nice display. Several large vases, staged for effect, contained flowers of splendid quality, the arrangement of which would have done credit to any of the Fifth avenue artists. Charles H. Totty, Madison, N. J., was the largest exhibitor, having vases of 100 each of Cottage Maid, Belle Washburn, Yellow Prince, a variegated sport of Benora, Matchless, Enchantress Supreme and Good Cheer, which captured the first prize, Scott Bros. being second.

There were several new varieties of merit, notably a scarlet called Olive Whitman, which is a fine color and quite up to the mark in other respects. This was staged by Marius Matherson, Hempstead, N. Y. Gude Bros. Co., Washington, D. C., exhibited a sensational pink, seedling Ward x Enchantress, an ideal bright flesh pink in color, with a flower of tremendous size, a number of them being a trifle over four inches in diameter. They have had blooms to measure over four and one-half inches. It took first prize over a vase of very good flowers of Laddie exhibited by S. J. Goddard, Framingham, Mass. Scott Brothers, Elmsford, N. Y., staged a vase of 100 scarlet also 100 Benora. Herman Schwarz, Central Park, N. Y., took a special prize for a white seedling and second for a flesh pink seedling.

In the classes for private gardeners, prizes were won by Percy Chubb (Robt. Jones, Gr.), Mrs. Payne Whitney (George Ferguson, Gr.), Mrs. M. F. Plant (Ernest Robinson, Gr.), Mrs. C. Bradley (D. Francis, Gr.), Bertram Borden (Wm. Turner, Gr.), Mrs. E. S. Beyer (Alex. Thompson, Gr.), J. D. Cummins Est. (A. P. Weyel, Gr.), Mrs. F. A. Constable (James Stuart, Gr.), and Peter Hauck. In the table decorations by private gardeners, with orchids, Thomas Atchison, Mamaroneck, N. Y., took first and Hans Schwartz, Riverdale, New York City, second.

A pleasing feature, staged March 16, was a display of cut camellias neatly arranged in rows, on a background. The exhibitor was R. G. Coe, Oyster Bay, N. Y. The collection comprised over 100 blooms and the selection of stock was said to have been made on the Isle of Guernsey by A. R. Sargent, a landscape architect. The exhibit was awarded a gold medal.

There was but one entry in the class for hotel table decorations which was so popular at some of the previous exhibitions. This was entered by the Hotel Chatham, the decorator being A. T. Bunyard. It was arranged on a round table nine feet in diameter. The flowers used were *Acacia pubescens*,



NEW YORK SPRING SHOW.
American Rose Society's Vases of 100 Blooms.



NEW YORK SPRING SHOW.

Orchid Display of the Julius Roehrs Co., Rutherford, N. J.

ranunculus and lily of the valley. We have seen many decorated tables, but none more elegant. The solid silver vases used were valued at \$500. A tall, slender, center vase 30 inches high contained long sprays of acacias and splendid flowers of vari-colored anemones. Four large crescent-shaped forms, in three tapering sections, were filled with the same flowers. These were well arranged on the cloth and filled the space between the center and the plate line. In the center spaces of each crescent stood a slender silver vase of lily of the valley and a few sprays of acacia. These sprays were wired and stuck into a small ball of moss, which fitted the top of each vase. When finished they stood about 12 inches in height. The flowers were placed to resemble the arrangement of the center vase. Corsages of ranunculus and acacia, tied with yellow ribbon, were placed on the plates. The table was fully furnished with elegant china, glass and silver ware. It was a great credit to Mr. Bunyard, who personally superintended the work.

Sunday Attendance Good.

Sunday, March 17, was a fine day and there was a good attendance at the show. The orchestra, composed of young women, is a great attraction for the visitors. In the Red Cross theatre, intensely interesting films were seen, showing the work of the Red Cross in the war stricken sections of Europe. The multitude of aged, sick and homeless that are being tenderly cared for should have an appealing effect on all who saw the films.

F. N. Sanborn, representing the A. T. Stearns Lumber Co., Boston, Mass., was a visitor on Sunday.

The beautiful spring weather on Tuesday brought a large attendance, among them many from the army and navy, and bands from both branches of the service furnished the music in the Red Cross garden. This feature was much enjoyed. The only entries were for table decorations for private gardeners only, first honors being awarded to Thomas Aitchison, Mamaroneck, N. Y., with Richard Casey, of Madison, N. J., second.

The sweet pea display of the commercial growers was staged on Wednesday. One of the features of this section was the fine exhibit of the W. Atlee Burpee Co., Philadelphia, Pa. This covered 100 square feet. There were also other meritorious entries.

Trade Exhibits.

Alphano Humus Co., New York, fertilizers.

American Seed Tape Co., Newark, N. J., seed tape and seeds.

Bobbink & Atkins, Rutherford, N. J., nursery stock, greenhouse and hardy herbaceous plants.

A. T. Boddington Co., New York, seeds, bulbs, plants, etc.

Bon Arbor Chemical Co., Paterson, N. J., fertilizers.

Cloche Co., New York, seed and plant forcer.

Coldwell Lawn Mower Co., Newburgh, N. Y., lawn mowers.

Consolidated Gas and Gas Engine Co., New York, tractors.

Arthur Cowee, Berlin, N. Y., gladiolus bulbs.

Davey Tree Expert Co., Kent, O., exhibition of tree surgery.

A. T. De la Mare Co., New York, literature.

Doubleday, Page & Co., Garden City, N. Y., literature.

Franco-American Ferment Co., fruit juices.

Fulper Pottery Co., Flemington, N. J., art pottery.

Hammond's Paint and Slug Shot Works, Beacon, N. Y., insecticides.

C. W. M. Harrison, New York, landscape work.

Hartman-Sanders Co., New York-Chicago, ornamental wood columns.

I. Hicks & Son, Westbury, L. I., miniature garden.

Hitchings & Co., New York, greenhouse builders.

E. F. Hodgson Co., Boston, Mass., portable houses, chicken houses, etc.

Roman J. Irwin, New York, seeds, bulbs and plants.

Kraus Cast Stone Works, New York, complete line of cast stone garden furniture.

W. G. Kelly, New York, official photographs.

Lager & Hurrell, Summit, N. J., fine showing of orchid plants.

W. F. Leary, New Rochelle, N. Y., care of trees.

Matthews Manufacturing Co., Cleveland, O., garden furniture, bird houses.

Metropolitan Material Co., Brooklyn, N. Y., miniature greenhouse.

Mountain Community Co., New York, novelties in variety.

Peterson, Sinclair & Miller, New York, fertilizers.

A. N. Pierson, Inc., Cromwell, Conn., a great variety of nursery stock and foliage plants.

F. R. Pierson, Tarrytown, N. Y., art pottery, and ferns and other plants.

Julius Roehrs Co., Rutherford, N. J., many good features in orchid plants, nursery stock and foliage plants.

John Scheepers & Co., New York, Dutch garden.

Max Schling, New York, attractive arrangements of flowers and plants and horticultural novelties.

Schloss Bros., Inc., New York, splendid display of ribbons, chiffons, etc.

Shawnee Mower Co., New York, sulky mowers.

Skinner System of Irrigation, New York, literature.

Special Order Shop, New York, novelties.

Geo. L. Stillman, Westerly, R. I., dahlia roots.

I. J. Stringham, New York, honey.

J. M. Thorburn & Co., New York, seeds, bulbs, plants, etc.

Chas. H. Totty & Co., Madison, N. J., fine display of Columbia and other roses, and plants.

S. P. Townsend & Co., Orange, N. J., lawn mowers.

Van Rensselaer-Cramer Studio, New York, novelties.

R. Van Vetchen, New York, war saving stamps.

Vaughan's Seed Store, Chicago-New York, seeds, bulbs, plants, etc.

Weeber & Don, New York, seeds, bulbs and plants.

The Jurors.

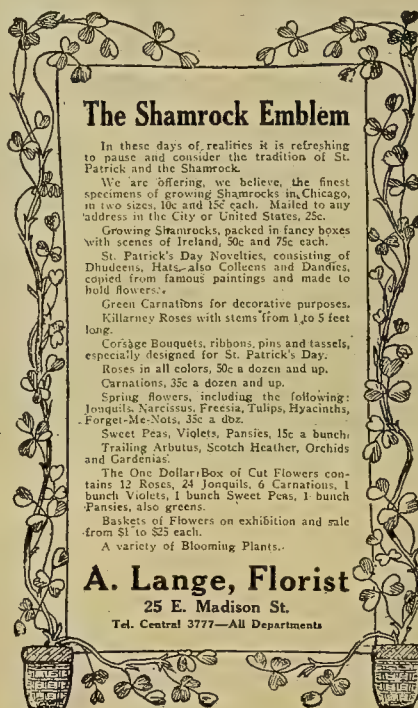
The exhibition was under the capable management of Superintendent Arthur Herrington, Madison, N. J., while the list of jurors included the following:

John T. Burns, New Canaan, Conn.
Edwin Beckett, Purchase, N. Y.
D. Coughlan, Locust Valley, N. Y.
Peter Duff, Orange, N. J.
H. A. Deal, Rockville, Conn.
John T. Everett, Glen Cove, N. Y.
Wm. Eccles, Oyster Bay, N. Y.
Wm. Fisher, Akron, O.
Jas. Fraser, Morristown, N. J.
Walter Gott, New York.
Charles Green, Fremont, O.
Wm. Kleinheinz, Ogontz, Pa.
Charles Knight, Oakdale, N. Y.
A. J. Loveless, Lenox, Mass.
David Miller, Tuxedo Park, N. Y.
W. P. Meehan, Jericho, N. Y.
J. P. Mossman, Hackensack, N. J.
Joseph Mills, Lakewood, N. J.
D. McKenzie, Chestnut Hills, Mass.
Edw. Osborne, Willamstown, Mass.
E. Allan Pierce, Waltham, Mass.
Ernest Robinson, Groton, Conn.
Edward Reagan, Morristown, N. J.
Max Schling, New York.
Wm. Turner, Seabright, N. J.
Edward Sceery, Paterson, N. J.
Robert Tyson, Convent, N. J.
Joseph Tanansy, Tuxedo Park, N. Y.
Hugh Thomas, Willoughby, O.
Wm. Vert, Greenwich, Conn.
W. H. Waite, Seabright, N. J.
Edw. Williams, Grand Island, Neb.
Robert Walker, Bridgeport, Conn.

The Judges' Dinner.

At a dinner to the judges, tendered by the managers of the show, Thursday evening, President Chas. H. Totty, in responding to the toast, "The Society of American Florists," after complimenting the judges on their work, spoke of the success of the present exhibition and other shows of the past five years, which he said was due to

the S. A. F., who in their national show held in New York had demonstrated that it was possible to stage a flower show that would pay. F. R. Pierson, in referring to the work in connection with the exhibition, said that success did not come as a matter of course. The officers and managers of the various bodies concerned held a meeting every month, in which every detail of the work was taken up, new ideas were threshed out and everything possible was done to make the next year's display better than the last. As the time approached, the meetings were held weekly so that by



The Shamrock Emblem

In these days of realities it is refreshing to pause and consider the tradition of St. Patrick and the Shamrock.

We are offering, we believe, the finest specimens of growing Shamrocks in Chicago, in two sizes, 10c and 15c each. Mailed to any address in the City or United States, 25c.

Growing Shamrocks, packed in fancy boxes with scenes of Ireland, 50c and 75c each.

St. Patrick's Day Novelties, consisting of Dihueens, Hats, also Collars and Dandies, copied from famous paintings and made to hold flowers.

Green Carnations for decorative purposes. Killarney Roses with stems from 1 to 5 feet long.

Corsage Bouquets, ribbons, pins and tassels, especially designed for St. Patrick's Day. Roses in all colors, 50c a dozen and up.

Carnations, 35c a dozen and up.

Spring flowers, including the following: Jonquils, Narcissus, Freesia, Tulips, Hyacinths, Forget-Me-Not, 35c a doz.

Sweet Peas, Violets, Pansies, 15c a bunch. Trailing Arbutus, Scotch Heather, Orchids and Gardenias.

The One Dollar Box of Cut Flowers contains 12 Roses, 24 Jonquils, 6 Carnations, 1 bunch Violets, 1 bunch Sweet Peas, 1 bunch Pansies, also greens.

Baskets of Flowers on exhibition and sale from \$1 to \$25 each.

A variety of Blooming Plants.

A. Lange, Florist
25 E. Madison St.
Tel. Central 3777—All Departments

St. Patrick's Day Ad of A. Lange, Chicago.
Original Size 4x7 Inches.

the time of the opening everything was in a state of readiness. That great interest was taken in the work by all the officials is proven by the fact that fully 90 per cent were in attendance at all the meetings.

Show Notes.

The trade booth of A. N. Pierson, Inc., was well served by R. Karlstrom, Alex. Cumming, Jr., and Harry Anderson. Both A. N. and W. R. Pierson attended the show. R. T. Bears, a former employe of this firm, who will be remembered by many as an attendant at former shows, is now a first lieutenant in the United States Army, and is stationed at Camp Devens, Ayer, Mass.

George Herrmann and Irving Aronson were in charge of Schloss Brothers' (Emil Schloss) ribbon booth. George Herrmann, who has recently become associated with this firm, is a son of A. Herrmann, the well known dealer in florists' supplies of 412 East 34th street, this city, and has had 17 years' experience in the business.

Sunday being St. Patrick's day, it was appropriate that the Junior League girls, of the Red Cross, should sell shamrocks.

Rich G. Hollaman, president of the Grand Central Palace Exposition Co., and a member of the flower show committee, said on Monday that if the present interest continues, he believed the daily attendance for the entire week of the show will average over 8,000 persons. The weather, on the first day, was extremely disagreeable and the attendance was light, but interest and attendance have since been on the increase. A war tax of 5 cents must be paid on each ticket and March 16 over 10,000 war tax stamps were sold at the entrance. On both March 17 and 18 there were good crowds. Mr. Hollaman, who wants to help win the war, is equally pleased with the sale of show and war tax tickets, and thinks the latter will foot up nearly \$3,000.

At the booth of Roman J. Irwin, on March 18, there was placed on exhibition an exceptionally fine appearing white seedling snapdragon that originated in the range of J. Ebb Weir & Son, Jamesport, L. I., N. Y. There were also on exhibition a fine yellow and a pink. All these varieties will be disseminated in 1919.

Seedsmen at the Show.

The displays of the seedsmen were creditable and added to its beauty. In addition to a staple stock of lawn seed and bulbs, Vaughan's Seed Store, Chicago and New York, had handsome decorations of flowering tulips, narcissi and other spring flowers.

Weeber & Don had the largest space of any seedsmen and their booth was profusely decorated with bulbous flowers. They carried quite a stock of seeds, bulbs and garden tools.

The A. T. Boddington Co. had good space, with a neat decoration of pansies.

Roman J. Irwin, who has had good training as a seedsman, but now devotes his energies to plants, had a good display of small palms, ferns and other plants.

Aside from the commercial features, the Dutch bulb garden of John Scheepers & Co. was a real acquisition to the beauty of the show.

The Visitors.

The following were noted among the trade visitors during the opening days:

George Asmus, Chicago.
Prof. A. C. Beale, Ithaca, N. Y.
Fred. A. Danker, Albany, N. Y.
John Donaldson, Patchogue, N. Y.
S. J. Goddard, Framingham, Mass.
Adolphus Gude and two sons, Washington.
W. F. Gude and son, Washington, D. C.
Benj. Hammond, Beacon, N. Y.
George Hess and sons, Washington, D. C.
E. G. Hill, Richmond, Ind.
Paul Huebner, Philadelphia, Pa.
J. F. Huss, Hartford, Conn.
James J. Karins, Philadelphia, Pa.
M. C. Keely, Wilkes-Barre, Pa.
Robert Kift, Philadelphia, Pa.
Herman Knoble, Cleveland, O.
John Kuhn, Philadelphia, Pa.
Fred. Lautenschlager, Chicago.
Prof. D. Lumsden, Ithaca, N. Y.
Wm. McAlpin, Boston, Mass.
Jos. Margolis, Boston, Mass.
Prof. F. L. Mulford, Washington, D. C.
G. Neubrand, Manchester, Conn.
Wm. E. Nicholson, Framingham, Mass.
Henry Penn, Boston, Mass.
S. S. Pennock, Philadelphia, Pa.
Henry M. Robinson, Boston, Mass.
David Rust, Philadelphia, Pa.
C. L. Seybold, Wilkes-Barre, Pa.
W. J. Stewart, Boston, Mass.
B. Hammond Tracy, Wrenham, Mass.
E. P. Tracey, Albany, N. Y.
Richard Vincent, Jr., White Marsh, Md.
J. Walianese, Hawaii.
P. Welch, Boston, Mass.
Prof. E. A. White, Ithaca, N. Y.

New York Florists' Club Banquet.

The annual banquet and dance of the New York Florists' Club was held at the Hotel McAlpin, Saturday night, March 16, and was a most enjoyable affair. About 170 representative men and women of the trade were present. President Schenck of the club, acted as toastmaster, and after the menu had received ample justice, he cleverly introduced the following speakers who were guests at his table: President Totty, of the Society of American Florists; W. F. Gude, Washington, D. C.; Henry Penn, Boston, Mass.; George Asmus, Chicago Herman Knoble, Cleveland, and Major O'Keefe, director of the publicity campaign of the S. A. F. "Publicity" was the theme of the speakers, and the audience seemed to appreciate the fervid flights of oratory. In this connection, we will suggest that such a good flower show—staged under great difficulties—as was then in progress at the Grand Central Palace is a concrete and not a nebulous form of publicity. The last act in the speech-making drama was particularly pleasing. Past President Stumpp of the club was called to the platform and as he did not know that he was on the programme for a speech, he advanced looking a little scared—probably thought his late administration was to be investigated or something; but at this juncture, Joseph A. Manda took the platform and in a neat speech soon drove away the ex-president's fears by presenting him and Mrs. Stumpp with a handsome silver tea service. When all this was over, the tables were cleared away and there were several hours of enjoyable dancing. A. F. F.

New York Federation of Societies.

A meeting of the federation was held in John Young's office, 1170 Broadway, New York, March 18, with President F. R. Pierson in the chair. A report of progress regarding the horticultural building at the state fair grounds in Syracuse was heard. The race track and grand stand have been moved and a splendid site for the building is now available. The state fair commissioners have expressed themselves as of the opinion that the building will be the next erected and plans for its construction are now being formulated in the state architect's office. The fuel situation was discussed, and it was the opinion that any active campaign for the florists' winter supply should be postponed until the fall meeting in Syracuse. A fuel committee consisting of F. R. Pierson, of Tarrytown; W. J. Palmer of Buffalo, and Robert Simpson, of Clifton, N. J., was appointed to keep in touch with the fuel commissioner and if necessary to lend its aid in getting a supply of fuel for any florist in difficulty. A committee on affiliation of the federation with the New York Federation of Agriculture was appointed. This committee consists of Dr. Earl Bates, of Syracuse; F. A. Danker, of Albany, and C. H. Vick, of Rochester. The following resolution was unanimously adopted:

Whereas, the splendid success of the New York flower show has demonstrated conclusively that the American people in these times of stress seek relaxation and comfort in the cheering message expressed by the bright blooms, and

Whereas, the floricultural interests of our people are important economic factors in the life of our people, therefore, be it

Resolved, that we, the New York Federation of Horticultural Societies and Floral Clubs, while we shall give our energy as patriotic Americans to increasing the conserving of food supplies, nevertheless we believe there should be an even larger cultivation of flowers and we pledge our united efforts towards this end.

E. A. WHITE, Sec'y.

American Rose Society.

The annual meeting of the American Rose Society, whose exhibition was held in conjunction with the New York spring flower show, was held March 15 in a room on the third floor of the Grand Central Palace. There were about 25 members present. The National emblem was suspended at the rear, above the president's table. Two vases of the new rose, Rosalind, graced this desk, in one of which was a silk flag. President Hammond feels that no session of the society is complete without a display of the national colors. The meeting was opened by the president, who then read his annual address. This was full of suggestions for the betterment of the society, recommending especially, that all commercial growers of rose plants should become life members of the society. Scarcely any of them appreciate what the society is doing in encouragement alone for garden roses, and which makes a market for their products. The secretary's and treasurer's reports showed the membership to be about 1,200, while the money in the treasury, including all funds, was \$5,000.

The rose annual of the society, which was soon to be issued, J. Horace McFarland said, would be much more valuable to rose growers if the work of the various test gardens could be co-ordinated; all reports made out under the same system or plan, so that, printed in parallel tabulated columns, it would be a simple matter to follow out and compare the results. Much of the matter for the annual had come to him in such form that it entailed more time to get it in shape to be used than he could spare for the work.

Reports received from the various test gardens were encouraging, all plants, and would welcome donations though all were in need of additional of the same. A central committee composed of the chairmen of the various test garden committees was recommended. The matter of special schedules for community rose shows was reported by Prof. A. C. Beale. This had been gone over very carefully and the plan presented seemed ideal for the purpose. There were three classes, amateurs, private gardeners and professional growers. Classes which called for single specimens had been given most importance as they would interest those with small collections.

The election of officers, all of which were unanimously chosen, resulted as follows: Benjamin Hammond, Beacon, N. Y., president; W. J. Keimel, Elmhurst, Ill., vice-president; Prof. E. A. White, Ithaca, N. Y., secretary; Harry O. May, Summit, N. J., treasurer. Two vacancies in the executive committee occasioned by the resignation of Geo. C. Thomas, Jr., and the election of W. J. Keimel to the vice-presidency were filled by the election of S. S. Pennock, Philadelphia, Pa., and Geo. H. Peterson, Fairmount, N. J.

The time and place of next meeting is to be decided by the executive committee.

J. Horace McFarland had written to a number of representative citizens in various parts of the country to get expressions and opinions on growing roses in gardens in war times. In every case the answer had been favorable, most of the letters being very encouraging. A sum of money was appropriated to have clippings of these sent for publication to some 250 leading newspapers. The president, on E. G. Hill's motion, was directed to appoint a committee of nurserymen to solicit their associates to become life members of the society, after which the meeting adjourned.

Boston Spring Show.

The spring flower show staged at Horticultural hall, Boston, Mass., March 13-17, by the Massachusetts Horticultural Society, for the benefit of the Metropolitan chapter of the American Red Cross, taxed every available foot of space to its capacity and brought out one of the finest exhibitions of plants and flowers ever seen in that city, all the more noteworthy from the fact that no cash prizes were awarded, the total receipts being given to war relief. The Red Cross acacia tea garden was a perfect floral bower, the splendid specimens in many varieties donated for the purpose by Thomas Roland, of Nahant, Mass., showing to splendid advantage in the arrangement and making the garden an attractive feature, at all times crowded to its capacity.

The "Patriotic Garden" designed by R. & J. Farquhar & Co., of Boston, was most cleverly arranged with its Statue of Liberty in the center, relieved on either side with banks of Azalea Kaempferi, Lilium auratum and forsythias in large tubs. Faulkner Farms, Brookline, had a fine showing of flowering shrubs, among them Strepitosolen Jamesonii and cyrtisus. E. S. Webster, of Chestnut Hill, also staged a fine display, included in which were Buddleia asiatica, Erica melanthera and schizanthus in wonderful colors. Mrs. Jack Gardner had a wonderful exhibit of cyclamens. From the Sargent and Weld estates came clivia plants and large tubs of splendid Spencer sweet peas, respectively.

Orchids were as popular as ever, and the brilliant collection of E. B. Dane was at all times the object of much admiration. This display was awarded a gold medal. Among the varieties were Phalaenopsis Schilleriana, coelogyne and odontoglossum. A. C. Burrage, Beverly Farms, also made a handsome showing in this class.

The carnations made a fine display. S. J. Goddard, Framingham, Mass., had fine vases of Laddie, Nancy and Matchless in their usual good form, and for which he was awarded a medal. Peter Fisher, Ellis, Mass., with his new variety, Red Cross, and Wm. Sim, Cliftondale, Mass., and M. A. Patten & Co., Tewksbury, Mass., also received official recognition.

From the greenhouses of Mrs. Bayard Thayer there was a fine exhibit, among the features being Mahernia odorata, schizanthus and azaleas.

A number of the local flower shops made artistic displays of table decorations, baskets and other arrangements. An Easter basket arrangement by the Boston Cut Flower Co. was given a medal. Other artistic showings were made by Penn the Florist, H. R. Comley, A. S. Caplan, Julius Zinn, J. J. O'Brien, and the Houghton-Gorney Co. S. K. G.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Easter Week in the Flower Shop.

When the severe strain of climbing the hill with a heavy load is encountered, there must be the necessary reserve power to take it over the top. The situation is much the same in the store when the great rush of business is at its height, during the last three days of the week. Then it is that a well-planned system and division of the work, with trusted and experienced employes in charge of the various departments, brings order out of chaos and greatly facilitates the transaction of the business. The old maxim, "Well begun is half done," applies here in the state of preparedness in which the store stands on the eve of Palm Sunday.

With the exception of cut flowers, all the stock to be handled should have been purchased, and the accessories, such as baskets and trellis boxes for plants, extra pans and tubs, mats, crepe papers, ribbons, etc., on hand in the store. The stock of mossed frames for fresh flower cemetery work, and the made-up magnolia and oak leaf wreaths, should be ready in quantity in all sizes for their final decoration. This preparedness will relieve much of the night work that is so trying at this time.

The first two days of the week are given mainly to placing the plant stock as it arrives. For quick selling, it is much better handled, if placed in groups all of a kind together, as all lilies, all azaleas, all roses, all hydrangeas, and as far as possible, in blocks of color. The effect is much better than if all colors and varieties are mixed. Customers are waited on, orders picked out quicker, and a better idea as to how this or that is selling when all of a kind are together.

Specimen and high class decorated plants should be given prominence in the various groups or placed individually, as while they may be too expensive for the average buyer, yet they are greatly admired and call attention to their particular section.

Extra help is of course necessary. This will now be quite a problem, particularly as so many skilled workers have joined the colors. Young men from the colleges are generally glad to add to their experiences and pocket money during this period, which is a holiday with many. Young women are also glad of this opportunity to work in a flower shop, where with a day or two of training, they can be very useful.

SYSTEM IN ORDER HANDLING.

Having all orders pass through the bookkeeper's or cashier's hands, so that at the time all prices shall be correctly carried out, is important. Addresses can be verified, cards placed in envelopes, tags written and all for each delivery attached together. Orders for various dates of delivery are also properly placed, C. O. D. packages are looked after, and express orders for various trains are carefully marked. This relieves the selling force of much detail and gives them more time to wait on trade. The incomplete orders are filed separately; the ones for which the cards are to come, and which, when mixed with the others, create confusion during the rush.

The business that comes in over the phone, which has become of so much importance, should be handled with the greatest care. The bookkeeper or cashier, or some one familiar with the customers, should receive all calls,

take orders, answer inquiries, or bring the person wanted to the phone.

The chauffeurs or drivers should be kept in the store and additional men take their places on cars or wagons. The wrapping, packing and the routing, when done by such experienced men, insures much better delivery. As soon as plants are sold and properly tagged they should be removed from the floor of the store and placed in the delivery department. A close by, annex store is a great help for packing, and as plants for various sections of the city are then easily routed on its roomy floor.

It should be one man's business to keep the stock in order and watered; plants are being continually set out to be looked at, and when not sold, should be returned to the group. Keeping everything presentable to the last adds to or at least keeps up the selling values.

Lean Years After War.

In an address before the Traffic Club of Philadelphia, Pa., which appears elsewhere in this issue, Charles E. Carpenter, of that city, in calling attention to the necessity of so-called non-essentials, says: "Now is the time to advertise, if there ever was a time. The advertising of the present brings the business of the future. There will be some lean years after the war for the fellow who has not sown any business seeds now."

SYSTEMATIC BUYING.

Careful buying of such perishable stock as cut flowers is good policy. The bookkeeper, in going over the slips, should make a note of what is called for, which at the close of each day can then be ordered for delivery as required. In this way, there will not be much left over to go to waste. System in putting up cut flower orders through the night for next day's delivery is a great help. One competent person, with the stock boxes of flowers within easy reach, can select the quantities for the various orders and keep half a dozen persons placing them in the boxes, on which they pin the address tags. With one lining the boxes with paper, another one or two wrapping and tying them, the work is greatly facilitated. It is much better at such a busy time to keep all cut flower stock in the original boxes; selecting it from jars is not nearly so quickly done and the flowers are more easily bruised and broken. Too much sprinkling is injurious; many an otherwise choice box is spoiled when the wrapping cord cuts through the bottom, made soft by the surplus water lying there.

Watering tags attached to all or most of the plants, on which such directions as, "Water this plant twice a day or frequently," cost a trifle, but help for efficiency. With the firm's name conspicuously displayed, they also have good advertising value, as they are most likely to be left on the plant.

NEWPORT, KY.—H. Sherman Thomas, florist, died at his home here, March 1, aged 53 years.

SANTA ANA, CALIF.—An excellent trade is reported at the new flower shop of Henry W. Turner.

Cincinnati.

SUPPLY ADEQUATE OF GOOD QUALITY.

Business is good. At the beginning of last week the demand improved and by Saturday had effected a substantial clearance of everything in the market. The supply is good, and adequate for present needs, while the prospects for a good cut for Easter are bright. Roses are in fair supply. Carnations continue plentiful and a good supply of excellent sweet peas is coming into the market. Easter lilies are fairly plentiful. Callas and rubrum lilies may be had. Small bulbous stock is fairly plentiful and includes tulips, Dutch hyacinths, daffodils, jonquils, narcissi and freesias. Some excellent lily of the valley may be had. Other offerings are orchids, violets, calendulas, forget-me-nots and mignonette.

NOTES.

J. A. Peterson, of J. A. Peterson & Sons, went to Pittsburgh on a business trip this week. Besides the finest hydrangea they have ever had, they have some excellent lily of the valley and pots lilies for Easter.

C. E. Critchell has been selling many baskets for the Easter trade. Besides this, the new Columbia roses he is getting in from the Jos. Hill Co., Richmond, Ind., have been selling on sight.

P. J. Olinger is arranging to move his salesroom from its present location to a place directly across the street from where he is now.

Visitors: Miss Coles, Kokomo, Ind.; Miss Fannie White, Lexington, Ky.; H. J. Vanderhorst and daughter, St. Marys, O.; G. A. Beckman and wife, Middletown, O., and Mr. Blackshaw, Hammond, Ind. H.

Boston.

GOOD BUSINESS BEING BOOKED.

With Easter near at hand and stock in prime condition, all growers are reporting large sales. Lilies are improving and the best are selling for 15 cents and poorer quality as low as 8 cents. Tausendschon, Dorothy Perkins, Hiawatha and Lady Gay rose bushes are in fine condition. Genistas, French hydrangeas, primroses and all kinds of bulbous stock are of excellent quality. Pots of lily of the valley are scarce. Cut flowers are in great demand, and for the Easter trade there will be plenty to be had at moderate prices. Carnations were never more plentiful and the best sell for \$3 a hundred. Roses are scarce; the best are Ophelia, Killarney Queen, Maryland, White Killarney and Hadley ranging in price from 8 to 16 cents each. English primroses, calendulas, pansies, English daisies and sweet peas find a ready market. French and Spanish irises are arriving and bring \$2 and \$3 a dozen.

NOTES.

Christopher Donovan, salesman for Dolansky & McDonald, dropped dead of heart trouble at work Friday, March 15. Mr. Donovan has long been in the trade, formerly working for Welch Bros.

William Patterson, of Quincy, is sending all his cut stock and plants to Harry Ward, who will sell for him in the future, and Mr. Patterson will devote his time to greenhouse work.

Wm. Walke, of Salem, is shipping to market some of the best rose bushes, among his choicest being Tausendschon and Hiawatha. His French hydrangeas are also good.

Paine Bros., of Randolph, Mass., are having a very successful year with bulbs. They are large shippers of poeticus, tulips, jonquils and cut Dutch hyacinths.

J. Zinn reports good business and his force is kept busy with funeral work, of which he has an unlimited amount.

McAlpine Bros., Exeter, N. H., are shipping to market a choice selection of roses; among the most popular are Killarney, Stanley, Tipperary and Ophelia.

Welch Bros. Co. is going ahead of all expectations and the stock is first class. The specialties are lily of the valley, American Beauties and sweet peas.

B. A. Snyder & Co. are having their best year of their career and at the present time are booking large orders for Easter trade.

Burgess & Conney, of Malden, Mass., are sending a fine quality of English primroses and Golden Spurs and a variety of cut tulips.

Houghton & Gorney still continue to have an attractive window display. Their trade has increased over last year.

Chas. Evans, of Watertown, Mass., is bringing to market swainsonas, callilies, calendulas and Asparagus Sprengerii.

S. K. G.

Massachusetts Agricultural College.

The annual flower show of the M. A. C. department of floriculture held last week was said to be one of the best ever staged here. "The quality of the workmanship of the students was not of the amateur but the professional," said one Boston florist. The greater portion of the work was done by the students. Numerous corsages of excellent workmanship, some flower baskets, and wedding bouquets were exhibited. While dinner table decorations were not featured as much as in former years, there were several good arrangements. The wedding room was the center of the greatest interest. A canopy was constructed of smilax and carnations. Wax figures were used to represent a military wedding. The background was banked with genistas and the walls hung with southern smilax. The bride carried a shower bouquet of orchids and lily of the valley. At one end of the room was a table with wedding stationery, at the other end a table with bridesmaids' bouquets and flower girls' baskets. At the front of the room was a bride's dinner table and a bride's luncheon table. Spring bulbs formed the basis of the show. These were used in borders around the halls and rooms. At each end of the building was a garden pergola decorated with southern smilax and banked in front with red tulips and pteris. Garden benches in the hall added to the garden effect.

C. E. W.

Reuter & Sons Ask Receiver.

The range of S. J. Reuter & Sons, Inc., Westerly, R. I., consisting of 29 large houses, closed March 4, and a petition was filed in the Superior court, March 7, asking for the appointment of a receiver. Financial difficulties of several months standing and the extremely high cost of fuel during the past winter are given as the cause for suspension of business at this time. The establishment covers about 30 acres of ground and is one of the largest in the state.

H. A. T.

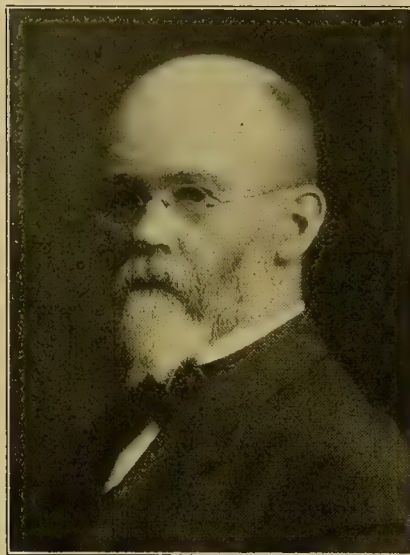
Gardeners and Florists' Ass'n of Ontario.

The above named association held a most successful spring show March 12, and while the number of exhibits was not equal to those of former years the quality and keenness of competition were above the average. The following were among the principal prize winners: Sir Henry Pellatt, Sir John C. Eaton, Sir E. B. Osler, H. G. Dille-muth, E. J. Trimbel, John Sanderson, Thomas Manton, and Allan Gardens.

OBITUARY.

Joseph Heacock.

Joseph Heacock was suddenly stricken with an attack of heart failure and died at the Presbyterian hospital, Philadelphia, Pa., March 18. The deceased had gone to the hospital of his own volition to have an old case of rupture corrected so that he could do away with the truss. The operation was said to be very successful, progress in recovery was satisfactory, and he was expected home on the day when almost without warning he answered the final call. His sudden death was a great shock to the community. No man was held in higher esteem than this great leader of the craft. He was always in the front rank in all movements looking to the advance-



The Late Joseph Heacock.

ment of the business, giving freely of his time and money to aid in any worthy progressive cause. His contribution of \$500 was the first amount subscribed to the S. A. F. publicity fund. Right was might with him; his word was as good as his bond, and a promise a faithful trust.

Joseph Heacock was born in the old family homestead at Wyncote, in 1847. He was of English stock, his ancestors coming to this country from Staffordshire, England, in 1711. He was educated at the Abington Friends' school and at Friends' Central. He started his business career as a farmer and pork butcher, then grew vegetables and later carnations, and in 1888, with 5,000 feet of glass, he took up roses and from that time on rapidly became a factor in the business, being very successful with roses, first with Mermet and the Bride, later with Mrs. Laing and Ulrich Brunner. American Beauty then became a specialty which he grew with great success. This gave way to the Killarneys, which he found very profitable. Palms then received his attention and divided his interest. This stock gradually increased until his was the largest collection of home-grown kentias in America.

In 1909, he purchased a farm at Roelofs, Pa., and the business was then incorporated with a capital of \$100,000. A large rose house 52x600 feet was erected, followed two years later with one 72x600 feet. Since then other houses have followed until this is one of the most complete and suc-

cessful rose growing establishments in the country. A large dairy to provide manure for the roses is a feature of the farm, the milk of the dairy being a profitable by-product.

Mr. Heacock took a lively interest in all community affairs and held many positions of trust. He was a staunch democrat and was elected state senator, serving from 1910 to 1914. He was president of the Florists' Club of Philadelphia, and treasurer of the Florists' Hail Association of America since 1910. His wife, son and two daughters survive him. His son, James, has been active in the business for a number of years and will no doubt prove a worthy successor in carrying out the interests of the company. The funeral, which was largely attended by members of the trade, was held Wednesday, March 20, the interment in Abington Friends' grounds.

The following words of appreciation are from some of his many friends of the trade:

Robert Craig: "I cannot express how much I was shocked to learn this afternoon of the sudden death of Joseph Heacock. I saw him about two weeks ago as he passed Charles Meehan's store with a brisk and vigorous walk. Mr. Meehan remarked, 'How well Uncle Joe looks.' And now he is gone without warning, never to mingle with us again. He was a man of rare courage and judgment and commanded the respect of all who knew him, by his thorough honesty. I heard an intimate friend of his once say, 'His word is as good as any man's bond,' and I personally knew this to be true."

S. S. Pennock: "I can hardly realize that Mr. Heacock is dead. When I saw him but a couple of weeks ago, he seemed so strong and vigorous. He was honored by all who knew him and realized his great worth and ability. He was honest to the core. Right was his standard. It was an honor to be his friend, and respected by him. I know of no one whose word I respected more. A bright example to follow."

Adolph Farenwald, rose grower for Mr. Heacock, from 1888 to 1898: "There were few men with such untiring energy and aggressiveness. He had just taken up roses when I engaged with him and had only 5,000 feet of glass, and when I left, the place had grown to over 100,000 feet. He always wanted the best and was very thorough in all that he did. He was the fairest and squarest man I ever worked for. His death is a great loss to the craft."

At a recent meeting of the Florists' Club of Philadelphia he made a remarkable speech full of optimism as to the future of the florist business in this country. These remarks were made when most of us were full of misgivings, owing to adverse conditions, which, chiefly on account of the world-wide war, had almost overwhelmed us. But even the most fearful of those present were cheered by his vigorous and hopeful words. He was one of the foremost growers of the country. His place will be, indeed, hard to fill.

ROBERT KIFT.

OLIVETTE, Mo.—Charles Steidle has passed his examination for the national army.

STONEHAM, MASS.—Nelson Parker, retired florist, died here recently in his eighty-eighth year.

BALTIMORE, MD.—The range of A. Spath, Jr., & Son, at Ambia park, has been closed for the winter.

SANTA BARBARA, CALIF.—John M. Bommersbach, representing Vaughan's Seed Store, Chicago and New York, was a recent visitor.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO.

THIS ISSUE 60 PAGES WITH COVER

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CHAS. M. JACKMAN writes, "I never shall forgive the Germans for keeping me in solitary confinement 16 days at Bruges for the crime of nationality."

THE fuel situation promises to cause a considerable revolution in the growing methods of greenhousemen with a view to reducing the crops that need high temperatures in very cold weather.

THE late Joseph Heacock, whose sudden and untimely death is recorded in our obituary column this week, was a man of fine character and one of the most successful growers of plants and flowers in this country.

Personal.

Director Henry H. Elbers, of the Botanic Garden, Buffalo, N. Y., is visiting the west in search of new treasures for his already extensive plant collections, stopping off at Chicago, March 15.

PRESIDENT WILSON has signed the daylight saving bill, which means that the clocks of the United States will be advanced one hour at 2:00 a. m., March 31 and turned back at the end of October.

Hospitals and Schools.

The Florists' Telegraph Delivery has issued for the use of members a highly commendable list of hospitals and schools, under towns and cities arranged alphabetically. Any member who has not received the list should address Secretary Albert Pochelon, 153 Bates street, Detroit, Mich.

Thrill Stamp Day.

Charles A. Dards, prominent New York florist, member of the national war savings committee of the trade in that city, is making an urgent appeal for the co-operation and active assistance of all florists in this patriotic enterprise. In the city of New York, the national committee has allotted \$200,000 as the share of the florists in this work. It is safe to say there will be no slackers as "Help Win the War" is the slogan that has always met with a ready response from the trade in general.

Flower Boycott Not Patriotic.

Students of economics are realizing that "patriotic boycotting" of certain luxuries that are separate industries and not inter-related with actual war activities is a dangerous programme and, after all, unpatriotic. The cutting down or eliminating, by those who have surplus means, of certain types of luxuries, is hurting things rather than helping. If people have the money, and suspend support to those whose livelihood depends on luxury-producing they do ill. The woman who can afford silk stockings should continue to buy them and not reduce the supply of cotton stockings to those who must buy cotton.

The flower growing-and-selling industry, for instance, is doing its full share in furnishing men and money for the war, but as a trade it must continue to earn money and the fathers, mothers and sisters of the boys who go to the front, take up the burden of livelihood and merit continued support. The florists, during the present coal and transportation situation, have bent every energy to give the public the benefits of their efforts and are selling their products at prices no higher than before the war. In many instances it would have been better from the standpoint of dollars and cents, to shut down greenhouses and cease distribution. But instead, they are striving to do better than ever—look at the florists' windows about town and your thoughts will be an inspiration.

Even if you cannot afford it, do not stint on advertising flowers. It is important to conserve the best ideals and higher thoughts. Do not bring on a famine of the sweetest things of life, thoughtlessly, by overlooking one of the most important methods of getting it before the buying public, that of putting over our new slogan, "Say it with flowers." Tie up to our campaign, both with your money and home town papers.

HENRY PENN.

Chairman Publicity Committee.

Sow Business Seeds Now.

Chas. E. Carpenter, a resident of Philadelphia, Pa., in an address before the Traffic Club of that city recently, lambasted those who are advocating the hoarding of money and spending it only on the absolute necessities of life as the wisest war policy.

"The only way our government can obtain the wealth with which to prosecute the war," Mr. Carpenter said, "is by taxation. Thus far the government has taxed the profits of our wealth. Will some disciple of the non-spending school of wartime finance explain how there can be profits if spending ceases? There will be no profits if there is no spending. It is when every one stops buying that our factories shut down, the soup houses open and the bread lines lengthen.

"All this talk about stopping the spending of money for non-essentials is the veriest rot and is a part of the propaganda of the German spy system which uses these fools to its nefarious ends.

"What are non-essentials, anyhow? No one has ever defined them, and no one ever will. The civilized world has long decreed that comfort and happiness are life's greatest essentials, and everything that contributes to comfort and happiness is therefore an essential. Toys for the children and fineries and healthful amusement for all are essentials.

"There can be only one thing worse than hoarding of wealth by individuals in these times, and that is giving it to the enemy. It is as sensible to argue that we should close our schools and churches as to advocate the stoppage of spending now.

"Spend your money on improvements, buy freely, though wisely. Advertise, Mr. Merchant. Now is the time to advertise if there ever was a time. The advertising of the present brings the business of tomorrow, and there will be some lean years after the war for the fellow who has not sown any business seed now."

Nico-Fume Causes Death.

The trade in Chicago and vicinity were greatly shocked to hear of the sudden death of Tony Evert, Sunday afternoon, March 17, from drinking nico-fume which he mistook for a bottle of medicine. He discovered his mistake immediately after drinking it in the greenhouses but managed to reach home and call for a bottle of milk but before anyone could render any assistance he had dropped dead. He was 30 years of age and was the son of Anna Evert (nee Kinn) and the late Matthew Evert, brother of Frank, John, Nick, Mrs. Margaret Hermiss, Mrs. Anna Miller, Mrs. Justine Boesen, Mrs. Ida Kemper and Mary Evert. The funeral was held the following Wednesday at 9:30 a. m. from the late residence, 2059 Devon avenue, to St. Henry's church, thence to St. Henry's cemetery. The Everts are well known here for the entire family has been engaged in the florist business for a large number of years and have the sympathy of the entire trade in the loss of a loving son and brother. The funeral was largely attended and the floral offerings were many and beautiful.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office
 enclose 10 cents extra to cover postage, etc.

Help Wanted:—Gardener for place
 near Chicago.
Key 886, care American Florist.

Help Wanted:—Experienced saleslady
 for retail store, Lakeside Flower Shop,
 4700 Sheridan Road, Chicago. Phone
 Edgewater 2670.

Situation Wanted:—Many years ex-
 perience; greenhouse or private place.
John Plath, 463 W. Chicago Av., Chicago.

Situation Wanted.

First-class gardener and florist; 16
 years' practical experience in all
 branches: greenhouse, landscaping;
 good perennial grower, roses, carnations,
 vegetables, etc. European and
 U. S. experience; will consider private
 place. Married, 32 years of age, one
 child. Answer only if you want a man
 to take charge. State salary and full
 particulars in first letter. Gardener,
 1001 N. Ashland Ave., Chicago, Ill.

For Sale:—Greenhouses, about 20,000
 feet of glass, 10 squares from Court
 House; city of 40,000 population; good
 retail and wholesale trade. Just the
 time for spring trade but must sell to
 settle estate. Liberal terms; write for
 particulars. **Riverside Floral Co., W.**
A. Richison, Admr., Muncie, Ind.

For Sale:—6,000 ft. of glass in two
 houses, Moninger construction, built
 four years, with new six-room house
 and barn, all in good running order
 with auto delivery, on intersection of
 three paved streets and within 200 ft.
 of entrance of large cemetery; plenty
 of room to spread and in central Ohio
 city of 20,000 population. Reason for
 selling: ill health. At surprisingly low
 figure. Address.

Key 885, care American Florist.

For Sale or Exchange:—For green-
 house property; the most beautiful
 gentleman's 20-acre fruit farm on the
 Chicago new oiled stone road; within
 one mile of the city limits. 1,300 bear-
 ing fruit trees, all well trimmed; 1½
 acres of grapes; 12-room steam heated
 residence, with bath, telephone, fine
 artesian well and large cement base-
 ment; four-room cottage; big barn;
 three chicken houses with 110 laying
 pullets; pig-pen with pigs; two young
 horses; one cow; all kinds of good
 farming tools. Everything in first-
 class condition. Owner is an expert
 gardener and will sell or exchange for
 a good \$10,000 greenhouse near a good
 city. For further information address

JOHN FABIAN,

Route 3.

So. Haven, Mich.

Help Wanted

At once, young greenhouseman with some
 experience in carnations, roses, chrysanthemums
 and pot plants, to work under foreman. \$15 per
 week to start. Good chance for advancement to
 steady reliable man. Give experience, refer-
 ences, etc., to

Millers' Greenhouses, Muncie, Ind.

FOR SALE—B. Schroeter's Greenhouses

Sixteen Greenhouses (29,000 sq. ft. of glass),
 with sheds, barn, boilers, etc., in Detroit, Mich.
 Lease on property for five and one-half years.
 These greenhouses are for sale only because of
 the death of the owner. For particulars address

Mrs. B. Schroeter, 397 Helen Ave., Detroit, Mich.

Situation Wanted

By good gardener; married. Prefer
 private place or institution. Address
Key 882, care American Florist.

Situation Wanted

Married man with 20 years experience
 wants position as grower of florists'
 stock or vegetables, indoors or out.
 First-class references.

ROBERT TOWNE,
Care of Walden, Lake Forest, Ill.

HELP WANTED

Single man with experience in general
 greenhouse work, to work under fore-
 man. Wages \$70 per month with
 quarters. Send references.

Department of Horticulture,
IOWA STATE COLLEGE, Ames, Iowa.

Help Wanted

Two salesmen of ability and good
 address who thoroughly understand the
 business of a first-class retail store.

MALANDRE BROTHERS
2077 Broadway, NEW YORK

Help Wanted

Assistant vegetable gardeners. All-the-year-
 around work. Salary \$50 per month, including
 room, board and laundry. Apply at once to

C. F. APPELGATE, Superintendent,
Mt. Pleasant State Hospital,
Mt. Pleasant, Iowa.

WANTED

By large eastern seed estab-
 lishment experienced buyer of
 Clovers, Grasses and Grains.
 Exceptional opportunity for
 capable man. Address
Key 877, care American Florist.

Second-hand Pipe For Sale.

A quantity of ¾-in., 1-in., 1¼-in.,
 1½-in., 2-in., 3 in., and other sizes.

Guaranteed sound. Suitable for steam
 or water lines. Write us for prices.

BAUER GAS CO., EATON, IND.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on
 gummed paper; your card, etc., in
 black and leaf adopted by the S. A. F.
 in red. Prices: Per 500, \$3.35; per 1000
 \$5.00. Samples on request. Electro of
 leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

WAR CONDITIONS Of Supply and Demand

While there is no doubt the demand for spring bedding and
 other decorative plants and bulbs will be materially curtailed by
 the war garden movement, we believe this condition will be fully
 counterbalanced by the prosperity in the south and the effects
 of the coal shortage on the greenhousemen of the west, north
 and east, placing in the market for stock a large number of new
 buyers not familiar with the sources of supply.

Most of these buyers can be reached at small cost by
 advertising in **The American Florist**, and we feel that it
 will be greatly to your advantage to start this campaign with an
 advertisement in our columns.

Make Your Spring Drive NOW.



MARIUS MUTILLOD
Proprietor

Telephone
3017 Union

SECAUCUS EXOTIC NURSERY

Headquarters for Kentia, Phoenix, Aucuba,
Bay Trees, Boxwood, Laurus, Ivies, Etc.

1142 to 1168 Paterson Plank Road, SECAUCUS, N. J.

Easter Plants
a Specialty

STRICTLY
WHOLESALE

Directions to Reach Our Nurseries: Take Hudson Tunnel, or Christopher or 23rd Street Ferry to Hoboken and then take Passaic Car which passes our door or transfer at the Transfer Station to the Passaic Car

Nashville, Tenn.

SPLENDID EASTER SUPPLY PROMISED.

Preparations for the Easter trade by the local florists have been made on a wonderful scale, and the promise is for a vast supply on the day of days. All the seasonable pot plants will be on hand in the greatest perfection. Dutch hyacinths, tulips, cinerarias, and cyclamens are plentiful and the sales on them good. There will be an abundance of Easter lilies, every florist having on hand a large supply, which are being used plentifully in all the funeral work, whole blankets or palls and other designs being made almost entirely of them. The rose supply, too, is improving every day, and what is lacking in quantity is more than made up in quality. The Ophelia, especially, is coming in now in rarest perfection and will continue to be the leader for some time to come. The Killarneys, too, are fine; also Russell. Violets are blooming everywhere, out of doors as well as under glass. The jonquils and narcissi are all in flower on the outside, and little boys—street fakirs—with baskets full, dodge each other on the streets. They sell at five cents a bunch of a dozen or more. The store windows are full of them, and pedestrians are decked with them as corsages or carry huge bunches in their hands. Sweet peas are very plentiful, too, just now, and combinations of the purple and white are made effective in funeral designs. The combination, too, of the white and purple Dutch hyacinths is a favorite at funerals.

NOTES.

The Joy Floral Company has a superabundance of flowers of all kinds, and will have a splendid supply for Easter. They will have all the pot plants that could have been grown—the ramblers, plenty of lilies, hydrangeas, tulips and hyacinths. In cut flowers, they will have all kinds of roses, the Ophelia, Russell, both white and pink Killarney, and Hoosier Beauty. They have thrown out all their American Beauty, as in their experience it could not be grown at a profit, but they have superb Russell and Ophelia that are simply grown to perfection. They will also have plenty of carnations, sweet peas, lily of the valley and orchids, and such side stock as mignonette, calendulas and other small flowers. They have great success with their Chattanooga store.

The 1st of May Thrift Stamp Day In The U. S. A.

The Active Co-operation of Every Reader of
The American Florist

Is Urgently Requested To Make It a Success

May 1st, 1918, will be observed throughout the United States as Thrift Stamp Day! On that day retail stores everywhere in every line of business will ask customers to take part of their change in Thrift Stamps! It will be patriotic for every man, woman and child to accept at least one Thrift Stamp as change on every purchase made that day—and to make as many purchases as possible on May 1st.

Here is a big, practical way of getting millions of Thrift Stamps into the hands of the people of the United States, and of insuring the success of the Government's War Savings Stamps campaign. Thrift Stamp Day will help everyone. It will prove a tremendous boost to business. On May 1st, 1918, the nation should do the biggest total retail business of any single day in our history! The beneficial habit of Thrift will be sown broadcast among the citizens of the U. S. A.! Most important of all, Uncle Sam will be furnished with the sinews of War and Victory!

American business must go "over the top" at once in a quick drive to make Thrift Stamp Day an overwhelming success. You wholesalers, you jobbers, you salesmen, must talk Thrift Stamp Day among your trade, arouse the enthusiasm of the retailers, the storekeepers, the clerks behind the counters. Uncle Sam needs your help. A practical plan has been prepared showing how each one of you can "do your bit" to make Thrift Stamp Day a red letter day in American business annals. Write for this plan today without fail. Remember, in helping Uncle Sam you are helping business and helping yourselves. Address Mr. W. Ward Smith, National War Savings Committee, 51 Chambers St., New York City.

NATIONAL WAR SAVINGS COMMITTEE
51 Chambers St., NEW YORK CITY

which has been a revelation to the citizens of that city. This will be their first Easter in Chattanooga, and they are looking for an enormous trade. The location of an army cantonment at Fort Oglethorpe, near there, keeps up a continuous call, and trade is very good.

A new problem is confronting the florists, as well as many other industries in this city, in the location by the United States government of a \$60,000,000 powder plant at Hadley's Bend, 12 miles from this city, on Cum-

berland river. They are calling for laborers daily and are paying two and a half times as much for common and inexperienced labor as the florists are able to pay, and some of the greenhouse men are putting negro women at work in their places.

Geny Bros. have a splendid supply of flowers for the Easter trade; plenty of lilies and roses of all kinds, as well as carnations, sweet peas, hyacinths and narcissi. In pot plants, they will have handsome ramblers, the baby type, as well as Tausendschon, spiraeas, hydrangeas and all the other pot plants for the season. They have a handsome line of baskets and birch boxes ready for the occasion.

The Mount Olivet Conservatories are advertising flowers for Easter, and they have on hand a most beautiful supply of hyacinths and tulips. For the most part, these will be sold direct from the greenhouses for the decoration of the graves, the patrons being saved the trouble of taking out their flowers. The prices are reasonable.

The McIntyre Floral Company will be altogether prepared for the Easter trade with a good supply of lilies, roses, carnations, sweet peas, orchids, and an infinite variety of pot plants. One of the younger McIntyres, some 12 or 14 years of age, makes a good salesman at the market two or three times a week.

Trade has been good, though the absence of big receptions and weddings has made some difference, and the Lenten season caused some little falling off, but on the whole sales have been fairly satisfactory.

Thos. H. Joy and wife have returned from a six-weeks stay in Florida, where they went for the health of the former, who returns much invigorated and entirely restored to health.

The fine weather has brought to the market house several florists who make good sales there every Saturday. Charles Tritchler, McIntyre Bros. and Haury & Son have displays.

L. N. Haury & Sons have beautiful hydrangeas and cyclamens, and have a good supply of all kinds of plants coming in for Easter. Their trade has been good.

M. C. D.

EVANSVILLE, IND.—Geo. H. Blackman, who has been confined to his bedroom for the past month, is now recovering and hopes soon to be able to attend to business again.

CLEMATIS

**Pot Grown,
Two Year Old.
Strong Plants.**

We have ten thousand (10,000) Clematis, pot grown; the best plants you have ever seen in the following varieties:

Jackmanii, Violet Purple.

Bangholm Belle, finest of all Whites.

Duchess of Edinburgh, best Double White.

Ville de Lyon, Rosy Red.

Gipsy Queen, Lavender Pink.

Sieboldii, Lavender.

At the low price of \$2.50 per dozen; \$15.00 per 100. A great bargain.

Ampelopsis Veitchii—Boston Ivy

Field grown, No. 1, 2½ to 3 feet.....\$2.00 per doz.; \$15.00 per 100
Field grown, No. 2, 2 to 2½ feet..... 1.75 per doz.; 12.00 per 100

Azalea Mollis

Fine plants, 8 to 12 buds.....\$4.00 per doz.; \$30.00 per 100

ROSES, for 4 inch, all kinds.

LILACS, SPIRAEAS, Etc.

Send for our Wholesale Catalogue. Address,

The Good & Reese Co.

The Largest Rose Growers in the World.

Dept. B, Springfield, Ohio

Detroit.

CLUB MEETING.

The club held a meeting, March 14. It was attended by over 20 members and much accumulated routine work was disposed of. An attempt was made to do some co-operative advertising for Easter, but it was thought by the majority of those present that it would be unnecessary as this annual event has always given the florists all the work they could properly care for without advertising. A. Pochelon made a strong plea for immediate steps being taken for Mothers' day publicity, which met with unanimous approval and the subscription of nearly a thousand dollars for the purpose. George Doemling and Robert Jean were appointed to further solicit subscriptions to this fund, which, it is hoped, will be sufficient to insure co-operative publicity for periodical campaigns throughout the year. It was held by the retailers that the national publicity by the S. A. F. was largely responsible for the satisfactory business enjoyed by the local trade on St. Valentine's day. Application for club membership was received from Chas. L. Vodicka.

NOTES.

Frank Holznagle's daughter, Mildred, was married March 14, to Mr. John Stephens. A family dinner was given by the bride's parents at the Hotel Ponchartrain the day previous; only the members of the bride and groom's family were present. The groom is a graduate of the law department of the University of Michigan and will take up law practice in East Chicago, the future home of the happy couple.

Samuel W. Wayson, who was a florist some years ago at Grosse Point, near the old race track, died March 13, aged 64 years. He had been ill for

Daisies - For Easter

ARE OUR SPECIALTY

The finest stock. In pots ranging from 4 to 14 inches.

GENISTAS

Exceptionally fine Bush and Standard Plants.

TAUSENDSCHON ROSES

Fine stock in popular sizes.

MADSEN & CHRISTENSEN

WHOLESALE GROWERS

304 Hackensack St., Telephone, 608 Rutherford, WOOD RIDGE, N. J.

To reach our range from New York; take Hudson Tube to Erie R. R., then take New Jersey & New York train to Wood Ridge.

over a year. He is survived by his widow, Gertrude L. Wayson, two daughters, Edna and Mrs. A. N. Munger, and one son, Harry.

Indications point to a decided increase in the price of Easter lilies this year. Most of the growers are holding out for 15c each for buds and flowers, and many orders are already booked at this price. J. F. S.

JACKSONVILLE, FLA.—Florists here report business good.

SANDUSKY, O.—W. R. Parker has closed his flower shop until the end of the war.

Jersey City, N. J.—Anton Schnatz, florist, at 142 Stevens avenue, despondent over business conditions, committed suicide, March 15, aged 52 years.

THE Ribbon House

SCHLOSS BROS. RIBBONS, Inc.

31 and 33 East 28th Street,

NEW YORK.

Our new Easter line is on exhibit at the New York Flower Show. We will be pleased to see you there or at our Store. Our usual prompt and efficient service will be assured you.

Headquarters FOR FLORISTS' RIBBONS, CHIFFONS and NOVELTIES

Pittsburgh.

TRADE DULL AND MARKET LOADED.

Preparations are being made for a big Easter demand with indications that stock will be plentiful with the exception of lilies and high grade plants. Azaleas are very scarce, but there are some excellent rose bushes, hydrangeas, cinerarias, cyclamens, tulips, hyacinths and genistas to be seen in the shop windows. Some very pretty effects are arranged in baskets and boxes which attract the buyer's eye. Trade during the past week has been very dull and the market has also been suffering from an oversupply, especially in sweet peas, carnations, bulbous stock and violets. Many sweet peas are offered to the street gentry at \$2 per 1,000 and bulbous flowers move only at very low figures. Carnations are also away down in price. Good roses, however, are none too plentiful and are holding up well.

RETAIL FLORISTS ORGANIZE.

Local florists have organized the Retail Florists Association of Pittsburgh with Ira Harper as president, T. P. Langhans, vice-president Orville Crissman, secretary, and E. J. McCallum, treasurer. The object of the organization is for mutual benefit and protection, especially during war time. The members of the association are going to put forth every effort to grow as many varieties of flowers and plants as they can this season. An association of this kind has been advocated here for some years, but heretofore no effort has been made to organize. It is hoped that all retail dealers will join and put forth their best efforts for its success as every member will be greatly benefited by the time the first year rolls by. Every retail florist in the county is entitled to membership.

CLUB MEETING.

There was a fairly representative gathering of horticulturists at a congress of clubs held previous to the regular meeting to decide the fate of the proposed chrysanthemum show next fall. The congressional meeting was not a success, as no decision was reached, but the regular meeting was an exceedingly happy one. The Sewickley "boys" made the exhibition table all aglow with huge schizanthus in eight-inch pots. John Jones, of the Mrs. Wm. Thaw estate, and Jas. Murphy, of the H. L. Mason place, were the growers. Other interesting exhibits were a group of a splendid strain of Polyanthus primroses by Jas. Murphy, a vase of Darwin tulip, "Rev. Eubank," and yellow snapdragon by John Carman. Wm. Thompson showed sweet peas, gorgeous carnations and good cyclamens. By the way, good cyclamens seem to be very common in Pittsburgh this year. Thos. Tyler received

an award of merit for an exhibition of cyclamens at the last special meeting. Our president, Carl Becherer, staged a collection of Dutch bulbs, hyacinths and tulips of the standard varieties. Our most favored Dutch bulb man, Mr. Colynn, gave a very interesting talk about the bulb situation in Europe today, and an entertaining description of the sailing of the S. S. Nieuw Amsterdam from Rotterdam, her voyage across, and the very stiff quizzing before landing in New York, which was very amusing. Mr. Colynn is as quick witted as an Irishman. Our meetings are very interesting in our new location and all who wish to keep up to the present standard, can hardly afford to miss attending even one of them.

NOTES.

W. A. Clarke has returned from Battle Creek much improved in health.

Visitors: John Kiel, East Liverpool, O.; Julius Dihoff, New York; I. V. Kinder, Charleroi, O.; Louis Green, Cleveland, O.; R. J. Blackshaw, Chicago. M.

Omaha.

CARNATION SHORTAGE FEARED.

Carnations will be one of the scarce items at Easter, from present indications, the local trade already complaining of a shortage, and prices have advanced 25 cents per dozen. They are now listed at \$2 per dozen in the retail shops. The crop of Easter lilies seems to be good.

NOTES.

With the memory of huge fuel bills during the past winter, the coal situation still presents a puzzle. It is pointed out that few growers have enough room in the boiler house for a season's supply, and if this were even possible, attention is called to the danger of spontaneous combustion, as in the case of Frey & Frey, Lincoln, whose supply caught fire from this cause, was extinguished with great difficulty and only after considerable loss. If stored outside, the cost of carting it into the boiler house will assess \$1.50 per ton to the cost, and labor is also uncertain.

J. J. Hess, of Hess & Swoboda, in speaking of the parcel post service, says that while it is somewhat quicker than express, for their business it has never been satisfactory, due to the fact that flower shipments are often roughly handled and being mixed in with cast iron repairs, etc., unless the boxes are especially strong, they are liable to be crushed.

Harvey Sisson, decorator at T. L. Combs' jewelry store, never thinks of arranging a window without the use of flowers. This week, vases of lilies are the feature. He attracted consid-

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

Mention the American Florist when writing.

Bargain in California Privet

Can ship now or hold in storage until spring.

6-12 inch.....	\$ 6.00 per 1000
12-18 inch.....	10.00 per 1000
18-24 inch.....	12.50 per 1000

SOUTHERN NURSERY CO.

WINCHESTER, TENN.

Mention the American Florist when writing

FEVERFEW

Extra strong plants from 3 inch pots, \$5.00 per 100. Cash.

H. N. EATON

SO. SUDBURY, - - - MASS

Mention the American Florist when writing

erable attention recently with a display of La France roses with a diamond set in the heart of each.

A. E. L.

Providence, R. I.

BUSINESS VERY SATISFACTORY.

Stock during the past week has been plentiful and of good quality, with carnations arriving faster than they can be moved, although cut flower sales have been good. Sweet peas are of excellent quality and sell well. The only shortage apparent is in roses, and prices are high. Good Paper Whites are still coming, and there has been an excellent demand for violets, which continue of good grade. The trade for St. Patrick's day was very satisfactory, with greened carnations and shamrocks in excellent demand. Many of the shops arranged special window displays, which helped the business. Easter stock looks well and the present outlook points to splendid sales.

M. Ianotti, of Thornton, has returned from New York, where he spent the past week buying supplies.

H. A. T.

Special Spring Offer

Greenhouse Stock For Florists

VAUGHAN'S LEADING ROSES

Own Root or Grafted.

	Graft		Own Root	
	Doz.	100	Doz.	100
Columbia, the great new				
American Rose.....	\$4.50	\$35.00	\$4.00	\$30.00
Hoosier Beauty.....	2.00	15.00	1.25	8.00
Mrs. Chas. Russell.....	2.25	16.00	1.75	12.00
Ophelia.....	2.00	15.00	1.25	8.00
Killarney Brilliant.....	2.00	15.00	1.25	8.00
Killarney Pink.....	2.00	15.00	1.25	8.00
Killarney White.....	2.00	15.00	1.25	8.00

Polyantha Roses—2-Year.

	Each	Doz.	Per 100
Baby Rambler.....	.30	3.00	20.00
Echo.....	.35	3.50	25.00
Erna Teschendorff.....	.30	3.00	20.00
Ellen Paulsen.....	.35	3.25	22.00
Jessie.....	.30	3.00	20.00
Phyllis.....	.35	3.25	22.00
Triumph Orleansaise.....	.35	3.50	25.00

Climbing Roses—2-Year.

	Each	Doz.	Per 100
Climbing American Beauty.....	\$0.25	\$2.50	\$18.00
Dorothy Perkins.....	.20	2.25	16.00
Excelsa.....	.20	2.25	16.00
Flower of Fairfield.....	.30	3.00	20.00
Tausendschon.....	.30	3.25	22.00
White Dorothy.....	.25	2.50	18.00

Standard Roses.

White, Pink and Red.....	\$0.75	\$8.00	\$60.00
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BOX and BAYS.

New Imported Stock in Green Painted Tubs.

	Each	Pair
Pyramid 2½-ft.	\$2.60	\$ 5.00
" 3-ft.	3.00	5.50
" 3½-ft.	4.20	8.00
" 4-ft.	5.40	10.00
Standards, 12-inch crown, 12-inch stem	1.50	2.75
Globe, 15-inch crown, 15-inch stem	4.20	8.00
Globe, 18-inch crown, 18-inch stem	6.00	11.50
Globe, 22-inch crown, 22-inch stem	8.00	15.00
Bush Shaped (not in tubs)		
12-inch	Each \$0.45	Doz. \$ 4.50
18-inch75	7.50
24-inch	1.25	12.00

Aucuba Japonica. (Gold Plant.)	Each	Doz.	100
12-inch	\$0.50	\$ 5.00	\$40.00
18-inch75	7.50	60.00
24-inch	1.00	10.00

Crotons.	Doz.	100
All	3-inch \$ 4.00	\$30.00
Well	4-inch 5.00	40.00
Colored	5-inch 10.00	75.00

Caladiums.	Doz.	100
Finest Fancy-leaved Sorts, Named Varieties	\$2.00	\$15.00

Two Year Dormant Roses. Hybrid Perpetuals.

	Each	Doz.	100
American Beauty.....	\$0.20	\$2.00	\$15.00
Anna de Diesbach.....	.25	2.50	18.00
Alfred Colomb.....	.25	2.50	18.00
Baron de Bonstettin.....	.25	2.50	18.00
Coquette des Alps.....	.25	2.50	18.00
Clio.....	.25	2.50	18.00
Earl of Dufferin.....	.25	2.50	18.00
Fisher Holmes.....	.25	2.50	18.00
Frau Karl Druschki.....	.30	3.00	20.00
General Jacqueminot.....	.25	2.50	18.00
Geo. Arends.....	.30	3.00	20.00
Hugh Dickson.....	.25	2.50	18.00
Margaret Dickson.....	.25	2.50	18.00
M. P. Wilder.....	.25	2.50	18.00
Mme. G. Luizet.....	.25	2.50	18.00
Magna Charta.....	.25	2.50	18.00
Mrs. John Laing.....	.25	2.50	18.00
Paul Neyron.....	.25	2.50	18.00
Prince Camille de Rohan.....	.25	2.50	18.00



Hybrid Tea Roses—2-Year Dormant.

	Each	Doz.	Per 100		Each	Doz.	Per 100
Betty.....	\$0.35	\$3.50	\$25.00	J. B. Clark.....	\$0.25	\$2.50	\$18.00
Caroline Testout.....	.30	3.00	20.00	Jonkheer J. L. Mock..	.30	3.00	20.00
Captain Christy.....	.30	3.00	20.00	Kaiserin A. Victoria..	.30	3.00	20.00
George Dickson.....	.30	3.00	20.00	Killarney White.....	.30	3.00	20.00
General McArthur.....	.35	3.50	25.00	Lady Hillingdon.....	.35	3.50	25.00
General Supt. Janson..	.35	3.50	25.00	Mabel Morrison.....	.25	2.50	18.00
Glory Lyonaise.....	.30	3.00	20.00	Mrs. Aaron Ward.....	.35	3.25	22.00
Gruss an Teplitz.....	.30	3.00	20.00	Rayon D'Or.....	.35	3.50	25.00

CARNATIONS.

VARIOUS COLORED.

	100	1,000
Laddie.....	\$12.00	\$10.00
Cottage Maid.....	6.00	50.00
Albert Roper.....	6.00	50.00

WHITE.

Matchless.....	3.00	25.00
White Wonder.....	3.00	25.00
White Enchantress.....	3.00	25.00

RED.

Nebraska.....	3.50	30.00
Belle Washburn.....	3.50	30.00
Beacon.....	3.00	25.00
Champion.....	3.00	25.00

PINK.

	100	1000
Enchant. Supreme.....	\$3.00	\$25.00
Enchantress.....	3.00	25.00
Rose Pink Enchantress.....	3.00	25.00
Alice.....	3.00	25.00
Mrs. C. W. Ward.....	3.00	25.00

YELLOW.

Yellow Prince.....	4.00	35.00
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VARIEGATED.

Benora.....	3.50	30.00
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CRIMSON.

Pocahontas.....	3.50	30.00
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Ferns.

All Bushy, Well Furnished.

	Each	Doz.	100
Boston, 4-inch.....	\$3.50	\$25.00	
5-inch.....	\$0.50	5.00	40.00
6-inch.....	.75	8.00	60.00
7-inch.....	1.00	10.00
8-inch.....	1.25	14.00
Teddy Junior.....			
4-inch.....	3.50	25.00	
5-inch.....	.50	5.00	40.00
6-inch.....	.75	8.00	60.00
7-inch.....	1.00	10.00
Bird's Nest.....			
5-inch.....	1.00	10.00

Dracaenas.

We Are Noted For These.

	Each	Doz.
Amabilis, 5-inch.....	\$1.00	\$10.00
6-inch.....	1.50	15.00
Baptisti, 5-inch.....	1.00	10.00
Fragrans, 5-inch.....	.75	7.50
Massangeana, 5-inch.....	1.00	10.00
6-inch.....	1.50	15.00
Terminalis, 4-inch.....	.45	4.50
5-inch.....	.75	8.00

For Full Lists of Cannas, Roses, Dahlias and other seasonable stock see our Spring "Book For Florists."

VAUGHAN'S SEED STORE,

CHICAGO
NEW YORK



MATS--MATS--MATS

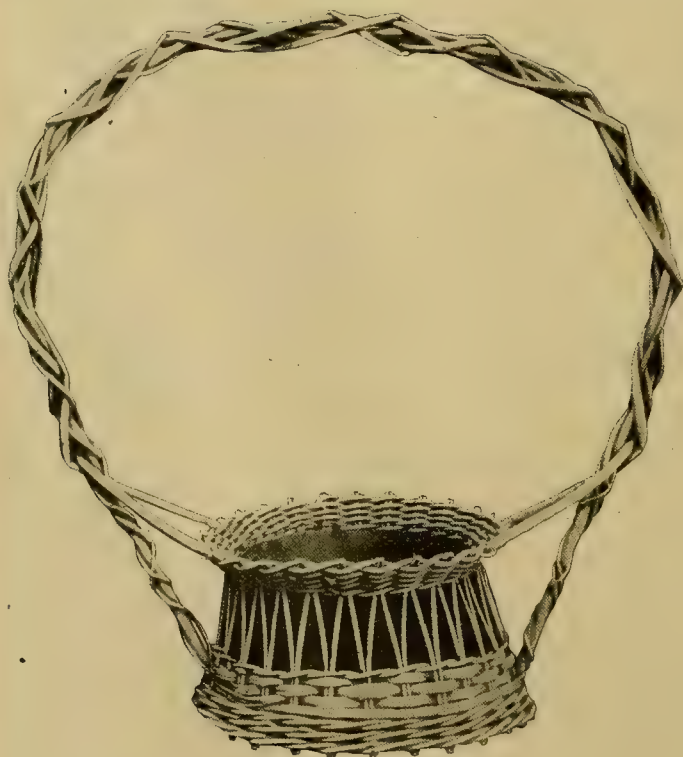
FOR EASTER

All Colors, per 100, \$15.00; Natural or White, per 100, \$12.

Splendid stock of all other Easter Goods including Crepe Paper, Baskets, Silk Fibre for tying, Bull-Dog Clips, Boxes, Wax Paper, Tissue Paper, Etc.

OUR SPECIAL ASSORTMENT OF TUMBLER BASKETS

Our selection, including such baskets as Nos. 118 and 125.
Each, - - 30c to 50c



No. 263/2.

10 inches in diameter, - - \$1.50 each

**SEND
\$10.00**

for our Special Assortment of plant baskets. It is a winner and will give satisfaction.

**ORDER
NOW!**



No. 180/5.

Just what you need for bulb stock
Nest of five, \$3.25

POEHLMAN

72-74 E. Randolph St.,

EASTER LILIES

Short, \$10.00 per 100; Medium, \$12.50 per 100; Long, \$15.00 per 100.

Orchids, Valley, Carnations, Tulips, Jonquils, Darwins, Sweet Peas, Etc.

We urge those contemplating ordering stock for Easter to place their orders well in advance, because early orders will have precedence over late eleventh hour ones.

Prices quoted are subject to fluctuations and market conditions at time of shipment.

ORCHIDS.		Per doz.
Asias, large	\$6.00 to \$7.50
medium	4.00
Enopsis, Pink and White per 100	16.00 to 20.00

CARNATIONS.		Per 100
Double	\$4.00 to \$6.00
Double, split	3.00

LILY OF THE VALLEY.		Per 100
Double	\$6.00 to \$8.00
Single	5.00

SNAPDRAGONS.		Per doz.
Double	\$1.50 to \$2.00
Single	1.00

SWEET PEAS.		Per 100
Double	\$2.00
Single	\$1.00 to 1.50

MRS. CHAS. RUSSELL.		Per doz.
Asias, 36 inch	\$4.00 to \$5.00
medium	2.50 to 3.00
single	1.50 to 2.00
double75 to 1.25

Aaron Ward		
White Killarney		
Sunburst		
Killarney		
Kill. Brilliant		
Richmond		
Milady		
Ophelia		
Specials	Per 100
Long	\$20.00
Medium	\$12.00 to 15.00
Short	8.00 to 10.00
	5.00 to 6.00

MINIATURE ROSES.		Per 100
Cecile Brunner	\$3.00
Geo. Elgar	3.00
Fire Flame	\$4.00 to 6.00

Tulips	Per 100
Tulips, Darwin	\$4.00
Daffodils	6.00
Jonquils	4.00
Violets	4.00
	1.00

GREEN GOODS.		Per 1000
Ferns	\$3.50
Galax	1.50
Mexican Ivy	Per 100
Leucothoe	\$0.75
Adiantum75
" Farleyense	1.50
Smilax Per doz.	\$6.00 to 12.00
Sprenger Per bunch	2.00
Plumosus35 to .50
Wild Smilax Per case	.35 to .50
Woodwardia Ferns Per 100	5.00
	8.00

PLANTS

CYCLAMEN.	
4-inch pots\$3.00, \$3.60 and \$4.20 per doz.
PANDANUS VEITCHII.	
4-inch pots\$0.75 each
4-inch tubs\$3.00 and 3.50 each
BIRD'S NEST FERNS.	
4-inch pots\$1.50 each
TABLE FERNS.	
4-inch pots\$4.00 per 100

RUBBER PLANTS.	
4-inch pots\$4.20 per doz.
5-inch pots6.00 per doz.
HOLLY FERNS.	
3-inch\$10.00 per 100
4-inch15.00 per 100
5-inch\$3.00 and 4.20 per doz.
6-inch6.00 per doz.
COLEUS CHRISTMAS GEM.	
5-inch pots\$3.00 and \$4.20 per doz.

ASPARAGUS PLUMOSUS.	
2 1/4-inch\$3.50 per 100
6-inch, made up4.20 per doz.
ENGLISH IVY.	
4-inch\$15.00 per 100
COCOS WEDDELIANA.	
2 1/4-inch\$14.00 per 100
PYTCHOSPERMA ALEXANDER.	
3-inch pots\$15.00 per 100

N BROS. CO.

Long Distance Phone, **CHICAGO, ILL.**
Randolph 35.

Easter Flowers

Buy Direct From the Grower

Russell, Hoosier Beauty, Shawyer, Brilliants, Ophelia, White Killarney and American Beauties.

FANCY CARNATIONS

All our own growth, guaranteed fresh cut and packed to arrive in good condition.

EASTER PRICE LIST—

AMERICAN BEAUTIES—Our cut consists mostly of short and medium stems, of good quality. Very few long being cut. Price, from 75 cents to \$6.00 per dozen, according to length of stems.

RUSSELL—best in this market. Per doz.
 Specials, extra long..... \$3.00
 Good length 2.50
 Good medium \$1.50 to 2.00
 Good short75 to 1.00

SHAWYER, SUNBURST, WHITE KILLARNEY AND BRILLIANTS. Per 100
 Long stems \$10.00
 Good medium \$6.00 to 8.00
 Good short 4.00 to 5.00

OPHELIA AND HOOSIER BEAUTY. Per 100
 Long stems..... \$12.00 to \$15.00
 Good medium 8.00 to 10.00
 Good short 5.00 to 6.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$4.00 per 100.

ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

CARNATIONS Per 100
 Belle Washburn, fancy red..... \$5.00 to \$6.00
 Pink and White, fancy..... 4.00 to 5.00

GREENS.

ASPARAGUS & SPRENGERI, per 100. \$2.00 to \$4.00
GALAX, green and bronze, per 1,000.. 1.25
 Choice Common **FERNS**, per 1,000.... 3.50

BULBOUS STOCK.

Very fancy double Tulips—Murillo, Couronne D'Or, per 100..... \$4.00
 Very fancy single Tulips—Flamingo, Yellow Prince, La Reine, Crimson Brilliant and Keizerskroon and other varieties, per 100..... \$2.00 to 4.00
 Very fancy single and double Narcissus, Paper Whites and Jonquils, per 100. 2.00 to 3.00
 Lily of the Valley, per 100..... 5.00 to 6.00

In buying direct of the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

ROSES ARE SELLING QUICKLY.

Business has been quite good the past week, and, while there was more than enough stock to go around, the market was pretty well cleaned up in some lines, March 18. Roses are none too plentiful and they clean up very satisfactorily each day at good prices. Among the daily shipments are included a fair supply of fine American Beauty, Milady, Mrs. Chas. Russell and Killarney Brilliant. Carnations are to be had in quantity, but are moving at better prices than they did last week. The St. Patrick's day demand did not cut much of a figure this year in this market, and good white carnations, which sold for \$5 and \$6 per 100 in other years, were plentiful at \$2 and \$3. Sweet peas and violets sold well the past week, owing to the favorable weather, and a better demand was also noticed for lily of the valley, gardenias and orchids. Lilies and callas are having a good call, and so are tulips, especially in the fancier varieties. Particularly fine snapdragons are to be had at very reasonable prices, and among the offerings are noted irises, freesias, cal-

PERCY JONES
INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

My Friend

Bill Says:

Van's 100% Service means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phone
Central 2846
601

CHICAGO

Big Supply For Easter:

ROSES==CARNATIONS

Fancy Lilies, Sweet Peas, Valley, Violets, and Complete Line of Greens.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

Subject to Change Without Notice.

EASTER PRICE LIST

MRS. CHAS. RUSSELL

Per 100

Specials	\$25.00
Select	20.00
Medium	\$12.00 to 15.00
Short	6.00 to 10.00

RICHMOND

Per 100

Specials	\$10.00 to \$12.00
Select	8.00
Medium	5.00 to 6.00
Shorts	4.00

MILADY

Per 100

Specials	\$10.00 to \$12.00
Select	8.00
Medium	5.00 to 6.00
Shorts	4.00

Killarney

White Killarney

Killarney Brilliant

Sunburst

My Maryland

Ophelia

Champ Wieland

Per 100

Special	\$12.00 to \$15.00
Select	10.00 to 12.00
Medium	8.00
Short	5.00

ROSES, OUR SELECTION

Per 100

\$ 5.00

Carnations, fancy	\$ 4.00 to 6.00
Harrisii	12.00 to 15.00
Valley	6.00 to 8.00
Violets	.75 to 1.50
Stevia	1.50 to 2.00
Sweet Peas	1.00 to 1.50
Smilax	per doz. strings 2.00 to 2.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	\$3.50
Boxwood	per bunch, 35c
Galax, bronze and green, per 1,000	\$1.25
Leucothoe Sprays	.75 to 1.00

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association



182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

Everything Seasonable in Quantity. Large enough supply to meet all demands. Get in touch with us immediately.

EASTER PRICE LIST

ROSES.

Per doz.

American Beauties,	
60-inch stems	\$ 6.00
48-inch stems	5.00
36-inch stems	4.00
30-inch stems	3.00
24-inch stems	2.50
20-inch stems	1.50
Short stems	\$ 0.75 to 1.00

Per 100

Mrs. Russell, special	25.00 to 30.00
" " select	20.00
" " medium	12.00 to 15.00
" " short	8.00
Richmond, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Milady, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Killarney Brilliant, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Ophelia, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00

Per 100

White Killarney, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Killarney, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Mrs. Ward, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Sunburst, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Tipperary, special	10.00 to 12.00
" " select	8.00
" " medium	5.00 to 6.00
" " short	4.00
Cecile Brunner	2.00 to 3.00
Elgar	2.00 to 3.00
Baby Doll	2.00 to 3.00
Fireflame	\$4.00, 6.00 and 8.00
Extra special roses billed accordingly.	

ROSES, OUR SELECTION

5.00

CARNATIONS.

Fancy	\$ 6.00
Good	5.00
Our selection	\$ 3.00 to 4.00

ORCHIDS.

Per doz.

Cattleyas	\$6.00 to \$9.00
-----------	------------------

MISCELLANEOUS.

Violets	\$ 1.00 to \$ 1.50
Valley	6.00 to 8.00
Easter Lilies	10.00 to 15.00
Callas	12.50 to 15.00
Snapdragon, per bunch, 75c	1.00, 1.50
Calendulas	3.00 to 4.00
Daisies	1.00 to 2.00
Mignonette	6.00 to 8.00
Sweet Peas	.75 to 1.50
Tulips	3.00 to 4.00
Jonquils	3.00 to 4.00
Daffodils	3.00 to 4.00

DECORATIVE.

Plumous strings	\$0.50 to \$0.75
Plumous	.35 to .50
Sprenger	.35 to .50
Adiantum, fancy long, per 100	1.00
Smilax	per doz. 2.00
Ferns	per 1,000 3.50
Galax	" " 1.25
Mexican Ivy	" " 6.00 .75
Leucothoe sprays	.75c
Boxwood, per lb.	.25c; cases 9.00
Pussy Willows	per bunch .35 to .50

Subject to market changes.

Order here. You cannot do better elsewhere—often not nearly as good.

Big Crop of Carnations

We have all the standard and best new varieties, and can supply the best grade in quantity for Easter at the most reasonable prices. Best Red, White and Pink obtainable in the Chicago Market, so order from us.

Large Supply of Roses

Exceptionally Fine Russell, Richmond, Killarney Brilliant, White Killarney, Pink Killarney, Sunburst and Ophelia.

EASTER PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100	RICHMOND.	Per 100	CARNATIONS.	Per 100
Extra Special	\$25.00	Extra Special	\$8.00	Extra Special	\$6.00
Select	20.00	Select	7.00	Fancy	5.00
Fancy	15.00	Fancy	6.00	Good	4.00
Medium	12.00	Medium	5.00		
Short	10.00	Short	4.00		
White—KILLARNEY—Pink.	Per 100	SUNBURST AND OPHELIA.	Per 100	MISCELLANEOUS.	Per 100
Extra Special	\$8.00	Extra Special	\$10.00	Valley	\$ 6.00 to \$ 8.00
Select	7.00	Select	8.00	Lilies	12.50 to 15.00
Fancy	6.00	Fancy	6.00	Ferns, per 1,000	4.00
Medium	5.00	Good	5.00	Smilax, per doz. strings	2.00
Short	4.00	MINIATURE ROSES.		Adiantum	1.00
KILLARNEY BRILLIANT.		Baby Doll	\$3.00	Galax (bronze and green), per 1,000	1.50
Extra Special	\$8.00	Elgar	3.00	Asparagus Sprengeri, bunch50
Select	7.00	ROSES, OUR SELECTION	4.00	Asparagus Plumosus, bunch50
Fancy	6.00			Boxwood, per lb.35
Medium	5.00			Other Green Goods Market Rates.	
Short	4.00				

Our Range of Greenhouses is one of the three largest in America and will be in full crop for Easter.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

endulas, jonquils, daffodils, narcissi, wallflowers, stevias, daisies, pansies, mignonette, forget-me-nots, candytuft, bouvardias, anemones and amaryllis. The early demand for Easter is very encouraging and, with fair weather, the sales should compare favorably with those of 1917. Some of the larger growers report that there will be a big scarcity of roses and lilies, and, judging from all the predictions heard the past week, stock in general promises to be in exceedingly short supply. It is advisable for everyone to place their orders as early as possible, for the prices quoted this Easter are very reasonable, considering the conditions, and are not likely to drop any, but may advance in some items before the rush is over. No one need be alarmed over the reported extreme shortage of stock in general, for there will be more offered than the majority of dealers believe, with the possible exception of one or two items.

NOTES.

The Chicago Flowers Growers' Association will be strong on all seasonable stock for Easter, including roses, which promise to be in good supply with their growers. Manager Klingsporn is calling the attention of the buyers to the fancy long-stemmed snapdragons that his house is featuring this month.

Peter Hoefelder, with Kennicott Bros. Co., who was rejected in the first draft last fall, was called for examination again this week, when he was accepted for limited military service.

O. Johnson, manager of the Batavia Greenhouse Co.'s city salesroom, reports that his firm will be in large crop with American Beauty roses for Easter.

Art Weiss is the latest addition to the sales force at the Alpha Floral Co.'s store.



The Coggan One Piece Box

ECONOMY AND STYLE COMBINED.

24 x 4 x 3..... \$2.00 per 100 20 x 4 x 3\$1.90 per 100
The ideal box for local trade. Write for special circular.

THE JOHN HENRY COMPANY, Lansing, Mich.

WANTED! M. C. Gunterberg

—WHOLESALE FLORIST—

158 North Wabash Avenue,

CHICAGO

A. T. Pyfer & Co., will have 30,000 lilies and about 15,000 Darwin tulips to dispose of from the Pyfer & Olsem greenhouses at Wilmette for Easter.

Art Christiansen, formerly with Paul Blome & Co., 1361 North Clark street, is now with the Bohannon Floral Co., 75 East Monroe street.

Fred Liebermann, with Kennicott Bros. Co., is carrying a carbuncle on the back of his neck as large as an egg.



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

Get Our Quotations on Lilies and Other Stock in 1000 Lots
EASTER PRICE LIST—Subject to Change Without Notice.

ROSES.		Per doz.			Per 100	ORCHIDS.		Per doz.
American Beauties,			White Killarney, special	10.00 to	12.00	Cattleyas		\$6.00 to \$9.00
60-inch stems.....		\$ 6.00	" select	8.00		MISCELLANEOUS.	Per 100	
48-inch stems.....		5.00	" medium	5.00 to	6.00	Violets		\$ 1.00 to \$ 1.50
36-inch stems.....		4.00	" short	4.00		Valley		6.00 to 8.00
30-inch stems.....		3.00	Killarney, special	10.00 to	12.00	Easter Lilies		8.00 to 15.00
24-inch stems.....		2.50	select	8.00		Callas		12.50 to 15.00
20-inch stems.....		1.50	" medium	5.00 to	6.00	Snapdragon. per bunch, 75c.	1.00,	1.50
Short stems.....		\$ 0.75 to 1.00	" short	4.00		Calendulas		3.00 to 4.00
		Per 100	Mrs. Ward, special	10.00 to	12.00	Daisies		1.00 to 2.00
Mrs. Russell, special	25.00 to	30.00	select	8.00		Mignonette		6.00 to 8.00
" select	12.00 to	15.00	" medium	5.00 to	6.00	Sweet Peas		.75 to 2.00
" medium	12.00 to	15.00	" short	4.00		Tulips		3.00 to 4.00
" short	8.00		Sunburst, special	10.00 to	12.00	Jonquils		3.00 to 4.00
Richmond, special	10.00 to	12.00	select	8.00		Daffodils		3.00 to 4.00
select	5.00 to	6.00	" medium	5.00 to	6.00	Freesias		2.00 to 3.00
" medium	5.00 to	6.00	" short	4.00		DECORATIVE.		
" short	4.00		Cecil Brunner	2.00 to	3.00	Plumous strings		\$0.50 to \$0.75
Milady, special	10.00 to	12.00	Elgar	2.00 to	3.00	Plumous	per bunch	.35 to .50
select	5.00 to	6.00	Baby Doll	2.00 to	3.00	Sprengreri		.35 to .50
" medium	5.00 to	6.00	Extra special roses billed accordingly.			Adiantum, fancy long...	per 100	1.00
" short	4.00		ROSES, OUR SELECTION...	5.00		Smilax	per doz.	2.00
Killarney Brilliant, special	10.00 to	12.00	CARNATIONS.			Peas	per 1,000	3.50
select	5.00 to	6.00	Fancy	\$ 6.00		Galax		1.25
" medium	5.00 to	6.00	Good	5.00		Mexican Ivy	"	5.00
" short	4.00		Our selection	\$ 3.00 to 4.00		Leucothoe sprays	75c.	.75
Ophelia, special	10.00 to	12.00				Boxwood, per lb....	25c; cases	7.50
select	5.00 to	6.00				Pussy Willows	per bunch	.35 to .50
" medium	5.00 to	6.00				Subject to market changes.		
" short	4.00							



Raedleins' Easter Specials

AT ATTRACTIVE PRICES

Special Assortments:

No. 1 (A) 12 Assorted Baskets for potted plants	\$4.50	} \$9.00
(B) 12 Assorted Baskets for cut flowers, with liners	\$4.50	

You can order complete assortment or No. 1 A or B.

No. 2 25 Assorted Baskets for potted plants and cut flowers. Cut flower baskets are with liners.	\$15.00
No. 3 25 Assorted Baskets, larger sizes, for potted plants and cut flowers. Cut flower baskets are with liners.	\$21.00

These "Special Assortments" include such baskets as illustrated, in assorted colors and finishes, both enameled and stained—some in two-tone finish.

OUR SPECIAL LEADER

Plant Basket No. 1516—In green and brown and antique green finishes, not decorated, for 7-inch $\frac{3}{4}$ pots. Each.....	45c
The same basket decorated and hand-painted, two-tone finish, complete with metal liner. Each.....	\$1.00

If you have not received one of our illustrated catalogues, write for one today.

RAEDLEIN BASKET CO.,
**713-17 Milwaukee Avenue,
CHICAGO, ILL.**

Zech & Mann will have a large supply of lilies to offer for Easter as well as all other seasonable stock, including Darwin tulips. Their regular sweet pea growers promise them heavy cuts of fancy stock if the weather is at all favorable between now and then.

Erne & Company are pleasing their trade with a choice grade of ferns and smilax, which are leaders with them. Cut flowers of all kinds are in

good supply at this house and the outlook for a brisk Easter demand was never more encouraging.

Peter Reinberg is cutting fancy Mrs. Chas. Russell roses, which are grown in quantity at the greenhouses, in place of American Beauty, which promises to be a scarce proposition in this market this Easter.


Jim McNeill, better known as "Micky," with W. H. Kidwell, has

joined the colors and expects to be called for service about March 29. He is with an engineering division.

J. A. Budlong is handling a fine supply of all seasonable stock, including fancy sweet peas and gardenias. This house is strong on the pretty miniature rose, Nesbit.

O. A. & L. A. Tonner are enjoying a splendid city trade in both cut flowers and supplies.

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

The Rapid Wrapper Co., with headquarters at 72 East Randolph street, is experiencing a heavy Easter demand for the Rapid Rapper, which is being used more extensively every day by all the leading florists throughout the country. One order for 20,000 was shipped to Los Angeles, Calif., this week and others represent practically every state in the union.

Poehlmann Bros. Co. will have a large supply of orchids to offer for Easter for their cattleyas and phalaenopsis will be in exceptionally fine crop. Lilies, which are grown in quantity at the Morton Grove greenhouses, will be a leader and the outlook is promising for a heavy cut of lily of the valley.

The April meeting of the Florists' Club will be held at the Bismarck hotel and will be S. A. F. night with Paul R. Klingsporn in charge. T. E. Waters, chairman of the Good-of-the-club committee, promises an added attraction to which the ladies will probably be invited.

William Liebermann, a sixteen-year-old brother of Fred Liebermann, has been missing from home for nearly three weeks and so far the family or friends have been unable to locate him or his chum, Hubert Musselmann, who started out on a hunting trip together.

The A. L. Randall Co. has had a vase of George Ball's new sweet pea, Columbia, on exhibit at its store all this week. This variety was awarded a certificate of merit at the last florists' club meeting, where it was one of the main attractions of the exhibition.

Weitor Bros. will have a fine crop of carnations for Easter, including all the old standard and best new varieties. Rosette, Alice and Nebraska are doing exceptionally well with them and clean up nicely each day, owing to their splendid quality.

Bassett & Washburn are cutting a fancy grade of Ophelia roses, which are in brisk demand and command good prices. C. L. Washburn reports a heavy early call for roses for Easter, which he is inclined to believe will be in short supply.

Percy Jones, Inc., is well pleased with the early Easter demand, which is heavy and compares most favorably with that of 1917. Carnations will be in heavy supply at this house this year, along with a complete line of all other seasonable stock.

A. L. Vaughan & Co. are handling a large quantity of fancy sweet peas in addition to a most complete line of all other seasonable stock. The outlook is very bright for Easter, judging from the early demand for stock at this establishment.

Joe Einweck, of the Bassett & Washburn force, and Ed. Hunt, with the Chicago Flower Growers' Association, who have been accepted for military service, expect to be called to the colors any day.

All the local plant growers report a heavy call for Easter blooming plants

THE RAPID RAPPER

will be used more than ever this month. It will come in handy in wrapping your bulb stock and Easter plants. Write for free illustrated booklet



Most beautiful ornamental Plant Stand on the market. Write for special price on lots of 50 or more. Good proposition for Agents and Jobbers.

THE RAPID WRAPPER CO.

56 East Randolph Street, CHICAGO

BURLINGTON WILLOW WARE SHOP,
BURLINGTON, IOWA.

Mention the American Florist when writing

and are pretty well cleaned up in all lines. Pot lilies are reported to be exceedingly scarce this year.

Kyle & Foerster are featuring a fancy grade of home-grown gardenias, which are coming from the same firm that is producing the celebrated new sweet pea, Chicago Jewel.

The John Kruchten Co. is offering a fine line of carnations, which contain a large number of Aviator, acknowledged the best producer at the Kruchten greenhouse.

The meeting of the Wholesale Cut Flower Association, scheduled to be held at the Hotel Sherman, Thursday evening, March 14, was postponed indefinitely.

Peter Douvry is doing a good business at his new stand at the southwest corner of Broadway and Wilson avenue.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady.

Shawyer.

Sunburst.

Ward.

Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES

Heavy supply for Easter. Damm's celebrated brand Lilies, which we handle exclusively, are without equal in this market. Get the best.

DARWIN TULIPS

(Best in Chicago.)

SWEET PEAS

Our famous high quality stock, positively the best obtainable.

DAFFODILS

Valley.

Violets.

(Single and double)

Calendulas.

Cattleyas,

Paper Whites.

White Daisies. Yellow Daisies.

Pansies.

Strawflowers.

Jonquils

Mignonette

Freesias

Tulips

GREENS.

Phumosus.

Sprengeri.

Galax, bronze. Galax, green.

Ferns.

Leucothoe Sprays.

Mexican Ivy.

Smilax.

Wild Smilax.

Borwood.



20,000 CHOICE EASTER LILIES

Long fancy, \$15.00 per 100; \$125.00 per 1000. Medium, \$12.50 per 100; \$100.00 per 1000. Short, \$10.00 per 100; \$80.00 per 1000.

ROSES
Ophelia, Sunburst, Milady, Brilliants, Hearst, Montrose, Double White Killarney, Pink Killarney, Mrs. Ward.

	Per 100
Select long	\$12.00
Choice medium	\$8.00 to 10.00
Good shorts	6.00
Heavy cut of short Sunburst, Ophelia, Ward, Pink and White Killarney at	4.00 to 5.00
Evelyn Nesbitts, select	\$ 3.00 to \$ 4.00
Cecile Brunners, select	2.00 to 3.00

	Per 100
Short	3.00 to 10.00
Medium	12.00 to 15.00
Long	20.00 to 25.00

	Per 100
Heavy crop very choice select fancy stock.	
Select fancy	\$5.00
Choice	\$3.00 to 4.00
Common	2.00 to 2.50
1,000 lots	\$20.00 to \$30.00

	Per 100
Heavy cut choice Hudson River	
Doubles	.50 to .75

	Per 100
Fancy Empress	\$3.00 to \$4.00
1,000 lots	\$25.00

	Per 100
Best Spencers	\$1.00 to \$1.50
1,000 lots	\$7.50 to \$12.50

	Per 100
Asparagus, bunch	.35 to .50
Sprenger, bunch	.35
Ferns, per 1,000	\$3.00
Galax, per 1,000	1.25

Fancy Darwin Tulips

Very large select flowers	\$5.00 to \$6.00 per 100
In 1,000 lots	\$40.00 to \$50.00 per 1000

Single or Double Tulips

Per 100	\$3.00 to \$4.00
In 1,000 lots	\$20.00 to \$25.00

A.T. Pyfer & Company

Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

The speakers at the short course in agriculture in progress this week at 120 West Adams street, conducted by the State Council of Defense, include H. E. Humiston, of the Chicago Feed and Fertilizer Co., E. A. Kanst, E. Bollinger and Miss Lena M. Macauley.

Allan Humanson and Hilmer V. Swenson, with the National army at Rockford, were home on a visit this week.

Large quantities of mine-run coal are now being offered.

Visitors: Vincent Gorly and Dave Geddes, St. Louis, Mo.; Julius Dilloff, of Arthur Schloss & Co., Inc., New York; John Bergstrom, with H. W. Buckbee, Rockford; E. J. Fancourt, with S. S. Pennock Co., Philadelphia, Pa.; Rolf Zettlitz, Lima, O.; Otto Spedel, Milwaukee, Wis.; R. A. Peterson, with J. A. Peterson & Sons, Westwood, Cincinnati, O.

MELBOURNE, FLA.—Harry Balsley and George Balsley and wife, of Detroit, Mich., have spent the winter here. A. McAdams, of Chicago, makes this his winter home, and his daughter Miss May McAdams, the landscape gardener, is with him, making quite a horticultural colony.



ROSES--CARNATIONS

Tulips--Calendulas--Sweet Peas
Narcissi -- Freesias -- Daffodils

FLORISTS' SUPPLIES

Magnolia Leaves-Magnolia Wreaths-Cycas Leaves, Etc.

O. A. & L. A. TONNER

30 East Randolph St., Chicago, Ill.

WE WANT YOUR ORDER

For Easter Cut Flowers and Greens.

Our supply is large and we know of no reason why we should not be able to fill all our orders in full.

ERNE & COMPANY

Wholesale Florists

30 E. Randolph St.,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Sweet Peas, Snapdragons and Carnations

—OF THE FINEST QUALITY—

ALSO THE USUAL SUPPLY OF VIOLETS FOR EASTER

CLARENCE SLINN, WHOLESALE FLORIST. 112 West 28th Street, New York

Fort Wayne, Ind.

EXCELLENT STOCK IN ABUNDANCE.

With Easter less than two weeks away the market is crowded with all kinds of seasonable stock, with the Easter plants becoming more and more in evidence in the retail shops. Some handsome specimens of hydrangeas are appearing in the flower shops, in the pink and white French varieties, Tausendschon and other rambler roses are being offered, and bulbous stock is at its height. Some fine genistas are also seen on the market. In cut flowers, carnations are becoming very plentiful, but the prices remain firm. Roses are still off crop, but many of the local growers are expecting their crops to be in for the Easter business. Sweet peas and Rainbow freesias are coming in for a large share of popularity with the flower-buying public. Double and single violets continue plentiful, and forget-me-nots and candytuft offer variety. Everyone in the trade is preparing for Easter, and with organized efforts, the business this holiday ought to be a record-breaker.

NOTES.

The spring style show, which will be held next week, will be a big advertising feature of the Fort Wayne merchants, in which the florists will take a prominent part. There will be a grand window display of all the merchants in the downtown section, and prizes are offered for the best window decoration. On Wednesday morning there will be a unique parade of decorated commercial floats and private automobiles, prizes being offered for the best decorated cars. The florists are getting their share of business from this style show, as a large number of department stores have put in orders to decorate their entire stores and windows. Among the florists of this city who have entered the competition for the best decorated window, are: Doswell Floral Co., Edgar Wenninghoff, Freese Floral Co., Lanternier & Co., and the Flick Floral Co. A large number of florists will also have decorated automobiles in the parade.

Henry M. Freese, of the Freese Floral Co., who recently purchased the business of Markey Bros., reports business very active, with funeral work in



**When Cut Flowers are Most Needed
When Cut Flowers are Most Difficult to Procure**

Chicago—the only real market for the Central and Southern States—has the Supply—the largest quantity—greatest variety—best selection and all to be had at prices as governed in accordance with the *Law of Supply and Demand*.

Good reasons why you should buy here—

Kennicott Bros. Co.

"Chicago's Most Popular Wholesale House"

Established 1881

CHICAGO

Mention the American Florist when writing

the lead, and a good trade for hospitals and counter demand excellent.

S. Hudson, orchid grower for W. J. & M. S. Vesey, has a greater number of orchid blooms this year than ever before, and expects a record crop for the Easter trade. Bulbous stock is also at its prime here.

A. J. Lanternier & Co. are displaying some handsome azaleas. Their bulbous stock, particularly hyacinths, is of superb quality.

The Flick Floral Co. has a large number of spring opening decorations, for the style show. H. K.

VIOLETS

FOR
EASTER

\$7.50 per 1000.

Can fill any size order.

J. Vonder Linden

Wholesale Grower

RHINEBECK,

N. Y.



PLACE
YOUR
EASTER
ORDER
NOW!

FOR EASTER

If You Want Good Stock

PLACE
YOUR
EASTER
ORDER
NOW!

Send Your Orders to us for

Roses, Carnations, Lilies

Valley, Sweet Peas, Callas, Narcissi, Jonquils, Violets, Calendulas, Snapdragons, Freesia, Stocks, Tulips, Daffodils, Mignonette, Daisies, Pansies, Feverfew, Gardenias, and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprenger, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have home grown Asparagus—Hence never a shortage.

ASK FOR OUR EASTER PRICE LIST BEFORE ORDERING ELSEWHERE.

YOU CAN INCREASE YOUR PROFITS AND BUSINESS

BY SENDING ALL YOUR ORDERS DIRECT TO

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Flowers that the People Want For Easter

Roses, Orchids, Carnations, Lilies, Violets,
Sweet Peas and a variety of Other Stock.

Come In and We Will Please You.

THE HENSHAW FLORAL CO., Inc.

WHOLESALE FLORISTS

A. M. HENSHAW, President

127 West 28th Street,

'Phones, 3310-3311-3312 Farragut.

NEW YORK

St. Louis.

MARKET SUFFERS FROM OVERSUPPLY.

The market has been crowded with stock of all kinds the past week while business has been anything but good, but this is partly caused by the oversupply, when so much of it goes on the bargain counters. Roses are holding up in quality and there should be a good crop for Easter. Carnations as

a whole are of very good quality, but can be bought at bargain prices in quantity. Sweet peas are very good, and while the shorter grades bring poor prices, the longer stemmed bring excellent returns considering the great supply. Jonquils are not so plentiful. Darwin tulips are coming in good supply, but narcissi are about done for. Lilies and callas are equal to the demand. Violets are very poor on ac-

count of the warm weather. Southern smilax is much below standard and will cause some inconvenience for Easter. Other greens are in good supply.

NOTES.

At the last florists' club meeting Past President Pilcher occupied the chair in the absence of President Bourdet. The trustees announced an invitation from the Missouri Botanical Gar-

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

3102-1308 W. Division St.,

CHICAGO

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Telegraph That Easter Order

GET IT OFF TODAY TO INSURE SAFE ARRIVAL.

Mats in all colors. Crepe Paper Rolls in all shades. Ready made Crepe Paper Pot Covers. Fibre Ribbon in all the Easter colors; just the thing for finishing. Chiffons in all widths and colors. Finishing Plants and Baskets. Easter Egg Novelties for plants or flowers. Everything in Florists' Supplies.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

den to hold their April meeting as their guests. The trustees also staged an exhibition of miscellaneous flowers. Among the exhibitors were Jos. Hauser, A. S. Cerny, Hugo Gross and W. A. Rowe. Mr. Rowe exhibited a collection of extra fine snapdragons. The exhibition stock was disposed of at auction for the benefit of the club. Quite a lengthy and interesting discussion took place between the various members as to the merits of certain fertilizer mixtures. While the meeting was not very well attended, everyone seemed to enjoy the interesting talks.

A tour of the growers shows a shortage of pot plants for Easter in everything except bulbous stock. The lily situation, especially, looks somewhat dubious. We will have to have considerable sunshine for the next week to bring out enough to supply the demand.

Jules Bourdet, the genial vice-president of the S. A. F., went on a duck hunting trip last week. He failed to come back in time for the florists' club meeting, but was forgiven when he returned with about three dozen beauties.

The Bourdet Floral Co. and Chas. Beyer have some very fine rhododendrons. In fact, the finest ever seen in this market.

Al. Kopf, of Kirkwood, expects to have a big cut of freezias for Easter. His first lot is all cut out at present.

Visitor: Mr. Miller, of A. L. Randall Co., Chicago.

J. W. W.

Springfield, O.

ENCOURAGING EASTER OUTLOOK.

The very favorable weather of the past few weeks has had a tendency to make the florists forget some of their troubles of the past winter, and from all reports are making preparations for taking care of an unusually large business this spring. Traffic conditions are gradually readjusting themselves but are not as yet back to normal. The local express companies have been moving shipments in very good shape, however, considering the conditions under which they are working. The outlook for a good Easter business is encouraging, although, of course, there will be a shortage in some of the imported plants usually on hand, but we think in all probability, the offerings of other good stock will make up

for the shortage. At the present time, the local retailers are offering carnations, sweet peas, lilies, roses, jonquils, hyacinths, etc., in numbers sufficient to take care of the demand. All local florists have made preparations to grow vegetable plants this spring, some more extensively than others.

Visitors: J. H. Broxey, Dayton, O.; Russell Taynor, New Carlisle, O.; Carl Ickes of The Ickes-Braun Mill Co., Chicago; C. M. Jacks, Mechanicsburg, O.; Frank and Albert Grothjan, Dayton, O.; Mr. Schmidt of M. D. Schmidt & Son, Dayton, O.; Floyd Anderson, Xenia, O.; Mr. Burtshy, St. Bernard, O.; H. C. Parks, Jackson Center, O.; Mr. Brust, Columbus, O.; Jackson MacLow, representing Garland Co., Cleveland, O.; Harry P. Smith, Piqua, O.; E. W. Jenkins, Trotwood, O.; C. L. Osborne, Sidney, O.; Mrs. Buck and Mr. Jensen, Washington, O.

L. L. R.

Milwaukee.

MARKET CLEANS UP WELL.

The fore part of last week found business conditions rather quiet, but towards the end, with ideal spring weather prevailing, the demand took a jump, cleaning up the wholesale houses by Saturday night, something rather out of the usual. While the demand as a whole for white carnations for St. Patrick's day was not up to former seasons, still it was great enough to use what there was at \$4.00 per 100. Unusual activity in funeral work was again noticeable; doing its share in helping a good thing along. Monday, March 18, with the thermometer at 60° in the shade, the demand was very brisk and a clean up reported by noon.

NOTES.

The death of ex-Senator Isaac Stephenson, of Marinette, Wis., was the cause for work "all day Sunday, March 17th" at the J. M. Fox & Son (Inc.) cut flower department. Outside of several good sized sprays they made a casket cover of orchids, sweet peas and violets, and a large wreath of orchids and pansies. In order to insure prompt delivery, Frank Sylvester accompanied the orders.

During the severe wind storm February 2, fire, which originated from a kerosene lamp at the greenhouses of the A. F. Kellner Co., at 5:30 a. m.,

SPECIALS FOR MARCH

Sphagnum Moss, per bale (bur-laped), \$1.75.

Magnolia Leaves, brown and green, per carton, \$1.25.

Waterproof Crepe Pap per 100 rolls, \$19.00.

Fancy Fern Leaves, per 1000, \$1.75.

WILSON FLORAL CO.

Wholesale Florists

41-43 Stone St., ROCHESTER, N. Y.

Mention the American Florist when writing.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

did more damage to the decorative stock by smoke than to wood or glass by burning. The blaze was extinguished before the fire department arrived. This firm was exceptionally busy of late with decorations for the various spring openings, and some very tasty effects were noticeable.

At the Holton & Hunkel Co. they say that pot plant orders for the Easter trade are being booked rapidly and a clean up is anticipated before the great day rolls around.

James E. Mathewson and son Ed, of Sheboygan, Wis.; also F. Kersting, of West Bend, Wis., were visitors the past week.

Gust Rusch & Co. report a nice daily cut of roses from the Cudahy Floral Co. for the past week.

A. Reinhardt, of North Milwaukee, is in the midst of a heavy crop of sweet peas at this time.

The C. C. Pollworth Co. reports business extra fine for the latter part of the past week.

E. O.

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. **Chicago**
Store: 162 N. Wabash Ave.

Mention the American Florist when writing.

D. E. Freres R. J. Windler

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

WILD SMILAX, \$2.50 Per Case

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.5

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

EASTER PRICE LIST.

	Dozen
Roses, Beauty, specials.....	\$6.00
" " 48-in.	5.00
" " 36-in.	4.00
" " 30-in.	3.00
" " 24-in.	2.50
" " 18-in.	1.50
" Mrs. Chas. Russell.....	1.00@ 4.00
100	
" Hoosier Beauty	8.00@20.00
" Killarney Brilliant	4.00@15.00
" Killarney	4.00@12.00
" White Killarney	4.00@12.00
" Richmond	4.00@12.00
" Rhea Reid	4.00@12.00
" My Maryland	4.00@12.00
" Mrs. Geo. Sawyer.....	4.00@15.00
" Milady	4.00@15.00
" Sunburst	4.00@12.00
" Mrs. Aaron Ward.....	4.00@15.00
" Hadley	4.00@12.00
" Ophelia	4.00@12.00
" Double White Killarney.....	4.00@12.00
" Mrs. Moorefield Storey.....	4.00@12.00
" Champ Weiland	4.00@12.00
" Stanley	4.00@12.00
" Tipperary	4.00@12.00
" Francis Scott Key.....	4.00@12.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 4.00
" Firframe	6.00@ 8.00
" Our Selection	4.00@ 5.00
" Violets	75@ 1.50
" Carnations	3.00@ 6.00
" Cattleyas	per doz. 6.00@ 9.00
" Daisies	1.00@ 2.00
" Lilium Harrisii	10.00@15.00
" Valley	6.00@ 8.00
" Ferns	per 100, \$3.00@4.00
" Freesias	2.00@ 4.00
" Tulips	3.00@ 6.00
" Jonquils	2.00@ 3.00
" Sweet Peas	75@ 2.00
" Snapdragons	per bunch 75@ 1.50
" Calendulas	3.00@ 4.00
" Mignonette	6.00@ 8.00
" Daffodils	3.00@ 4.00

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of \$.450

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.

Wild Smilax, \$2.50 Per Case

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing.

WEILAND-RISCH Co. FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

White Lilac--Gardenias--Snapdragons

Three Good Sellers For Easter

We will have them in quantity at very reasonable prices.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

THIRTY-EIGHT YEARS IN FLORIST SUPPLIES

My experience in the business and my knowledge of the trade in all parts of this country from the Atlantic to the Pacific Coast, enables me to know just what is used in the various localities. My stock is full and complete. Everything new and up-to-date, including all the dependable staples in Florists' Supplies. Let me quote figures on your every day needs. I am out for business and my prices and quality of stock will surprise you.

MARTIN REUKAUF, Wholesale Jobber in Florist Supplies. 433 Callowhill St., Philadelphia, Pa.

Philadelphia.

SHORTAGE IN NEARLY ALL STOCKS.

As Easter approaches, business seems to increase; there is a better cleanup at least, due, some say, to a shortage in almost all lines. The shipments to the market in carnations, sweet peas, roses, and in almost all other stocks, are shortening up very perceptibly. Daffodils and other bulbous flowers are about the only plentiful items. All roses, with the exception of American Beauties, of which the spring crops appear to be coming strong, are still scarce, the daily demand exceeding the supply. Callas are plentiful and in good demand. Easter lilies are not so plentiful and violets are getting smaller. Cattleyas are going off crop, while gardenias are hard to move. Southern asparagus is now supplying the market. Modern methods in cutting and packing get this valuable green to its destination in almost as good condition as the local supply.

EASTER OUTLOOK.

The city is full of out-of-town visitors looking up their Easter plant and supply stocks. From the way the orders are given, all buyers are looking forward to their usual good trade. Transportation is the only difficulty; many of those within a hundred miles radius are taking their selections along, as far as possible, in their own trucks. Express conditions are still uncertain, but special efforts are being made to give this stock the right of way in time for the Easter market.

WITH THE WHOLESALERS.

Flowers in nearly all lines have shortened up considerably and prices have advanced a trifle. American Beauties are coming in more freely, but other roses are scarce. Prospects are such that we look for a good Easter trade. These are conditions with the Leo Niessen Co. Sweet peas, snapdragons and carnations are features here.

Edward Reid furnished one of the department stores for their St. Patrick's day decorations with a clod of genuine Irish turf, a souvenir of his last visit to the little tight isle. Better average prices prevailed the past week, due to the diminished supply. Choice sweet peas, carnations, and Double White Killarneys were prominent in the stock here.

The Philadelphia Wholesale Florists' Exchange is strong on roses, for which they have a very good outlet. Easter lilies, daffodils and sweet peas are handled in quantity. Manager Miller reported business very good.

Eugene Bernheimer reports a good demand with a falling off in the supply. Very good snapdragons are featured.

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, March 20. Per 100		
American Beauty, per doz.,	1.00@	4.00
Roses, Killarney	4.00@	8.00
" Mrs. Chas. Russell.....	10.00@	25.00
" Ophelia	8.00@	15.00
" Richmond	6.00@	15.00
" Sunburst	6.00@	12.00
Lilium Giganteum	10.00@	12.50
Carnations	3.00@	6.00
Valley	4.00@	7.00
Narcissus	2.00@	2.00
Sweet Peas	1.00@	1.50
Violets	1.50@	1.50
Daffodils	2.00@	4.00
Tulips	3.00@	5.00

BOSTON, March 20. Per 100		
Roses, Beauty	10.00@	25.00
" Killarney Queen	2.00@	8.00
" White and Pink Killarney ..	4.00@	12.00
" Double White Killarney ..	2.00@	8.00
" Killarney Brilliant	4.00@	10.00
" Hadley	5.00@	25.00
" Cardinal	2.00@	8.00
" Mock	4.00@	12.00
" Mrs. Chas. Russell.....	3.00@	15.00
" Sunburst	10.00@	16.00
" Taft	4.00@	12.00
" Milady	2.00@	8.00
" Ward and Hillingdon.....	6.00@	8.00
" My Maryland	2.00@	8.00
Carnations	3.00@	4.00
Violets75@	1.00

BUFFALO, March 20. Per 100		
Beauty Special	40.00@	50.00
" Fancy	25.00@	35.00
" Extra	20.00@	25.00
" 1st	10.00@	15.00
Roses, Killarney	4.00@	10.00
" My Maryland	4.00@	10.00
" Sunburst	4.00@	10.00
" Ward	3.00@	6.00
" Ophelia	5.00@	12.00
" Russell	6.00@	12.00
" Stanley	4.00@	8.00
" Mock	4.00@	8.00
" Sawyer	4.00@	12.00
Lilies	8.00@	12.00
Cattleyas	60.00@	90.00
Carnations	2.00@	3.00
Asparagus Sprengerl. .35@	.50	
Ferns.....per 1000,	2.50	
Smilax	15.00@	20.00
Violets60@	.75
Sweet Peas	1.00@	2.50
Daffodils	2.00@	3.00
Tulips	2.00@	3.00
Romans	2.00@	4.00
Paper Whites	2.00@	3.00
Freelias	2.00@	4.00
Calendulas	2.00@	4.00

H. Bayersdorfer & Co. are working their factory forces at night to catch up with the Easter orders. With normal transportation, they would have had a record breaking business.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Central Market

**ROSES, ORCHIDS, VALLEY
VIOLETS.**

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Philadelphia, Pa.

Trade is much better with enough demand to meet the diminishing supply at the Berger Brothers' market. Sweet peas, daffodils and other bulbous stock are seen in quantity.

The Jos. Heacock Co. has a good crop of Killarneys coming on. Other roses are scarce. A steady demand keeps the storage boxes cleaned up every day.

NOTES.

The news of the sudden death of Joseph Heacock was a great shock to his many associates in the trade, by whom he was held in the highest esteem. For a long time Mr. Heacock

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

EUGENE BERNHEIMER

— Wholesale Florist —

ROSES

Prima Donna, September Morn and Ophelia.
Carnations, Violets.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

suffered the inconvenience of having to wear a truss, due to a rupture. Thinking to relieve himself of this annoyance, he underwent an operation at the Presbyterian hospital, March 3, which was declared very successful. Reports continued to come which indicated a rapid recovery. He was expected to return home March 16. Suddenly on that date he had an attack of heart failure, which he was not able to survive, and passed away at 9 a. m.

The very interesting lecture of Prof. J. C. Saunders, state zoologist, before the florists' club, April 2, should be kept in mind. This will be illustrated with colored slides. Prof. Saunders is an expert on insects and plant diseases and will be prepared to answer any questions presented on these important subjects.

William E. Graham, late with the Fleishman Floral Co., of Chicago, has joined the forces of the A. L. Randall Co., of that city, and will represent them as their agent in the eastern states. He is now in this city perfecting arrangements for the business.

The plant department of the S. S. Pennock Co. has opened an annex at 1608 Ranstead street, which will give them much needed room in which to handle their large Easter plant business.

George Faulkner has opened a store for the sale of Easter plants at the corner of 15th and Ranstead streets. He is well stocked and should do a good business on this busy thoroughfare.

K.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446

Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florists'" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Mar. 20. Per 100		
Roses, Beauty, special.....	35.00@50.00	
" " fancy.....	15.00@25.00	
" " extra.....	10.00@15.00	
" " shorter grades.....	8.00@10.00	
" Mrs. Chas. Russell.....	6.00@15.00	
" Prima Donna.....	6.00@10.00	
" Killarney.....	3.00@ 8.00	
" Hadley.....	6.00@20.00	
" Sunburst.....	4.00@10.00	
" Wards.....	3.00@ 5.00	
Carnations.....	1.00@ 3.00	
Cattleyas.....each \$0.35@ .50		
Valley.....	10.00@12.00	
Lilium Rubrum.....	5.00@ 8.00	
Easter Lilies.....	10.00@12.50	
Snapdragons.....	6.00@12.50	
Asparagus.....string or bunch, .35@ .50		
Sweet Peas.....	1.00@ 2.00	

PITTSBURGH, March 20. Per 100		
Roses, Beauty, special.....	30.00	
" " fancy.....	20.00	
" " extra.....	12.00	
" " No. 1.....	8.00	
" Killarney.....	3.00@12.00	
" My Maryland.....	3.00@12.00	
" Sunburst.....	3.00@12.00	
" Mrs. Aaron Ward.....	3.00@12.00	
Cattleyas.....	50.00	
Lilium Giganteum.....	8.00@10.00	
Adiantum.....	1.00	
Asparagus Sprenger, bunch, 35@40		
New Crop Green Galax per 1000 \$1.25		
Carnations.....	2.00@ 4.00	
Violets.....	.25@ .50	
Daffodils.....	2.00@ 3.00	
Freesia.....	3.00	
Sweet Peas.....	.75@ 1.50	
Tulips.....	2.00@ 3.00	
Valley.....	8.00	
Snapdragons.....	6.00@12.00	
Calendula.....	2.00	
Myosotis.....	1.00	
Paper Whites.....	1.00	

MILWAUKEE, March 20. Per 100		
Roses, Killarney, W. Killarney.....	5.00@ 8.00	
" Ward.....	3.00@ 8.00	
" Mrs. Chas. Russell.....	8.00@25.00	
" Ophelia.....	5.00@10.00	
" Hoosier Beauty.....	5.00@12.00	
" Bon Silene.....	2.00@ 3.00	
Carnations.....	2.00@ 4.00	
Valley.....	4.00@ 6.00	
Violets.....	.75@ 1.00	
Sweet Peas.....	.50@ 1.50	
Cattleyas.....per doz.	4.00@ 6.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing

Fancy Raffia Mats

\$3.00 per doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

Mention the American Florist when writing

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

ST. LOUIS, March 20. Per 100		
Hadley.....	2.00@ 5.00	
Killarney.....	2.00@ 4.00	
White Killarney.....	2.00@ 4.00	
Hoosier Beauty.....	3.00@15.00	
Russell.....	4.00@25.00	
Sunburst.....	3.00@10.00	
Ward.....	3.00@ 6.00	
Mrs. Shawyer.....	2.00@ 8.00	
Ophelia.....	4.00@10.00	
Ferns.....per 1,000, \$2.75		
Violets.....	1.00@ 1.50	
Paper Whites.....	2.00@ 3.00	

New York.

BUSINESS SLOW, BUT NO SURPLUS.

Business was rather slow during the past week, regardless of the fact that there was no great surplus of any stock on the market. White carnations, that usually take quite a jump in price the week before St. Patrick's day, on account of the demand for them for dyeing, were slow this year at \$4 per 100. The succession of mild days, followed by swift drops in temperature, that has been the state of the weather of late, has been hard on stock so far as supply is concerned, but the quality is generally good. Cut lilies will be firm in price until after Easter, when there is sure to be a big drop. Our advices indicate that many lilies intended for Easter will not bloom in time, consequently for some time after, the market will be flooded with cut stock. Roses remain about the same as in our last week's quotations. Darwin, Flamingo and other good tulips go quite well. Sweet peas and various other small stocks are cheap. Orchids take a wide range in prices. Inferior stock of cattleyas can be bought for 25 cents per flower, whereas a few *C. gigas* bring \$1 per flower.

March 18.—The weather is fair and there is a cheerful tone in the market. Special American Beauties are running at from 40 to 50 cents each, wholesale. Prices on cut lilies are climbing. 15 cents per flower being asked, and in some instances paid for the best. In tea roses and nearly every other stock, excepting carnations, the supply is light and prices are advancing, as will be noted in our quotations.

THE FLOWER SHOW.

A letter from New York at this time without reference to the flower show, would be something like the play of Hamlet—with Hamlet omitted.

It has been said that no man is a hero to his valet. Reasoning along similar lines, it is doubtful if, figuratively speaking, the heavers of wood and drawers of water who worked all day and far into the night of March 13—and then some more—getting the show into proper shape, could appreciate its beauty from the viewpoint of the visitors who found the Grand Central Palace swept, garnished and decorated. The arrangement of a show of the extent of this one has called for both careful planning and hard labor. Considering the many unfavorable conditions that have confronted the management, the show is a good one, but not as extensive as those of previous years. We believe that the larger space allotted to the Red Cross and its increased activities this year is a good feature. Many people here, and probably elsewhere, do not seem to realize the fact that this nation is now in the greatest war that ever ravaged this planet. The Red Cross is doing a good work in addition to its other manifold activities, when it throws a strong light on that fact. The decorations of the Red Cross garden and theatre were arranged by Wadley & Smythe, 491 Fifth avenue, and in the theatre in particular were quite elaborate. Professor White, of Ithaca, has been constantly on the job since the show opened and as secretary of the American Rose Society and other activities, has been a busy man.

NOTES.

And now we are to have daylight "Hooverized." The bill, which seems sure to become law, provides that on the last Sunday in April the clocks will be set forward an hour, to continue till the last Sunday in September. That is the Senate bill. The House bill extends the period to seven months—from the last Sunday in March to the last Sunday in October. There may be a compromise, but daylight saving, so

From Cold Storage

LILIUM GIGANTEUM

7-9 (300 bulbs per case), \$60.00 per 1000.

LILY OF THE VALLEY

Best quality, \$30.00 per 1000.

Chas. Schwake & Co., Inc., 90-92 W. Broadway, New York

to speak, is in sight. We do not know whether to be sorry for the lie-a-beds or to laugh at them, as we have daylight saving well in hands. So have the boys of the Cut Flower Exchange who have always been at business at 6 a. m. The two hours after daylight of a summer day are the best part of it for work, but too many people never see them.

William F. Gude, of Washington, visited the wholesale district while here for the show. The two Gude families, William F. and his son Ernest F., in the uniform of a corporal in the United States Army, and Adolphus and his twin sons, Edwin and Edgar, in the uniforms of the United States Navy, attracted much attention at the Flower Show and at the florists' club dinner.

The hotel table decoration staged at the flower show by A. T. Bunyard, 413 Madison avenue, for the Hotel Chatham, was greatly admired. It was composed of acacias and ranunculus and was a fine arrangement.

E. G. Hill, of Richmond, Ind., was a visitor at the flower show, March 16, and we are pleased to state that after his recent experience with physicians and surgeons, he is looking well.

J. S. Fenrich, 51 West 28th street, is receiving exceptionally fine Ophelia roses from the Duckman & Pierson range, Chatham, N. J., which bring record-breaking prices.

Herman Weiss, 130 West 28th street, is handling fine Stanley roses from the range of A. E. Jackson, West Summit, N. J., whose Stanleys took first prize at the flower show.

S. Masur, of 256 Fulton street, Brooklyn, advises us that he has had a busy season and is looking forward to a good Easter business.

W. A. Manda, of South Orange, N. J., well known in the trade, has been very ill, but is now much better.

John J. Coan, 115 West 28th street, is handling a fine stock of yellow daisies. A. F. F.

Westchester and Fairfield Society.

The monthly meeting was held in Hubbard's hall, Greenwich, Conn., March 8, with a fine attendance. President P. W. Popp in the chair. President Popp has received to date the sum of \$150 from representatives of different seed and nursery firms, to be used for monthly prizes. James Stuart read a letter from F. R. Newbold, treasurer of the New York Horticultural Society, thanking this society for its check of \$100 towards planting fruit trees in the devastated districts of France. Mr. Stuart read a very interesting essay on "Co-operation," which brought up a lot of discussion by the members. The judges, W. Morrow, W. Whitton and J. McAllister, made the following awards: Fine specimen cyclamen from James Stuart, first prize and cultural certificate; vase of mixed carnations, fine large blooms, from W. Graham, second prize and cultural certificate; primulas from Tom Atcheson, third prize. Collection of vegetables from Jas. Stuart, first prize; Robert Allan, second prize.

It was decided that we hold two flower shows this year, the summer show to be held in Mamaroneck, N. Y.,



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and the fall show in Greenwich, Conn. The dates will be announced later. There will be classes for sheaves of wheat, oats, rye, corn, home baking, such as war bread, oatmeal bread, potato bread, scones, jams, jellies, honey, and the best boiled potatoes with their jackets on. The members of this society will do all they can to increase the food production.

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" Killarney, Special.....	10.00@12.00
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Smilax.....	doz. strings. 1.25@ 2.00
Carnations.....	1.50@ 3.00
Carnations, Fancy.....	3.50@ 4.00
Violets.....	.25@ .50
Snapdragons.....	per doz. .75@ 2.00
Gardenias.....	per doz. .75@ 2.50
Narcissus, Yellow.....	2.00@ 3.00
Tulips.....	2.00@ 4.00
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Sweet Peas.....	1.00@ 2.50
Callas.....	per doz. 2.00@ 2.50
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Adams St.

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Columbus, O.

SOCIAL FUNCTIONS IMPROVE BUSINESS.

There has been some revival of social demand, despite the advanced stage of Lent, and this, together with store openings and funeral work, is making business good. All kinds of staple cut flowers are in ample supply, but no surplus of consequence has developed. Pot plants are scarce and limited to few varieties. The outlook for Easter in this respect is not good. Easter lilies will not be over one-half normal quantity, owing to unfavorable weather conditions. The standard selling price of the past year, 25 cents a bloom, has been advanced to 35 cents. There will be no azaleas, and very few rambler roses. They did not get started in time. Prospects are good for hydrangeas, tulips, hyacinths, primroses and jonquils. Uncertain shipments will make novelties scarce.

NOTES.

After an existence of 15 more years at High, near Broad street, Graff Brothers, florists, are forced to vacate through the leasing to other parties of the room in which they were one of the tenants. They are selling off their fixtures, and it is understood will retire from business. The activities of the firm have not included growing, but have been confined solely to the retail end of the trade.

Figures given out by the recreation director show that over 6,000 vacant lots in this city will be cultivated this year. A total of 1168 has been assigned and 1123 reserved by owners for garden purposes. Beginning Tuesday of this week, the remaining 4,000, or thereabouts, will be assigned.

The management of the Francis Willard Candy Shop, soon to open up in

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"We should all strictly adhere to the request of the United States Food Administration."

handsome new quarters in the Hayden building, on East Broad street, announces that part of the space is to be sublet to a florist, but are not ready to give the name of the proprietors.

Manager Jensen, of the Buck Greenhouse, Washington Court House, was

here last week, with a view to buying some of the fixtures of the Graff Brothers' store.

E. D. Ludwig, of the Ludwig store, is in Chicago this week, buying Easter stock.

J.



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Mention the American Florist when writing

Albany, N. Y.

Dankier
FLORIST

The Best Service



Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

New York.

Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Kansas City, Mo.

A. Newell
FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

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2953 Broadway, Opp. Columbia College

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LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones { 107 } Lenox
{ 420 }
{ 775 }

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Mention the American Florist when writing.

Denver, Colo.

**The Park
Floral Co.**

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Members of Florists' Telegraph Delivery.



QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.



Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

**NASHVILLE and
CHATTANOOGA**

MEMBER
Florists'
Telegraph
Delivery

Joy's

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE
FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

Los Angeles, Calif.

**Wolfskill Bros. and
Morris Goldenson**

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Little Rock, Ark.

PAUL M. PALEZ

FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

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Orders will be carefully
cared for by

HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.
Member of Florists' Telegraph Delivery.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCAUSLEN, Prop.

173 North Fourth Street

All Orders Promptly Executed.

Cleveland, O.

The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Friedman

...FLOWERS...

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery
in this section from the

LEADING FLORISTS OF THE NORTHWEST

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Omaha, Neb.

Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central
Pennsylvania.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers all New England Points

**KANSAS CITY,
MISSOURI.**

Rock's
FLOWERS

Members Florists' Telegraph Delivery Ass'n.

New York.

D. J. PAPPAS, Inc.

2751 Broadway, at 106th St.

The right place to buy.

FLOWERS OF QUALITY.

C. H. FREY Wholesale
and Retail
Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

C. Frauenfelder
FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing.

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN,
WISCONSIN

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.


GUDE BROS. CO.
FLORISTS
1214 F ST. NW
WASHINGTON D.C.

**WASHINGTON
D. C.**

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

St. Louis, Mo.

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Grimm & Gorly

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DES MOINES IOWA
ALFRED LOZIER ROSERY

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

LEIKENS,

Madison Ave. and 55th St.,
New York

Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

New York.

Gilbanks
Flowers of Quality

50 Broadway

Worcester, Mass.
Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffman, N. Y.

A. MEYER,

NEW YORK
1062 Madison Ave., near 80th St.
Phones, Lenox 2352-7019
Satisfaction Guaranteed.

Boston, Mass.

Penn
The Florist

"Penn, The Telegraph Florist"
Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great Northwest. Daily deliveries to Superior, Wis
Mention the American Florist when writing.

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing

San Antonio, Texas

Ave. G. at 8th St. EDWARD GREEN, Florist
Telegraph Orders a Specialty.

Mention the American Florist when writing.

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD
GREENHOUSES

Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.
Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist

WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

THE S. S. Nieuw Amsterdam, it is said, will sail for Europe soon.

SEED advertisements with prices must carry the name of the licensee.

NEW YORK seedsmen are reported refusing to sell at wholesale, retailing only.

CALIFORNIA seed growers now say they have had plenty of rain for the present.

THE taking over of Holland's ships may seriously affect Dutch bulb importations.

THE high temperatures in the middle west the past few days have greatly stimulated local as well as mail seed trade.

PARSNIP SEED is reported to have been sold in England in the trade at \$5 per pound, retailing at double that amount.

AT a farmer's auction in Wayne county, Mich., a few weeks ago, a two-bushel bag of shelled Red Blazed flint corn of 1916 crop sold for \$56, or \$28 per bushel.

ONION SETS in the Chicago district have greatly improved under the better weather conditions, the price for colors \$4.00, whites \$5.00 in lots of 10 to 20 bushels.

A. T. FERRELL, of A. T. Ferrell & Co., Saginaw, Mich., and family returned from Florida March 16. Mrs. Ferrell will undergo a minor operation at a Chicago hospital.

ROCHESTER, N. Y.—Charles M. Vick, of James Vick's Sons, delivered a very interesting address before the florists' club March 11, his timely topic being "The Seed Shortage of 1918."

GRASS SEEDS.—Prices for grass seed on the Chicago Board of Trade March 20 were as follows: Timothy, \$7.00 to \$8.25 per 100 pounds; clover, at Toledo, \$21.00 to \$28.00 per 100 pounds.

SAN FRANCISCO, CALIF.—Harry E. Hallawell, president of the Hallawell Seed Co., is suffering from a nervous breakdown, the result of overwork, but an early recovery is hoped for. Large shipments to Buenos Ayres and Valparaiso have been made by this firm recently.

THE government is reported to have purchased approximately 1,000,000 bushels of pinto beans, or the entire crop of the semi-arid farming regions of Arizona, Wyoming and Colorado. This bean is said to can well and the price to the consuming public will be 12½ to 14 cents per pound.

EXCESS PROFITS.—Some seedsmen are worried over the excess profits clause of the income tax schedule. A few firms constantly carry large stocks, which in certain dull years entail heavy expense and loss that are partially overcome by the good seasons. How are expenses and losses of previous years to be adjusted with last year's income and the excess profits tax?

New Jersey Seed Crops.

Edgar F. Hurff, Swedesboro, N. J., reports pepper and eggplant sowing has just commenced, and as tomato and vine seeds will not be planted before April 15-May 1, it is too early to make predictions for the 1918 yield. Labor is very scarce and indications are that under existing conditions it will be difficult to secure sufficient acreage to meet the requirements of the trade except under greater expense than ever before. Growers in New Jersey, Delaware and Maryland are holding to \$30 per ton for tomatoes. Squash and pumpkin will range from \$15 to \$18.

Seed corn that is dry and of good germination is very hard to secure.

California Rainfall.

A severe rainstorm which visited Los Angeles and vicinity March 10 resulted in a precipitation of 1.30 inches, bringing the total for the season to 10.76 inches, as compared with 14.53 inches last year. The total for the calendar year, 9.98 inches, is 3.02 inches in excess of normal for the period, which is 6.96 inches. Based on normal precipitation of 1.80 inches for March, 1.13 inches for April, .48 inch in May and .07 inch in June, the seasonable rains should end in a few weeks.

The record at other points, in inches, is as follows:

	Mar. 10	For Sea.	Lst Yr.
Ventura	1.70	15.47	19.04
San Jose	1.32	6.17	11.81
Lompoc55	15.35	21.11
Carpinteria ..	.98	15.05	22.05

Seed-Swapping Day.

Saturday, March 23, has been announced as "seed-swapping day" at Columbus, O., by a local philanthropic promoter of cheaper food schemes, Clark C. Doughty. On two recent Saturdays, with a corps of aids, he has stood on a prominent corner selling packages of seed corn and beans at practically cost. March 16 he disposed, in this way, of 10,000 packages, only one of a kind to a customer. On behalf of the swapping idea he says: "Thousands of bushels of valuable seed of all varieties are left each year, after planting season, which constitutes an enormous loss, in view of the crops that might be raised if this surplus seed was planted." He has wired President Wilson, suggesting his indorsement for the entire country of the Columbus plan, by setting aside a day when all farmers and gardeners of the nation may congregate at the county seats of their respective counties and swap, exchange and sell their excess seed. A similar message has been sent to Food Director Hoover. The idea has the indorsement of the Ohio food administrator. Last summer Mr. Doughty successfully inaugurated a so-called war-market, whereby farmers brought in their products to a common central point and sold direct to the consumer. It ran up until cold

weather. For the seed-swapping day, Manager Ramsey, of the 4,000-acre Hartman farm, south of the city, has promised to bring in 10,000 clumps of rhubarb roots, to be sold at five cents each, and 500 bushels of Early Ohio seed potatoes.

Bean Prices Steady.

In western New York bean sections, good medium whites, red kidneys and yellow eyes held at \$12.00 and white marrows at \$13.00 per 100 pounds, bulk from wagons, trackside. Carlots, Michigan navys, sold \$13.35@13.70 f. o. b. Grand Rapids. Colorado Pintos held at \$13.50@13.75 f. o. b. San Francisco, and pinks at \$8.40@8.50. Large distributing markets reported sales to jobbers at \$13.75@14.00 per 100 pounds, sacked, for Michigan and New York whites, \$14.00@14.25 for California small whites, \$14.00@15.00 for limas and \$9.25@10.25 for Pintos.—Market News, March 14.

Nebraska Seed Crops.

The outlook for seed for the 1918 crop of sweet, flint and dent corn is not encouraging, there being an acute shortage of stocks that will necessitate a smaller acreage than usual of many varieties, seed of some kinds being lost entirely.

The acreage of vine seeds depends largely upon the action of the sugar beet factories in meeting the demand of the growers, who are asking \$10 per ton this year. If this is met, the acreage of vine seeds will be smaller than usual. If the advance in prices is not acceded to, there will be a good acreage of cucumber and muskmelon grown. It is going to be hard to get the necessary acreage for pumpkin and squash on account of the extra hazard connected with growing and harvesting, washing and drying, which require unusual care and attention, and help is very scarce. We have arranged to cover our watermelon requirements in fairly good shape; in fact, may have surplus stocks of some varieties if crops turn out well.

The wholesale seed growers are offering farmers higher prices for the crops to be grown this year than they charged the seed trade for the same items last season, and still the farmer growers are standing back indifferent to the country's needs. W. E.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

JUST ARRIVED In an Atlantic port and soon ready for delivery the following FLOWER SEEDS

Shasta Daisy.
Zinnia elegans fl. pl., sep. colors and mixed.
Double Morning Glory.
Arundo Donax, fol var.
Nicotiana sylvestris.
Aster Elegance, single, separate colors.
Salvia Splendens Bonfire.
Rose Dwarf Polyanthos.
Bird of Paradise.
Celosia cristata, tall, mixed.

Arundo Donax.
Petunia Hyb., mixed.
Zinnia robusta grdf. plenissima, mixed.
Pennisetum Longistylum.
" Ruppelianum.
Ageratum, Blue Perfection.
" Little Blue Star.
" Mexicanum. Little Dorritt.
Dracaena Indivisa.
Portulaca, single, mixed.

For prices see our "Green List."

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

Lily of the Valley

Best Holland Grown — From Cold Storage

\$25.00.....per 1000
13.00.....per 500
3.00.....per 100

ORDER NOW

H. N. BRUNS

3040 W. Madison St., Chicago, Ill.
Phone, Kedzie 1196

WANTED SAGE PLANTS

Mail sample and prices to

HENRY FIELD SEED CO.
SHENANDOAH, IOWA

Seed Exchange Proposed in England.

It is, of course, well known to the whole seed trade that there are shortages in a number of directions this season, and that these shortages may cause considerable inconvenience before the season is over. One or two leading firms in the trade have suggested that a kind of seed exchange should be set on foot, so that if the wholesale supplies run out of any articles, the retailers may mutually assist each other as long as stocks hold out. It may, of course, quite easily happen that one seedsman may run out of runner beans and have a surplus of some other sort which he would be glad to exchange; and it is suggested that this should be done, on an agreed basis, say, perhaps, half retail catalogue price on both sides. A system of this kind would not only be an advance in co-operation, but by preventing extreme shortage may avert danger from another quarter. The ruling powers have had their eye on the seed trade for several years, and there is a very grave danger that if any serious shortage occurs, the government will step in and put the trade under state control.—Horticultural Advertiser.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

WESTERN SEED & IRRIGATION CO

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, - - - NEBRASKA.

Mention the American Florist when writing.

Growers and Specialists Beans, Peas and Sweet Corn

Write us now for contract prices for
CROP OF 1918

Sioux City Seed Co.

SIoux CITY, IOWA
Branch Office: Millington, Mich.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale
Farm.

Bristol, Pa.

Mention the American Florist when writing.

Import Specialties

Write for import prices upon
DRACAENA CANES.
JAPANESE LILY BULBS.
KENTIA and other palm seeds.
PAPER WHITES and **ROMANS.**
DRIED ADIANTUM FRONDS.
JAP BAMBOO STAKES.
KENTIAS, for growing on.
FERNS IN FLATS.
NURSERY STOCK, from all sources.
AUSIRALIAN GRASS SEEDS.

Correspondence invited.

McHUTCHISON & CO.

The Import House
 95 Chambers Street, NEW YORK

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
 Growing Crops Given Personal Attention.

THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
 Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

THE G. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF
 HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
 CHICAGO, ILL.

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
 231-235 W. Madison St., Chicago, Ill.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
 Philadelphia, - Pa.

Arthur T. Boddington Co., Inc.

SEEDSMEN

128 Chambers St., New York

Roses, Rhododendrons, Boxwood

Spring importation of Holland stock now ready:

Baby Rambler Roses, two year field grown. We have regraded these and are shipping out as No. 1 grade only such plants as you should have for pot plant and best retail sales. Per 100 \$20.00

Baby Rambler, (Mme Norbert Levavasseur) Crimson.....

Baby Tausendschon, pink; **Baby Dorothy**, deep pink; **Ellen Poulsen**, light pink; **Erna Teschendorf**, dark red; **Greta Kluis**, deep rose;

Jessie, bright rose; **Mrs. Cutbush**, light pink; **Orleans**, bright rose; **Triumph de Orleans**, bright red..... 18.00

Baby Ramblers, same varieties as above, in medium or No. 1½ grade, a little lighter plants, suitable for smaller pots, or outside planting..... \$130.00 per 1,000 14.00

Hybrid Tea Roses, two year field grown; **Arthur R. Goodwin**, **Bessie Brown**, **Betty**, **Edw. Mawley**, **Farbenkonigen**, **Gen. McArthur**, **Grus An Teplitz**, **Kaiserin Augusta Victoria**, **Killarney**, **Lady Ashtown**, **Lady Alice Stanley**, **Lady Hillingdon**, **La France**, **Mad. A. Chatenay**, **Mad. Caroline Testout**, **Mad. Leon Pain**, **Mad. Ravary**, **Mrs. A. Ward**, **Prince of Bulgaria**, **Johnker Mock**..... 20.00

RHODODENDRONS.

Fresh, clean looking stock in best possible condition, 18 to 24 inches high, 8 to 12 buds, at..... 85.00

24 to 30 inches high, 12 to 16 buds, at..... 115.00

Hardy Hybrids in all colors, only such sorts as are hardy in America.

BOXWOOD.

Ball shaped bush and pyramidal forms; bright foliage and up to grade, all balled and burlaped.

Bush Shape— Per 100 **Pyramid—** Each

12 inches high..... \$30.00 30 inches high..... 1.65

15 inches high..... 50.00 36 inches high..... 2.00

18 inches high..... 75.00 42 inches high..... 2.25

24 inches high..... each 1.25 48 inches high..... 3.25

Globe or Ball— Each 4.00

12 by 12 inches through... 1.75

15 by 15 inches through... 2.25

18 by 18 inches through... 3.75

Kalmia Latifolia— Each B & B

18 to 24 inches..... \$1.00

24 to 30 inches, heavy bushy..... 1.50

Acuba Punctata— 24 inches..... 1.00

The Storrs & Harrison Co., Painesville, Ohio

HOLLAND BULBS AND PLANTS

GERRIT SEGERS, Tromp's Nurseries, Lisse, Holland

"None But The Best." Correspondence until May next may be addressed to my representative:

G. OVERDUIN, care of Maltus & Ware, 14 Stone Street, NEW YORK CITY

CARNATIONS

Rooted cuttings, strong clean stock, \$25.00 per 1000. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon, Windsor.

JAMES VICK'S SONS

ROCHESTER, - NEW YORK

Mention the American Florist when writing

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,
 PEDRICKTOWN, N. J.

Mention the American Florist when writing

Before Placing Orders for

SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
 Contract Seed Growers
 LOS ANGELES, CALIFORNIA

Mention the American Florist when writing

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
 FLOWER and GARDEN SEEDS

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.
 TOMATO, Pepper, Egg Plant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn, on Contract.
 CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Henry Fish Seed Co.

Bean Growers for the
 Wholesale Seed Trade
 CARPINTERIA, CALIF.

Sweet Peas

SPENCER VARIETIES

	Oz.	¼ lb.	Lb.
Blue Picotee. White, edged violet.....	\$0.20	\$0.65	\$2.00
Countess Spencer. The original giant flowered Spencer, with finest waved standard and wings clear pink, deepening somewhat towards the edge but almost self colored.....	.15	.55	2.00
Dainty. White ground, with beautiful picotee edge of rose pink, splendid form.....	.20	.60	2.40
Dobbie's Lavender.....	.20	.60	2.40
Elfrida Pearson. Large pale pink flower, the buds and young flowers having a distinct tint of buff....	.20	.65	2.80
Florence Nightingale. A very large, finely waved bluish lavender.....	.20	.55	2.20
Helen Lewis. Blooms large orange salmon with pink, especially bright orange standard.....	.15	.50	2.00
Hercules. A pale rosy pink flower of giant size; this is really a giant type of the Countess Spencer.....	.20	.70	2.80
King White. Produces gigantic flowers absolutely pure white. The standard is of finest form, decidedly frilled and waved, and terminates beautifully at the throat. Wings large, waved and gracefully cover the keel.....	.20	.65	2.60

	Oz.	¼ lb.	Lb.
King Edward VII. The best pure red Spencer, very large, with especially immense wings.....	\$0.15	\$0.50	\$2.00
Margaret Madison. A beautiful self-colored azure blue.....	.20	.60	2.40
Masterpiece. Lavender. Slightly flushed rose on standard.....	.30	1.00	3.80
Mrs. Cuthbertson. Standard rose pink, wings nearly white; improvement on Blanche Ferry.....	.20	.60	2.40
Mrs. Routzahn. Buff or apricot ground flushed and suffused with delicate pink.....	.15	.50	2.00
Rosabelle. A very fine large rose-colored flower, giant size and a strong grower, producing abundance of sprays of four.....	.20	.65	2.60
Royal Purple. Rich purple.....	.30	1.00	4.00

VAUGHAN'S FLORIST'S MIXTURE OF SPENCER VARIETIES.
In offering this mixture we are giving our customers the cream of the commercial varieties, and are confident it will please those who desire a mixture of the self-colored ruffled sorts with the light shades predominating.....

10 Per Cent discount, on orders of \$2.00 or over, when cash accompanies order.

If you have not received a copy of our Florist Catalog please write for it.

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Vaughan's Seed Store,

NEW YORK

Easter Stock

LILIES

Ready to ship now—just right for Easter:
2 to 6 buds at 15c per bud.

EASTER GREETING PELARGONIUMS
Fine big plants—4-in. \$25.00; 5-in. \$50.00; 6-in. \$75.00 and \$100.00.

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We have had nice ones, none better than this lot—4-in. \$15; 5-in. \$25; 6-in. \$50.

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Chinensis, Malacoides and Obconicas—4-in., fine, \$12.50.

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Luminosa and Chatelaine—4-in. \$15; 5-in. \$25; 2½-in. \$3.50 and \$5; 3-in. \$7.50 and \$10.

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4-in. Hyacinths, \$10 and \$15; 5-in. \$25 and \$35.

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5-in. \$25; 6-in. \$35; 7-in. \$50; 8-in. \$75. Packing at cost.

FERNS

Bostons and Whitmanii—4-in. \$15 and \$20; 5-in. \$25 and \$35; 6-in. \$40 and \$50.
Ask for Soft Wooded List.

GEO. A. KUHL,

Wholesale Grower, PEKIN, ILL.

DAISIES

Our Stock Has Been Carefully Selected.

Per 100
Mrs. F. Sander, 2-in. \$2.00
Boston Yellow, 2-in. 2.00
Alyssum, Giant Double, 2-in. 2.00
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Vinca Variegata, 2-in. 1.75
ELMER RAWLINGS, Allegany, N. Y.

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Cineraria, prize strains mixed, tall and semi-dwarf.

Alyssum: Little Gem.

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Delphinium Newport Rose, finest Pink Larkspur, at 80c per oz.; \$2.25 per ¼ lb.

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Mention the American Florist when writing

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

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Wholesale Price List for Florists
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CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

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Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed

100 seeds, 50c; 1000 seeds, \$3.50;

5000 seeds, \$15.50;

10,000 seeds, \$30.00;

25,000 seeds, \$72.50.

Also all other reasonable Seeds, Bulbs

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WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,

Cosmos, Mignonette, Verbenas in variety.

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GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

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GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

THE Texas Bermuda onion crop this spring is estimated at 10,000 cars as compared with 6,000 cars last year.

ONIONS, according to the Ohio Market News, were offered liberally at shipping points during the period ending March 14, with prices low and light demand.

FLORIDA celery shipments to the north have increased but the demand is light. Florida Golden is quoted at 70 cents to \$1 in 10-inch crates; 70 cents to \$1.40 in 12-inch, f. o. b.

CABBAGE in northern shipping sections has steadied a little after recent heavy declines, but the market is still rather weak, although many holders are refusing to sell at prevailing prices.

UNDER the title, "The Farm Garden of the North," the United States department of agriculture has issued for free distribution, Farmers' Bulletin 937, particularly for use in northern and western states. Another Farmers' Bulletin available for distribution is No. 856, "Control of Diseases and Insect Enemies of the Home Vegetable Garden."

Potato Bread Success.

The state penitentiary, at Salem, Ore., has for some time been using one-third potatoes in the manufacture of bread served to prisoners, the percentage being much greater than generally used in the making of bread with potato flour. The product is said to be excellent, wholesome and well liked.

Prices of Indoor Fruits and Vegetables.

Chicago, March 18. — Mushrooms, home-grown, No. 1, 20 to 25 cents per carton; lettuce, box, 17½ to 20 cents; radishes, 35 to 60 cents per dozen bunches; celery \$1.00 to \$1.50 per box; tomatoes, per 6 baskets, \$4.00 to \$5.50; cucumbers, per box, \$2.75 to \$4.00.

New York, March 18.—Celery, per crate, 50 cents to \$1.75; cucumbers, \$1.00 to \$1.50 per dozen; mushrooms, 60 cents to \$2.20 per 4-pound basket; tomatoes, per pound, 12 to 35 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$2.00 to \$4.00.

Carlot Shipments of Vegetables and Fruits.

Carlot shipments of vegetables and fruits reported by railroads to the United States department of agriculture for the season to March 12 were as follows: New cabbage, 1,456; old cabbage, 16,041; lettuce, 5,672; celery, 6,336; onions, 12,993; tomatoes, 41; sweet potatoes, 9,492; white potatoes, 130,615; apples, 54,203; grapefruit, 1,386; oranges, 6,609; strawberries, 39.

Tomatoes Under Glass.

Tomatoes under glass are constantly gaining friends. It is a crop that appeals not only to the vegetable grower, but also to the florist. Carnations after Easter, if not promising, can be replaced with tomatoes, also any empty benches can be utilized. What is needed is good head room, good light, and a fair temperature. At this time of year, anything above 50° will do, as the increasing sun-power will soon correct any deficiency in temperature. Of course, 60° is best, but if not obtainable, no harm is done, only less progress will be made. As to soil, tomatoes are not exacting; what is needed is an ample supply of manure, balanced by the addition of bone-meal. This is especially true on benches, where only four or five inches of soil is carried. Unless thoroughly fed on benches, the fruit will be small and the crop unprofitable. Such varieties as Bonny Best, should be spaced near to 24 inches each way; less than that is not desirable. In regard to support, it is generally best to give each plant a stake. Strings are often used and do well if the ends of the houses are braced. Unless this is done, the enormous strain of the wires pulling may strain the houses. A good crop of tomatoes is a heavy load and calculations should be made on time.

In growing tomatoes, we have always followed two plans of watering—a restricted supply during the earlier growth to get strong root-action and sturdy growth, and an ample supply during the fruiting period; when the fruit is swelling a great deal of water is needed, more so than is generally given; and against the dread disease of dryrotting. Water is the remedy. When the plants make rapid growth, suckering needs prompt attention, as the energy of the plant must be directed into proper channels and not wasted by cutting away heavy branches. The restricted moisture during the early growth also tends to production of pollen, thus insuring early fruit bearing. The grower must bear in mind there is some difference between raising fruit and raising foliage only. The ideal should be to develop the proper amount of foliage and then translate this foliage to fruit. It can be done. Unless we get the leaf area first we cannot produce the fruit afterward. But the practice of encouraging the foliage too much is wrong, as finally the fruit must be our aim. Lastly, do not syringe the foliage; water the roots, and keep the house dry. What is needed is an imitation of good, dry, summer weather.

MARKETMAN.

War Garden Results.

Figures on 1917 war gardens have been compiled by the national emergency food garden commission and show not only remarkable results for this year, but give the greatest encouragement for next year's war gar-

dens, according to the Weekly Bulletin of the United States food administration. The nation-wide survey located nearly 3,000,000 gardens, aggregating 1,150,000 acres of city and town land under cultivation. As these gardens were tilled intensively, and the products had relatively high value, being figured in terms of retail prices which would have otherwise been paid for food purchased elsewhere, it is estimated that their yield was valued at \$350,000,000, or \$17.50 per family. The glass-jar manufacturers sold about 119,000,000 canning jars this year, and a survey of the household canning in 20 typical towns throughout the country showed that housewives used but one new jar to over 3¼ old jars already on hand. On this basis the housewives of the country put up nearly 500,000,000 quart jars of vegetables and fruits, which is believed to be three times as much as was ever packed before. Besides actual results, there was a return in experience which will be valuable next year, for Charles Lathrop Pack, president of the commission, says that even if 25 per cent of the war gardens failed this year it is reasonable to suppose that not more than 10 per cent will fail next year, because experience has taught them how to grow and pack garden stuff.

Wild Onion Pest.

The wild onion is a common pest which may cause serious loss to both wheat growers and dairymen. If the weed gains a foothold in the grain fields the bulblets on the top of the onion stems are difficult to separate from the wheat grains, and when harvested will contaminate the flour and gum the mill rollers. In the case of the dairyman, the loss is due to the disagreeable flavor in milk from cows that have eaten the weed. Experiments conducted at one of the government experimental farms, however, indicate that if a period of four hours elapses between eating the wild onions and milking time, the onion flavor is practically imperceptible. Detailed information regarding the eradication of the wild onion or garlic from fields may be found in Farmers' Bulletins 608 and 610 of the United States department of agriculture.

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Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier.
From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

DREER'S GRAND NEW CANNAS FOR 1918

Ten truly marvelous acquisitions, introducing new tones of color and showing the highest development in form and habit.

Carmine Beauty. Deep bright carmine flowers, freely produced high above the heavy dark-green foliage which has a narrow red margin. The flowers, while not as large as those of Olympic, are of a much brighter and more pleasing tone. $4\frac{1}{2}$ ft. 75 cts. each; \$7.50 per doz.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety with its erect stems always topped with clusters of cheerful color held high above the foliage. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Cloth of Gold. A very attractive dwarf, compact, growing, free-flowering golden yellow. 3 ft. 40 cts. each; \$4.00 per doz.

Dazzler. Time and again the past season the dark green foliage of this variety has been hidden beneath the mass of clusters of deep fire-red flowers. The intensity of coloring and freedom of blooming coupled with compact habit, make this variety the peer of the best for bedding purposes. $3\frac{1}{2}$ ft. 35 cts. each; \$3.50 per doz.

Golden Eagle. A wonderfully intense golden-yellow. Very free upright grower. The large flowers are produced in great clusters well above the foliage. $4\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Harmony. Great clusters of good-sized, well-formed Geranium-red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. Altogether a dignified harmonious combination. $3\frac{1}{2}$ ft. 50 cts. each; \$5.00 per doz.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 50 cts. each; \$5.00 per doz.

Salmon Queen. An entirely new color in Cannas. Rosy salmon-scarlet, blending to a rosy-carmine toward the center. The large substantial flowers are freely produced in great clusters high above heavy green foliage. Very effective in bedding. 5 ft. 40 cts. each; \$4.00 per doz.

Sensation. To get a sensational color-tone in a pink Canna is particularly noteworthy. Our first impulse was to call it "La France" because the color called to mind the La France Rose but the tone is even cleaner and purer; it being a lovely pale-rose. The foliage is a beautiful glaucous-green; the plant dwarf and compact. One of the most noteworthy additions to Cannas in recent years. 3 ft. 75 cts. each.

One each of the above Ten Novelties for \$4.00.

New Cannas From Other Sources

We offer here eight new varieties, which after several years' trial have proven themselves worthy of our commendation.

Cleopatra. A striking beauty. Wonderful deep carmine-crimson flowers surmounting the dark glaucous-bronze foliage. This variety stands out strongly in effectiveness. 4 ft. 50 cts. each; \$5 per doz.

Dragon. An incessant bloomer, continuing to produce new stalks of flowers until cut down by frost. Dark ox-blood red. 3 ft. 15 cts. each; \$1.50 per doz.

Flag of Truce. A large flowered creamy-white, with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka but quite distinct and valuable. 4 ft. 35 cts. each; \$3.50 per doz.

Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine. $4\frac{1}{2}$ ft. 15 cts. each; \$1.50 per doz.

Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stand more erect and the plant grows taller. 5 ft. 30 cts. each; \$3.00 per doz.

One each of the Eight Varieties for \$2.00.

HENRY A. DREER,

714 and 716 Chestnut Street,
PHILADELPHIA, PA.

The Above Prices Are Intended for the Trade Only.



TYPE OF NEWER CANNAS.

Superb. This variety is unique in color and truly superb; having large, clean bright orange-scarlet blossoms of good substance, produced on strong stalks with glaucous-bronzy foliage giving a most pleasing effect. 5 ft. 40 cts. each; \$4.00 per doz.

Pocahontas. (Bronze-leaved Olympic.) Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze; one of the best recent introductions. 4 ft. 30 cts. each; \$3 per doz.

San Diego. Chinese-orange or Persian-yellow. The crimped petals are remarkable for substance which enables them to withstand the hot summer sun without wilting. Another charm lies in the dark bronze color of the buds which harmonize with the rich bronze foliage. 4 ft. 15 cts. each; \$1.50 per doz.

Varouna. We have tried this variety for several years and at all times the bright orange-scarlet flowers, combined with the good bronze foliage, has won our admiration. A free luxuriant grower, producing its flowers well above the plant. $4\frac{1}{2}$ ft. 25 cts. each; \$2.50 per doz.

"Home Vegetable Gardening from A to Z."

The above is the title of a new book of interest to those interested in home vegetable gardens, many of whom have never before used a spade, rake or hoe. The endeavor is to make the information contained in its 300 pages a re-

liable guide for gardeners in all sections, and wherever practicable definite information is given as to time of maturity of different crops, their adaptability to different soils and localities and their general behavior under normal conditions, furnishing valuable information to the experienced

gardener as well as the new beginner. "Which sorts and why" is also well covered. The book is handsomely bound in cloth and contains more than 200 photographic reproductions and 32 four-color illustrations. It can be had at THE AMERICAN FLORIST office; price, \$1.25 net.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

VISITED MIAMI, FLA.: F. G. Nelson, of Swain, Nelson & Sons Co., Chicago, accompanied by Mrs. Nelson, returning from a month's sojourn in Cuba.

CALIFORNIA is planning to supply northern France with 1,500,000 prune trees, which are expected to convert 15,000 acres into bearing orchards in two years.

CHICAGO.—W. A. Peterson, of the Peterson Nursery, was one of the reception committee who welcomed Evangelist "Billy" Sunday on his arrival in this city.

THE common council of Los Angeles, Calif., proposes to furnish the park department with \$2,000.00 to buy garden seeds for distribution through the National Council of Defense.

SANDUSKY, O.—Park Superintendent Roth says the fine specimen of *Cycas revoluta* at the city conservatories is now in bloom and attracts a great deal of public interest. The plant is said to be 35 years old.

Speidel, Milwaukee Forester.

Otto Speidel, of Oconomowoc, Wis., was appointed forester for Milwaukee, Wis., by the park board of that city, March 11. He will assume his new duties April 1 at a salary of \$2,700 per year. The new forester was born in New York and educated in that city. He has also studied in Europe and received practical training and experience in London, Paris, Brussels and Stuttgart and also with leading nursery specialists in Switzerland. During the Paris exposition in 1889, he represented L' Paillet & Sons, and during the World's Fair in 1893, Gallagher & Co., the well-known Chicago florists of that time. During the last few years he has been engaged in laying out and supervising private estates, among them those of P. A. Valentine and Philip D. Armour in both Oconomowoc and Lake Forest, Ill. His experience extends over 30 years. E. O.

Early Magnolias.

The flower-buds of the Japanese *Magnolia stellata* have been nearly all killed in the arboretum. This should not, however, discredit this beautiful shrub, for the plants here are in low ground and in a particularly trying position, and in other Massachusetts gardens plants of this magnolia have not been injured and are now in full bloom. The flower-buds of the other early-flowering Japanese species, *Magnolia kobus* and its variety *borealis*, have not been injured and are now just opening. As flowering plants they are the least desirable here of the magnolias which bloom before the leaves appear, for the flowers are not large and only exceptionally are produced in large numbers.—Arnold Arboretum Bulletin, April 30, 1917.

Rochester, N. Y.

IMPROVEMENT IN TRANSIENT TRADE HELPS

Business toned up somewhat during the past week, and there was a little more activity in transient trade. The market is quite well supplied with roses, carnations, daffodils, narcissi and calla lilies. Tulips are being held back for Easter, as are large quantities of bulbous stock. *Narcissus poeticus*, *myosotis*, yellow marguerites, cornflowers, calendulas, sweet peas and mignonette are all plentiful, and the demand for all spring novelties is strong. Azaleas, spiræas, cinerarias, deutzias and cyclamens will be plentiful for Easter. Cyclamens are small of flower and not very good in quality. Asparagus, while arriving from the south in large quantities, is still short of the demand.

NOTES.

Henry P. Neun is growing excellent *Primula obconica*. At his store, the windows are attractive with baskets of wallflowers and pussy willows.

Salter Bros. are preparing for the Easter rush with baskets of all colors, sizes and designs of birch bark. Geo. Cramer is the artist.

David Scott, of Corfu, is sending to this market excellent long-stemmed sweet peas, yellow marguerites and giant mignonette.

CHESTER.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing.

Nursery Bargains

Hard or Sugar Maples, 2 to 2½ in. diameter, \$185.00 per 100; 2½ to 3 in. diameter, \$285.00 per 100.

Norway Maples, 3 to 3½ in. diameter... \$290.00
American Elms, 2½ to 3 in. diameter... 180.00
American Lindens, 2 to 2½ in. diameter... 150.00

The above prices are for first-class stock with heavy tops and include same dug at the nursery.

OTTO N. STEIN

713 First National Bank Bldg., CHICAGO

Mention the American Florist when writing.



JUST ARRIVED. Imported VALLEY CLUMPS, Per 100, \$25.00.

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

DAHLIA ROOTS

Whole field clumps, \$5.00
per doz. to \$1.00 each.

Order now for spring delivery.

R. VINCENT JR. & SONS CO.

WHITE MARSH, MD.

SEND FOR LIST

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists

Largest Growers in America

Box 404, DUNDEE, ILL.

2¼ and
4-inch
Pot-grown.

ROSES

Hardy
Climbing
Field-grown

Spring Price List, 400 best new and standard sorts, on own roots, from summer propagation.

THE LEEDLE FLORAL COMPANY
SPRINGFIELD-OHIO

THE WORLD'S BEST

DAHLIAS

Best new and standard varieties, strong well ripened field-grown roots, at right prices. Send for special wholesale list. We can make prompt shipments, or will reserve for spring delivery if desired.

SPRING LAKE DAHLIA FARM

P. O. Box 332,

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For the Best New and Standard

DAHLIAS

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PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown Junc., N. J.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.

EUREKA, CALIFORNIA.

SPIRAEA CLUMPS

We offer these best forcing varieties for immediate potting. We can make prompt shipments from New York or Chicago.

	Per 100
America, pink,	\$13.00
Gladstone, best white,	13.00
Queen Alexandra, pink,	14.00
Philadelphia, lavender,	15.00
Avalanche, white,	13.50

Above prices f. o. b. Chicago.

At New York \$1.00 per 100 less.

GLADIOLUS, The Bride

Splendid early forcing white,
Per 1000, \$6.50; 2000 for \$12.00.

HILL'S EVERGREENS

And Other Choice Nursery Stock

SINCE 1855



D. Hill, the Evergreen Specialist.—Since the days when I used to dig and pack every order myself my business has grown, but my policy remains the same—"Give every customer complete satisfaction."

HILL'S EVERGREENS

Abies Balsamea (Balsam Fir)			
10-12 in.	\$ 1.40	\$ 9.00	\$.....
12-18 in.	1.70	12.00
Abies Tsuga Canadensis (Hemlock)			
6-10 in.	\$ 1.30	\$ 8.00	\$.....
10-12 in.	1.60	12.00
3-4 ft. B&B	20.00	
Abies Concolor (Silver Fir)			
4-8 in.	\$ 1.00	\$ 2.00	\$12.00
10-12 in.	1.50	10.00
2-3 ft. B&B	12.50	
Abies Douglasi (Colo. Douglas Fir)			
4-8 in.	\$ 1.00	\$ 2.00	\$12.00
12-18 in.	1.70	12.00
18-24 in.	2.50	20.00
3-4 ft. B&B	15.00	
Juniperus Communis (English Jun.)			
3-6 in.	\$ 1.00	\$ 2.50	\$15.00
6-10 in.	2.00	15.00
Juniperus Hibernica (Irish Jun.)			
6-8 in.	\$ 1.00	\$ 3.50	\$30.00
Juniperus Virginiana (Red Cedar)			
2-4 in. Seedlings	\$ 1.00	\$ 1.50	\$ 9.00
6-12 in.	1.40	9.00	80.00
12-18 in.	2.30	18.00
Picea Alba (White Spruce)			
4-8 in. Seedlings	\$ 1.00	\$ 1.85	\$14.00
12-18 in.	1.40	9.00
18-24 in.	1.70	12.00
Picea Canadensis (Black Hill Spruce)			
Excellent bushy type from Black Hills, S. D.			
6-10 in.	\$ 1.00	\$ 8.00	\$.....
10-12 in.	1.50	10.00
Picea Excelsa (Norway Spruce)			
4-8 in. Seedlings	\$ 1.00	\$ 1.75	\$ 9.00
6-10 in. Seedlings	2.00	12.00
12-18 in.	1.10	6.00
18-24 in.	1.50	10.00
Picea Pungens (Colorado Blue Spruce)			
3-6 in. Seedlings	\$ 1.00	\$ 2.50	\$15.00
6-10 in.	1.50	10.00
10-12 in.	2.50	20.00
12-18 in.	3.50	30.00

Pinus Austriaca (Austrian Pine)			
12-18 in.	\$ 2.00	\$11.00	\$.....
18-24 in.	2.50	16.00
Pinus Mugho (Dwarf Mountain Pine)			
6-10 in. Seedlings	\$ 1.00	\$ 2.25	\$15.00
8-10 in.	2.40	15.00
10-12 in. XX	3.00	20.00
12-18 in. XX	3.50	25.00
Pinus Resinosa (Red or Norway Pine)			
18-24 in.	\$ 2.50	\$16.00	\$.....
2-3 ft.	3.20	22.00
Pinus Sylvestris (Scotch Pine)			
6-12 in.	\$ 1.00	\$ 1.75	\$12.00
12-18 in.	1.70	8.00
18-24 in.	2.10	12.00
Retinospora Plumosa			
6-8 in.	\$ 1.00	\$ 3.50	\$.....
Sequoia Gigantea			
1-3 in.	\$ 1.00	\$ 1.50	\$10.00
Taxus Canadensis (American Yew)			
6-12 in.	\$ 1.00	\$ 8.00	\$65.00
12-18 in.	12.00	
Taxus Baocata (English Yew)			
6-10 in.	\$ 1.00	\$ 7.50	\$65.00
Taxus Cuspidata (Japanese Yew)			
6-10 in.	\$ 1.00	\$ 1.50	\$10.00
10-12 in.	2.00	15.00
Thuya Biota Orientalis			
3-6 in. Seedlings	\$ 1.00	\$ 2.00	\$11.00
6-12 in. Seedlings	2.50	18.00
12-18 in.	1.70	12.00
18-24 in.	1.90	14.00
Thuya Occidentalis (American Arbor Vitae)			
4-8 in. Seedlings	\$ 1.00	\$ 2.00	\$12.00
6-10 in.	1.10	6.00	50.00
10-12 in.	1.60	8.00	70.00
12-18 in.	1.60	11.00
Thuya Compacta (Compact Arbor Vitae)			
6-8 in.	\$ 1.00	\$ 3.50	\$.....
Thuya Globosa (Globe Arbor Vitae)			
4-6 in.	\$ 1.00	\$ 4.00	\$.....
Thuya Pyramidalis (Pyramidal Arbor Vitae)			
4-6 in.	\$ 1.00	\$ 3.50	\$30.00
6-8 in.	3.75	35.00
Thuya Warreana Siberica			
4-6 in.	\$ 1.00	\$ 3.00	\$.....

Complete Wholesale Price List on Demand.

Deciduous Trees and Shrubs

Strong, clean, thrifty young plants, suitable for lining out.

Acer Saccharum (Hard Maple)			
12-24 in.	\$ 2.25	\$13.50	
2-3 ft.	3.00	20.00	
Crataegus Crus-Galli			
6-12 in.	\$ 2.00	\$14.00	
Crataegus Mollis			
6-12 in.	\$ 2.25	\$18.00	
Juglans Nigra (Black Walnut)			
12-18 in.	\$ 1.75	\$15.00	
Malus Coronarius (Wild Crab)			
6-12 in.	\$ 1.00	\$ 2.50	\$10.00
Ulmus Americana (American White Elm)			
12-24 in.	\$ 1.00	\$ 1.50	\$ 6.00
2-3 ft.	1.75	9.00
Berberis Thunbergi (Japanese Barberry)			
6-15 in.	\$ 1.00	\$ 1.50	\$ 9.00
12-24 in.	2.50	16.50
Forsythia Fortunei			
6-15 in.	\$ 2.00	\$16.50	
Forsythia Intermedia			
6-15 in.	\$ 2.00	\$16.00	
Ligustrum Amurense (Amoor River-North)			
6-12 in.	\$ 2.00	\$15.00	
12-18 in.	2.25	18.00
Ligustrum, Iibota (Ibota Privet)			
6-12 in.	\$ 1.00	\$ 1.25	\$10.00
Ionocera Morrowi			
8-15 in.	\$ 2.00	\$15.00	
Pachysandra Terminalis			
4-8 in.	\$ 2.50	\$20.00	
Rosa Setigera			
4-8 in.	\$ 1.75	\$15.00	
Rosa Multiflora			
6-12 in.	\$ 1.75	\$12.00	
Spiraea Van Houttei (Bridal Wreath)			
6-15 in.	\$ 1.00	\$ 1.75	\$15.00
Symphoricarpos Alba (Snowberry)			
6-15 in.	\$ 1.00	\$ 1.75	\$15.00
Syringa Vulgaris (Purple Lilac)			
6-15 in.	\$ 1.00	\$ 1.50	\$12.00

THE D. HILL NURSERY COMPANY, Inc.
EVERGREEN SPECIALISTS—LARGEST GROWERS IN AMERICA
Box 404 DUNDEE, ILLINOIS

JOSEPH HEACOCK CO., WYNCOTE, PA.

offers the following

Home Grown Palms

Well established, strong and healthy.



Areca Lutescens

	Height	Each
6-in. in pot, 3 plants in pot, 24 to 30-in.		\$1.00
6-in. in pot, 3 plants in pot, 30 to 36-in.		1.50

Kentia Belmoreana

	Leaves	Height	Each	Dozen
5-in. pot	6 to 7	18 in.	\$ 0.75	\$ 9.00
6-in. pot	6 to 7	22 to 24 in.	1.00	12.00
6-in. pot	6 to 7	26 to 28 in.	1.50	18.00
6-in. pot	6 to 7	28 to 30 in.	2.00	24.00
7-in. Cedar Tubs	6 to 7	34 to 36 in.	3.00	36.00
7-in. Cedar Tubs	6 to 7	38 to 40 in.	4.00	48.00
9-in. Cedar Tubs	6 to 7	48 to 54 in.	8.00	
9-in. Cedar Tubs	6 to 7	4½ to 5 ft.	10.00	

Kentia Forsteriana, Made-up

	Height	Each
7-in. Cedar Tubs	4 plants in tub	30 in. \$ 3.00
7 in. Cedar Tubs	4 plants in tub	36 to 40 in. 4.00
9-in Cedar Tubs	4 plants in tub	4 to 4½ ft. 8.00
11-in. Cedar Tubs	4 plants in tub	4½ ft. 10.00
11-in. Cedar Tubs	4 plants in tub	6 ft. 18.00

CIBOTIUM SCHIEDEI

(Heavy, well established) 9 in tubs, 4 to 5 feet.....each, \$5 00

For Easter Delivery

In Fine Shape. Price on application

Lilacs, Genistas, Hydrangeas, blue and pink,
 Erica cupressina, Erica persoluta alba,
 Erica persoluta rosea, Rhododendron Pink Pearl,
 Roses Tausendschon and Hiawatha, and Hyacinths,
 4, 4½ and 5-inch Pots

JULIUS ROEHRS COMPANY

Nurserymen, Plantsmen and Landscape Contractors,

RUTHERFORD, N. J.

**Fresh
Cut**

CANNAS

**Northern
Grown**

Dry roots—which will be divided fresh for your order; thus doing away with all chance of your getting dried-up, shriveled roots. Some of these varieties may be new to you, but they are better in many ways than corresponding older types.

SPECIAL LIST

All varieties have green leaves unless noted.

	Per 100
Alphonse Bouvier, 5-6 ft., Deep Cardinal.....	\$2.50
Black Prince, 5 ft., Crimson Scarlet overlaid Maroon.....	2.50
Burbank, 6 ft., Lemon Yellow, Spotted Throat.....	2.50
Crimson Bedder, 3-4 ft., Dazzling Crimson Scarlet.....	2.50
Duke of Marlborough, 5 ft., Rich Crimson-Maroon.....	2.50
Dwarf Florence Vaughan, 3 ft., Yellow Speckled Red.....	2.50
Eldorado, 3½ ft., Yellow, faintly Dotted Red.....	2.50
Firebird, 3-4 ft., Absolutely pure Scarlet; very large, free and attractive.....	7.50
Florence Vaughan, 4 ft., Speckled Yellow and Red.....	2.50
Goethe, 4½ ft., Bronzy Orange Yellow.....	5.00
Gold Bird, 4 ft., Massive Fluted Petals of Pure Gold; fit companion to Firebird.....	12.00
Golden Gate, 4 ft., Gold, rayed with Orange and Rose.....	5.00
Graf M. Tolstoi (bronze foliage), 4 ft., Mottled Crimson.....	5.00
Gustav Gumpfer, 3-4 ft., Rich Orange Yellow.....	2.50



	Per 100
Hungaria, 3¼ to 4 ft., Magnificent "Paul Neyron" Pink...	4.50
Indiana, 6 ft., Soft Orange suffused Rose and Gold.....	2.50
Julius Koch, 3 ft., Brilliant Blood-red.....	3.00
Kate F. Deemer, 5 ft., Yellow Bleaching White, Red Throat	3.00
Long Branch, 5 ft., Glorified "Queen Charlotte".....	3.00
Louisiana, 6 ft., Darkest Red Orchid-Flowered Canna.....	2.50
Mascagni, 4 ft., Brilliant Orange Scarlet.....	5.00
Meteor, 4 ft., Immense Heads, Brilliant Crimson.....	3.00
Mrs. Kate Gray, 6 ft., Deep Orange, shaded Carmine.....	2.50
Orange Bedder, 4 ft., "Tango Tints".....	3.00
Panama, 3 ft., Butterfly effect Cream, Yellow and Red.....	3.00
Papa Nardy, 4 ft., Lively Carmine-Rose.....	3.00
Prince Wied, 4 ft., Deep Crimson, a fine bedder.....	2.50
Rheinstein, 3 ft., Large Heads, Bright Carmine.....	5.00
Richard Wallace, 5 ft., Best Canary Yellow.....	2.50
Venus, 4 ft., Beautifully Mottled Rose, Cream and White.....	3.00
Wintzer's Colossal, 5 ft., Mammoth Orchid Flowered, Crimson.....	6.00
Wyoming (Purplish Bronze Leaves), 7 ft., Orange Flaked Rose.....	3.00
Yellow King Humbert, 4-4½ ft., Bright Green Leaves, Rich Yellow Flowers, Spotted Red. A grand novelty.....	7.00

THE STORRS & HARRISON CO., PAINESVILLE, OHIO

Totty's 'Mums

FOR fifteen years this slogan has been "Over the Top," of our ads and means that as usual, Totty's 'Mums, will be in the first line of "trenches" as regards quality and condition.

We have several hundred thousand plants in all the Standard varieties, ready for immediate delivery and our stock was never cleaner or in better shape.

Two fine Commercial Novelties are:

BRONZE UNAKA

The bronze sport of Unaka, the earliest and best bronze,

YELLOW SMITH'S ADVANCE

Don't forget Connie Dick (The Yellow Doty), the finest Pompon we ever distributed

Price: 2¼-inch pots, \$150.00 per 1000.

Early sorts always make money for the grower and you will make no mistake with these varieties.

All the best Novelties of course, in Large, Single and Hardy Types.

All the Standards ready and in splendid condition. Wm. Turner, Early Frost, Marigold, Chrysolora and 100 other varieties

Stock Right! Prices Right! All Right!

CHARLES H. TOTTY COMPANY, Madison, New Jersey

ROSES

Own Root—3 inch

READY NOW

We never in our history had such fine own root stock ready at this season:

Ophelia Baby Doll
Sunburst Cecile
Primrose Brunner
Collette Martinette

\$100.00 per 1000

Rooted Carnation Cuttings

	Per 100	Per 1000
Thenanthos.....	\$2.00	\$18.00
Beacon.....	2.50	20.00
Alice, (Light Pink).....	2.00	18.00
Herald.....	2.00	15.00

ROSE PLANTS, 2 1/2 in. Pots

	Per 100	Per 1000
Ophelia.....	\$5.00	\$45.00
Champ Welland.....	5.00	45.00
Sunburst.....	5.00	45.00
Pink Killarney and My Maryland... 5.00		45.00

	Per 100	Per 1000
Ward.....	\$2.00	\$15.00
White Enchantress.....	2.50	20.00
Rose Pink Enchantress.....	2.50	20.00

BENCH PLANTS

	Per 100	Per 1000
Maryland.....	\$6.00	\$60.00
Ophelia.....	6.00	50.00
Milady.....	6.00	50.00

PETER REINBERG

WHOLESALE FLORIST

2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

CHICAGO, ILL.

CHRYSANTHEMUMS

Elmer D. Smith & Co., Adrian, Mich.

SEE CLASSIFIED ADVERTISEMENT.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

"Horticultural Advertiser"

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, \$1.00.

As the H. A. is a purely TRADE medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."

LOWDHAM, NOTTS, ENGLAND.

Mention the American Florist when writing

100,000 Geraniums

From 2 and 2 1/2-in. pots—Sand Rooted.

A. Ricard, Beauty Poitevine, S. A. Nutt, Buchner, Moutmore, Perkins, Viand, etc. \$2.75 per 100, \$25.00 per 1,000.

2 1/2-in. Marguerites, Fuchsias, Heliotropes, Lantanas, \$3.00 per 100, \$27.50 per 1,000.

3 and 4-in. Cyclamens, \$8.00 and \$20.00 per 100. Abundance of other stock.

Correspondence Solicited.

ALONZO J. BRYAN

WHOLESALE FLORIST

WASHINGTON, NEW JERSEY.

Mention the American Florist when writing

SEASONABLE STOCK

S. & H. Co.'s Quality, - - -

Ready for Immediate Delivery

ASPARAGUS PLUMOSUS—

2 1/4-inch—Surplus; grand stock for benching; \$2.50 per 100; \$20.00 per 1000.

Fern Dish grade, dwarf and full; \$3.50 per 100; \$30.00 per 1000.

1 1/2-inch, \$2.00 per 100; \$17.50 per 1000.

ASPARAGUS SPRENGERI—

2-inch, \$2.50 per 100; \$20.00 per 1000.

2 1/4-inch, \$3.00 per 100; \$25.00 per 1000.

3-inch, \$5.00 per 100.

BEGONIAS—

Chatelaine, 3-inch, \$10.00 per 100.

Sandersoni, 2 1/2-inch, \$4.00 per 100.

DAISY (Marguerite)—

Rive d'Or (yellow), \$3.00 per 100.

Mrs. Sanders (double white), \$3.00 per 100.

FERNS (Fine Stock)—

Teddy, Jr., 4-inch.....\$20.00 per 100

Teddy, Jr., 5-inch.....35.00 per 100

Teddy, Jr., 6-inch.....50.00 per 100

Roston, 5-inch.....35.00 per 100

Roston, 6-inch.....50.00 per 100

DRACAENA TERMINALIS—

Beautifully colored, 4-inch, \$25.00 per 100.

5-inch (heavy), \$40.00 per 100.

LANTANAS (10 Varieties)—

2 1/2-inch, all colors, \$4.00 per 100; \$35.00 per 1000.

COLEUS—

12 Market Sorts, including Trailing Queen, 2 1/2-inch, \$2.50 per 100; \$20.00 per 1000.

KENTIA BELMOREANA—

2 1/2-inch, \$9.00 per 100; \$75.00 per 1000.

3-inch, \$15.00 per 100; \$140.00 per 1000.

SNAPDRAGON—

Large yellow, white and "Keystone" (pink), 2 1/2-inch pots, \$4.00 per 100.

VINCA VARIEGATA (Strong

Stock)—

4-inch pots, \$10.00 per 100; 3-inch pots, \$7.00 per 100; 2 1/2-inch pots, \$3.00 per 100. Can offer these in large quantity.

THE STORRS & HARRISON CO.

NURSERYMEN—FLORISTS—SEEDSMEN

PAINESVILLE,

OHIO

GERANIUMS

ROOTED CUTTINGS.

S. A. Nutt.....per 1,000, \$12.50

Ricard and Poitevine...per 1,000, 15.00

Asparagus Plumosus, 2 1/2-in. 100, 3.00

Asparagus Sprengeri, 4-in. 100, 7.50

ALBERT M. HERR, LANCASTER, PA.

Orchids

If you want Orchids for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus plumosus, 2½-in., \$3.50 per 100; \$30 per 1,000; 1½-in., \$2.50 per 100, \$20 per 1,000. Sprenger, 2½-in., \$3.00 per 100. THE STORRS & HARRISON CO., PAINESVILLE, O.

ASPARAGUS PLUMOSUS. Extra fine, 3-in., \$5.00 per 100; 4-in., \$8.00 per 100. Sprenger, 4-in., \$7.00 per 100. THE WAGNER PARK NURSERY CO., SIDNEY, O.

Asparagus plumosus, 2¼-in., strong plants, \$3.50 per 100. Sprenger, 2½-in., ready for shift, \$3.50 per 100. JAMES VICK'S SONS, ROCHESTER, N. Y.

Asparagus plumosus, 2¼-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. POEHLMANN BROS. CO., MORTON GROVE, ILL.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, CHICAGO AND NEW YORK.

Asparagus plumosus, 2½-in., per 100, \$3.00; Sprenger, 4-in., per 100, \$7.50. ALBERT M. HERR, LANCASTER, PA.

AZALEAS.

Azalea Mollis. Fine plants, 8 to 12 buds, \$4 per doz., \$30 per 100. THE GOOD & REESE CO., SPRINGFIELD, O.

BEGONIAS.

Begonias, Gracilis Rosa, Erfordi and Vernon type, 2-in., \$2.00 per 100; 3-in., \$3.00 per 100. R. VINCENT, JR., & SONS CO., WHITE MARSH, MD.

Begonia Chatelaine, 3-in., \$10 per 100; Sanders, 2½-in., \$4 per 100; 3-in., \$7.00 per 100. THE STORRS & HARRISON CO., PAINESVILLE, O.

BOXWOOD.

Boxwood. Ball-shaped, bush and pyramid forms, bright foliage and up to grade, all balled and burlapped. For sizes and prices see advertisement elsewhere in this issue. THE STORRS & HARRISON CO., PAINESVILLE, O.

BULBS.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. YOKOHAMA NURSERY CO., LTD., WOOLWORTH BLDG., NEW YORK CITY.

Lily bulbs. For immediate use or later delivery. Lilium Giganteum, L. Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. VAUGHAN'S SEED STORE, CHICAGO AND NEW YORK.

Bulbs, Dahlia, whole field clumps, \$5.00 per 100 to \$1.00 each. R. VINCENT, JR., & SONS CO., WHITE MARSH, IND.

Bulbs, seeds, supplies, etc. Wholesale only. AMERICAN BULB CO., 178 N. WABASH AVE., CHICAGO.

CALCEOLARIA.

Calceolaria, 4-inch, \$15.00 per 100. ERNEST ROBER, WILMETTE, ILL.

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CALLA LILIES. Extra quality started 2½-in. pots, \$4.00 per 100; 5-in. coming in bud, \$2.00 per doz. THE WAGNER PARK NURSERY CO., SIDNEY, O.

CANNAS.

Cannas, dormant roots, 2-3 eyes. Austria, yellow, J. D. Eisele, red; David Harum, red, brown leaves, \$2.00 per 100, \$18.00 per 1,000. Cash. G. E. BERTHOLD.

Nebraska City, Neb.

Cannas. Fine two to three eye dormant roots. For varieties and prices see advertisement on front cover page of this issue. A. HENDERSON & CO., 211 N. STATE ST., CHICAGO.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. VAUGHAN'S SEED STORE, CHICAGO AND NEW YORK.

Cannas. Fresh cut, northern grown. For varieties, sizes and prices see advertisement elsewhere in this issue. THE STORRS & HARRISON CO., PAINESVILLE, O.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock, ready for immediate delivery.

	100	1,000
Carnegie	\$2.00	\$15.00
Victory	2.00	15.00
Bonfire	2.50	20.00
Matchless	3.00	25.00
Alice	2.00	18.00
Pink Enchantress	2.00	18.00
White Enchantress	2.00	18.00
Ward	2.50	20.00

WIETOR BROS.,
L. D. Phone 2081.

162 N. Wabash Ave. Chicago.

ROOTED CARNATION CUTTINGS.

	100	1,000
Superb	\$6.00	\$50.00
Ench. Supreme	3.00	25.00
Alice	3.00	25.00
Matchless	3.00	25.00
Wh. Wonder	3.00	25.00
Aviator	3.00	25.00
Wh. Enchantress	2.50	20.00
Enchantress	2.50	20.00
Mrs. C. W. Ward	2.50	20.00
Mrs. Akehurst	2.50	20.00

CHICAGO CARNATION COMPANY,

Joliet, Illinois

ROOTED CARNATION CUTTINGS Choice Stock.

Well rooted and very strong of Belle Washburn, Alice, Matchless, White Enchantress and White Wonder. Price, \$3.50 per 100 or \$30.00 per 1,000. We bill 250 at the thousand rate.

BASSETT & WASHBURN
178 N. Wabash Ave. Chicago
Greenhouses: Hinsdale, Ill.

ROOTED CARNATION CUTTINGS.

	100	1,000
Enchantress Supreme	\$3.00	\$25.00
White Enchantress	2.50	20.00

Good stock. Cash please.

DES PLAINES FLORAL CO.
Des Plaines, Ill.

Carnation rooted cuttings, clean strong, dependable stock. For varieties and prices see advertisement on front cover page of this issue. S. S. SKIDELSKY & CO., 1004 LINCOLN BLDG., PHILADELPHIA, PA.

Carnations. All high grade stock. F. DORNER & SONS CO., LAFAYETTE, IND.

CARNATIONS.

Rooted carnation cuttings. Thenanthos, Beacon, Alice, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2.00 per 100, \$15.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation rooted cuttings, strong clean stock. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon and Windsor, \$25 per 1,000. JAMES VICK'S SONS, ROCHESTER, N. Y.

Carnations. Pink Enchantress and White Wonder, \$4.00 per 100. Peerless Pink, \$35.00 per 1,000. ERNEST ROBER, WILMETTE, ILL.

CHRYSANTHEMUMS.

CHRYSANTHEMUM CUTTINGS

For immediate delivery.

GOLDEN WEDDING POMPONS.

Per 1,000 \$18.00
Golden Wedding is a splendid yellow and popular for Thanksgiving and Christmas.

OTHER POPULAR VARIETIES

KLONDYKE	per 1,000	\$15.00
DIANA	per 1,000	15.00
CHRYSOLOIRA	per 1,000	18.00

Full list of other varieties sent on request; also complete list of rose, carnation and other cuttings.

Send for them now.

A. L. RANDALL CO.,
Wabash Ave., at Lake St., Chicago.
Tel., Central 7720.

CHRYSANTHEMUMS.

The Coal Saving Crop.

The stock and labor involved is the entire cost of producing the early varieties.

We will gladly supply a list of the best. Maturing from September to last of October.

Our 1918 trade list mailed on application.

ELMER D. SMITH & CO.,

Adrian, Mich.

CINERARIA.

Cinerarias, 2, 3 and 4-in., \$4, \$6 and \$10 per 100. Transplanted, \$2 per 100. ERNEST ROBER, WILMETTE, ILL.

CLEMATIS.

Clematis. Pot-grown, two-year-old, strong plants. Jackmanii, Bangholm Belle, Duchess of Edinburgh, Ville de Lyon, Gipsy Queen, Sieboldii, \$2.50 per dozen, \$15 per 100. THE GOOD & REESE CO., SPRINGFIELD, O.

COLEUS.

COLEUS. Fine 2-inch stock, best bedding varieties, \$2.00 per 100. Cash, please. JOSEPH BANCROFT & SON, CEDAR FALLS, IA.

CYCLAMEN.

Cyclamen gig., Wandsbek type, 2½-in., \$5.00 per 100; 3-in., \$8.00 and \$10.00 per 100; 4-in., \$20.00 per 100; 5-in., \$35.00 and \$50.00 per 100. Seedlings, six varieties of Wandsbek type equally divided, \$5.00 per 100, \$45.00 per 1,000; Salmon and Rocco, separate, \$6.00 per 100; \$55.00 per 1,000. ERNEST ROBER, WILMETTE, ILL.

CYCLAMEN. 3-in., \$10.00; 4-in., \$20.00 per 100; 5-in., 35c to 50c each; 6-in., 75c to \$1.00 each. Larger plants, \$1.50 to \$2.00 each. Good colors. With buds and bloom. HENRY SMITH, GRAND RAPIDS, MICH.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CYCLAMEN.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Cyclamens, 3 and 4-in., \$8 and \$20.00 per 100. Alonzo J. Bryan, Washington, N. J.

COLEUS.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

DAHLIAS.

Dahlias and Iris. Most carefully selected stock—all the new and up-to-date varieties. For varieties and prices see advertisement elsewhere in this issue. Wing Seed Co., Mechanicsburg, O.

Dahlias. Best new and standard varieties; strong, well ripened field-grown roots, at right prices. Send for special wholesale list. Spring Lake Dahlia Farm, Box 332, Spring Lake, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jet., N. J.

DRACAENAS.

DRACAENA INDIVISA, 4-in., 12c; 5-in., 20c and 25c; 6-in., 50c. ERNEST ROBER, Wilmette, Illinois.

EASTER STOCK.**EASTER STOCK**

Easter Lilies; very fine, 3 to 8 buds, 12 inches and upward in height (above pots), 12½c per bud. Over 12 inches, 15c per bud. Cash, please. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

FERNS.**— FERNS —**

	Per 100
Roosevelt, 2½-in.	\$ 4.50
Boston, 2½-in.	4.50
Scholell, 2½-in.	4.50
Teddy, Jr., 2½-in.	5.00
Roosevelt, 4-in.	18.00
Boston, 4-in.	18.00

THE REESER PLANT COMPANY, Springfield, Ohio

Ferns. Boston, fine stock, 4-in., \$2.50 per doz., \$16 per 100; heavy bushy plants, 5-in., \$3.50 per doz., \$22.50 per 100; 2½-in., extra good quality, \$5.50 per 100; \$50 per 1,000. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. Aspidium, Holly, Mayli, Willsii and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

FERNS. Adiantum Cuneatum, 2-in., \$3; 3-in., \$5 per 100. Croomium, 2-in., \$6; 3-in., \$8 per 100. Cyrtomium Rockfordianum, 4-in., \$15 per 100. Assorted table ferns, 2-in., \$3 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Teddy Jr., 4-in., \$20; 5-in., \$35; 6-in., \$50 per 100. Boston, 5-in., \$35; 6-in., \$50 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. Table ferns, \$3.50 per 100. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsias. Extra heavy summer propagated ready for shift. Black Prince, Minnesota, Souv. de H. Henkel (bronze foliage), 3-in., \$3.00 per 100; 2-in., \$2.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

FUCHSIAS. Strong rooted cuttings; finest assortment, labeled true to name, \$1.50 per 100, by mail; \$12.00 per 1,000, by express. S. W. PIKE, 142 W. Third St., St. Charles, Ill.

GERANIUMS.**ROOTED GERANIUM CUTTINGS.**

The "Big Four" Bedders. Strong, selected top cuttings only. S. A. Nutt, Gen. Grant, Mme. Buchner, \$1.50 per 100, \$14.00 per 1,000; Beante Poitevine, \$2.00 per 100, \$18.00 per 1,000. The W. T. Buckley Co., Springfield, Ill.

GERANIUMS.

GERANIUMS. Special this week. 10,000 Poitevine, 2½-in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks, \$2.50 per 100, \$25.00 per 1,000. Other standard varieties same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

Geraniums, from 2 and 2½-in. pots, sand rooted. A. Ricard, Beauty Poitevine. S. A. Nutt, Buchner, Montmore, Perkins, Viald, etc., \$2.75 per 100, \$25 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings, S. A. Nutt, \$12.50 per 1,000; Ricard and Poitevine, \$15 per 1,000. Albert M. Herr, Lancaster, Pa.

Mixed geraniums, fine stock, 1½-in., \$1.50 per 100. S. A. Nutt predominating. J. G. BURROWS, Onset, Mass.

Geraniums. 2½-in., S. A. Nutt, extra heavy, \$2.00 per 100, \$27.50 per 1,000. ERNEST ROBER, Wilmette, Ill.

GLADIOLUS.**MASSACHUSETTS GROWN GLADIOLI.**

All Prices Are Quoted per 1,000

	1½ in.	1½ in.	1-1½ in.
America, light pink	\$15.00	\$12.00	\$ 8.00
Augusta, white	15.00	12.00	9.00
Brenchleyensis, scarlet	15.00	12.00	9.00
Cameo, white	15.00	12.00	9.00
Empress of India, dark red	25.00	20.00	15.00
Glory of Holland, white	25.00	20.00	15.00
Chicago White, white	25.00	20.00	15.00
Halley, salmon pink	15.00	12.00	9.00
Independence, scarlet	15.00	12.00	9.00
Mrs. F. King, salmon pink	15.00	12.00	9.00
Mrs. F. Pendleton, pink	45.00	36.00	27.00
Mary Fennell, lavender	75.00	60.00	50.00
Peace, white	30.00	24.00	18.00
Exhibition Mixed	12.00	10.00	8.00
Extra Choice Mixed	10.00	8.00	6.00

Correspondence solicited on other varieties, smaller sizes or bulblets.

CENTRAL GLADIOLUS GARDENS.

Jelle Roos, Milton, Mass.

GLADIOLI

	1000
Delice	\$15.00
Golden King	30.00
Isaac Buchanan	40.00
Panama	30.00
Peace	30.00
Florists' Extra White and Light Mixed	12.00

All other varieties as well as planting stock.

Write for price list.

B. Hammond Tracy, Wenham, Mass.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladioli. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Gladiolus. The Bride. Splendid early forcing white, \$7 per 1,000, \$13 per 2,000. Vaughan's Seed Store, Chicago and New York.

GREENS.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HELIOTROPE.

Heliotrope, 2-in., dark blue, \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

HYACINTHS.

Hyacinths, in pots, pans and boxes, 10 cents per flower. Ernest Rober, Wilmette, Ill.

HYDRANGEAS.

HYDRANGEA, Otaksa, 3-in., \$5 per 100. HENRY SMITH, Grand Rapids, Mich.

IVIES.

Ivy, Boston, field-grown, No. 1, 2½ to 3 ft., \$2 per doz., \$15 per 100; No. 2, 2 to 2½ ft., \$1.75 per doz., \$12 per 100. The Good & Reese Co., Springfield, O.

LANTANAS.

Lantana, mixed varieties, pink, yellow and red, 2-in., strong plants, \$5.00 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

Valley for Easter forcing. Best Holland grown. From cold storage, \$25 per 1,000; \$13 per 500; \$3 per 100. H. N. Bruns, 3040 W. Madison St., Chicago.

Easter Lilies, 18 to 30-in. high, 12½c to 15c per bud. Ernest Rober, Wilmette, Ill.

MANETTI.

Manetti Stocks. French, extra size, per 1,000, \$25.00. F. O. B. Chicago. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.**NURSERY BARGAINS**

Hard or Sugar Maples, 2 to 2½ in. diameter, \$185.00 per 100; 2½ to 3 in. diameter, \$285.00 per 100.

Norway Maples, 3 to 3½ in. diameter, \$290.00 per 100.

American Elms, 2½ to 3 in. diameter, \$180.00 per 100.

American Linden, 2 to 2½ in. diameter, \$150.00 per 100.

The above prices are for first-class stock with heavy tops and include same dug at the nursery.

OTTO N. STEIN, Chicago

713 First National Bank Bldg.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

PALMS. Belmoreana, heavy plants from 4-in. pots, 5 to 6 leaves, 2 to 2½ ft. high, \$1.00 each, \$10.00 per dozen; 5 to 6 leaves, 2½ to 3 ft. high, \$1.25 each, \$13.50 per dozen. From 5-in. pots, 2 to 2½ ft. high, \$1.35 each, \$15.00 per dozen; 2½ to 3 ft. high, \$1.50 each, \$17.00 per dozen. This is all extra fine stock of our own growing and not imported stock as frequently offered. THE WAGNER PARK NURSERY CO., Sidney, O.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms, home grown. For varieties and prices see advertisement elsewhere in this issue. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

PANSIES. October sown, cold frame grown. Paris Market, Vaughan's Giant Mixture and separate colors, \$3.50 per 1,000; Chicago Parks Bedding, in bud and bloom, 80c per 100, \$7.00 per 1,000. ODOR GREENHOUSES, Iola, Kan.

PANSIES—August seedlings, good, stocky plants in bud, \$3.00 per 1,000. H. HILLS, Bristol, Ind.

PRIMULAS.

PRIMULA Obconica, 2½-in. strong, \$4; 4-in., \$12.50; 6-in., \$25 per 100; Chinenisus, 4-in., \$12.50; 6-in., \$25 per 100; Malacoides, 2½-in., \$3; 4-in., \$10; 6-in., \$20 per 100. 4 and 6-in. well in bloom. All varieties. HENRY SMITH, Grand Rapids, Mich.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4 \$7 and \$15 per 100. Ernest Rober, Wilmette, Ill.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

RHODODENDRONS.

Rhododendrons. Fresh, clean looking stock in best possible condition. 18 to 24 in. high, 8 to 12 buds, \$85 per 100; 24 to 30 in. high, 12 to 16 buds, \$115 per 100. The Storrs & Harrison Co., Painesville, O.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ROSES.**ROSES.**

Strong one-year-old bench plants, grafted.
 1,000 Mrs. Aaron Ward, \$8.00 per 100.
 100 Titania, \$20.00 per 100.
 100 Collette Martinette, own root, \$20.00 per 100.
 250 Golden Gem, own root, \$20.00 per 100.
DAILEDOUZE BROTHERS.
 Lenox Road and Troy Avenue.
 Brooklyn, N. Y.

FINE BENCH ROSE PLANTS.

	100	1000
1800 Tipperary	\$6.00	\$50.00
2000 Ward	6.00	50.00
1800 Milady	6.00	50.00
2050 Killarney	6.00	50.00
350 Fireflame	6.00	50.00

Delivery after April 1
 Cash with order.

CHICAGO FLOWER GROWERS' ASS'N.
 182 N. Wabash Ave., Chicago.

Rose Plants, 2½-in. pots, Ophelia, Champ Welland and Sunburst, \$5.00 per 100, \$45.00 per 1,000. Bench plants, Maryland, Ophelia, Milady, \$6.00 per 100, \$50.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

WHITE KILLARNEY BENCH PLANTS.

\$5.00 per 100; \$40.00 per 1,000.
GEORGE REINBERG
 162 North Wabash Ave. Chicago

BENCH ROSE PLANTS.

Evelyn Nesbit, \$8.00 per 100; \$75.00 per 1,000.
WEISS & MEYER,
 Maywood, Illinois

FOR SALE. Excellent bench plants of White Killarney and Nesbit roses, \$6.00 per 100; \$50.00 per 1,000. Cash please. **ALBERT F. AMLING CO.,** Maywood, Ill.

Roses. Own root, 3-in., ready now. Ophelia, Sunburst, Collette Martinette, Baby Doll, Cecile Brunner and Primrose, \$100 per 1,000. Charles H. Totty Co., Madison, N. J.

Roses. Spring importation of Holland stock now ready. For varieties and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Roses, in bud and bloom, 50c, 75c and up to \$2.00 each. **ERNEST ROBER,** Wilmette, Ill.

SALVIAS.

SALVIA. Bonfire and Splendens, vigorous 2-in. established stock, \$2.50 per 100; \$20.00 per 1,000. **THE WAGNER PARK NURSERY CO.,** Sidney, O.

SCHIZANTHUS.

SCHIZANTHUS. Best colors, fine plants, 2½-in., \$4.00; 4-in., \$12.50; 6-in., \$25.00 per 100. **HENRY SMITH,** Grand Rapids, Mich.

SEEDS.

Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Pansy, glg, finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fireball, trade pkt., 50c. For large quantities ask for prices. **ERNEST ROBER,** Wilmette, Ill.

Seed. Asparagus plumosus nanus, northern greenhouse grown. For prices see advertisement elsewhere in this issue. **Henry F. Michell Co.,** 518 Market St., Philadelphia, Pa.

SEEDS. Ninety pounds White Portugal onion seed, germination 93%. Write for sample and price. **JOHN HADJIEF,** 348 Central Market, Minneapolis, Minn.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. **J. C. Robinson Seed Co.,** Waterloo, Neb.

Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. **George R. Pedrick & Son,** contract seed growers. **Pedricktown, N. J.**

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. **Edgar F. Hurff,** Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet Peas, Spencer varieties. For varieties and prices see advertisement elsewhere in this issue. **Vaughan's Seed Store,** Chicago and New York.

SEEDS.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. **John Bodger & Sons Co.,** Los Angeles, Calif.

Seeds. Wholesale price list for florists and market gardeners. **The W. Atlee Burpee Co.,** Philadelphia, Pa.

Seeds, growers for the trade; Beans, peas, sweet corn, onion, turnip, radish, beet, etc. **The Everett B. Clark Seed Co.,** Milford, Conn.

Seeds. Flower, vegetable and farm. 74 years unrivaled reputation. **Hurst & Son,** 152 Houndsditch, London, England.

Seeds, which succeed. Get quotations from **Landreth, Bristol, Pa.**

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. **S. D. Woodruff & Sons,** 82 Dey St., New York.

Seeds. Choice flower for florists. For varieties see advertisement elsewhere in this issue. **J. M. Thorburn & Co.,** 53 Barclay St., N. Y.

Seeds, wholesale field and garden seeds. **J. Bolgiano & Son,** Light, Pratt & Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. **Waldo Rohnert, Gilroy, Calif.**

Seed. Vegetable and flower of every description. **The W. W. Barnard Co.,** 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. **The Albert Dickinson Co.,** Chicago.

Seeds. Beans, peas and sweet corn. Write for contract prices for 1918 crop. **Sioux City Seed Co.,** Sioux City, Iowa.

Seeds, specialties; beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips, R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. **Leonard Seed Co.,** 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. **Routzahn Seed Co.,** Arroyo Grande, Calif.

Seeds. Tomato, grown for the wholesale seed trade. **Haven Seed Co.,** Santa Ana, Calif.

Seeds, flower, vegetable and farm. Wholesale only. **Kelway's,** Langport, England.

Seeds. Bean growers for the wholesale trade. **Henry Fish Seed Co.,** Carpinteria, Calif.

Seed. For the wholesale trade only. **Braslan Seed Growers' Company,** San Jose, Calif.

Garden seeds; all varieties. **I. N. Simon & Son,** 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. **Alfred J. Brown Seed Co.,** Grand Rapids, Mich.

SNAPDRAGONS.

SNAPDRAGONS. Seedlings. Keystone, Pink and White, 2½-in., \$4.00 per 100. **HENRY SMITH,** Grand Rapids, Mich.

SPIREA.

Spiraea clumps. Just arrived in good condition. Prompt shipments from New York or Chicago. For varieties and prices see advertisement elsewhere in this issue. **Vaughan's Seed Store,** Chicago and New York.

TULIPS.

Tulips. In pans and boxes, 5 cents per flower. **Ernest Rober,** Wilmette, Ill.

VEGETABLE PLANTS.

Field-Grown Plants. Cabbages (8 varieties), 100, 50c; 500, \$1.50; 1,000, \$2.50. Tomatoes (24 varieties), 100, 75c; 500, \$2.00; 1,000, \$3.00. Sweet and Hot Peppers (10 varieties). Eggplants (4 varieties), 100, \$1.00; 500, \$4.00; 1,000, \$7.00. F. O. B. Navasota. No order under \$1.00 accepted. Discount 10 per cent on 5,000 and 20 per cent on 10,000 or more plants of a kind. Send no personal checks. **SCOTT FLORAL CO.,** Navasota, Texas.

For Sale. Charleston, Wakefield, Copenhagen Market cabbage plants; strong, transplanted, ready for field March 15, \$2.75 per 1,000; not transplanted, \$2.00 per 1,000. **ODOR GREEN-HOUSES,** Iola, Kans.

Cabbage plants, frost-proof Jersey, Charleston, All-Head, Sure-Head and Early Flat Dutch varieties at \$1.30 per 1,000 in 5,000 lots and up. **Ozark Seed & Plant Co.,** Nashville, Ark.

VINCAS.

100,000 extra strong Vinca variegata ready for a shift from 2-in. pots, \$1.75 per 100, \$17.00 per 1,000; 10,000 year-old cut back, 4-in. pots, \$5 per 100. **Elmer Rawlings, Allegany, N. Y.**

Vinca variegata, strong stock. 4-in., \$10; 3-in., \$7; 2½-in., \$3 per 100. **The Storrs & Harrison Co.,** Painesville, O.

VINCAS. Variegated, fine 2-inch stock, \$2.50 per 100. Cash, please. **JOSEPH BANCROFT & SON,** Cedar Falls, Ia.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write for prices. **Oklumgee Window Glass Co.,** Okmulgee, Okla.

The Coggan one-piece box. The ideal box for local trade. 24x4x3-in., \$2 per 100; 20x4x3-in., \$1.90 per 100. Write for special circular. **The John Henry Co.,** Lansing, Mich.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. **Igoe Bros.,** 61-73 Metropolitan Ave., Brooklyn, N. Y.

Seed packets. Order now, as paper is scarce and requirements will be double. **The Brown Bag Filling Machine Co.,** Fitchburg, Mass.

Glass cloth. A transparent, waterproof fabric for hotbeds, coldframes, etc. Sample 3x6 feet, 60c., prepaid. **Turner Bros.,** Bladen, Neb.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by **CLAY & SON,** Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. **The Storrs & Harrison Co.,** Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. **Henry A. Dreer,** 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. **Regan Printing House,** 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. **Raedlein Basket Co.,** 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. **Henry A. Dreer,** 714 Chestnut St., Philadelphia.

Logan pots are best by test. Write for catalogue and discounts. **The Logan Pottery Co.,** Logan, Ohio.

Florists' supplies and wire designs of all kinds. **Joseph Ziska,** 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. **A. A. Arnold Paper Box Co.,** 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. **Buchbinder Bros.,** 518 Milwaukee Ave., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hall storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired topkicks. 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge plain, 4-in. and 6-in. chiffon. Jos. Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

POTS AND PANS.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

POTS AND PANS.

Neponset Flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Red pots. Before buying write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Syracuse red pots. Syracuse Pottery Co., Syracuse, N. Y.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphs Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.**SUPERIOR CARNATION STAPLES.**

Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE, 264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 95c; per 500, \$4.00; \$6.50 per 1,000.

Pipe stems, 4 to 6 feet, per 100, 70c; per 1,000, \$4.00. Vaughan's Seed Store, Chicago.

WIRE DESIGNS.

Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

WOOD LABELS.

Labels for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

WHOLESALE CUT FLOWERS.

Ameling Co., E. C., Chicago.
Angermueller, Geo. H., St. Louis, Mo.
Badgley & Bishop, Inc., New York
Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Bernheimer, Eugene, Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., New York.
Erne & Company, Chicago.
Fenrich, Joseph S., New York.
Fezy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Freres-Windler Co., The, Chicago.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Growers' Cut Flower Co., Inc., New York.
Gunterberg, M. C., Chicago.
Hart, George B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., Wm. F., Buffalo, N. Y.
Kennicott Bros Co., Chicago.
Kervan Co., The, New York.
Kessler, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The, Leo, Philadelphia, Pa.
Percy Jones, Inc., Chicago.
Philadelphia Wholesale Florists' Exchange.
Pierson, A. N., Cromwell, Conn.
Pittsburgh Cut Flower Co., Pittsburgh, Pa.
Poehlmann Bros. Co., Chicago.
Pollworth Co., C. C., Milwaukee, Wis.
Polykranas, Geo. J., New York.
Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
Reid, Edward, Philadelphia, Pa.

FOLEY GREENHOUSES

SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE

WRITE FOR ESTIMATE

THE FOLEY GREENHOUSE MFG. CO.

3100 So. Spaulding Ave.
CHICAGO

Deor's Peerless Glazing Points For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 75c. postpaid. Samples free.

HENRY A. DEER,
714 Chestnut Street,
Philadelphia.

FULL SIZE No 2

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Vol. L.

CHICAGO AND NEW YORK, MARCH 30, 1918.

No. 1556

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BEDDING PLANT NOTES.

Some Timely Suggestions.

All of the plants included in the list of bedding plants are now making rapid growth and need plenty of room for their best development. Owing to so much of the bench space having been occupied by the Easter stock or plants producing cut flowers, the bedding plants have had to get along in somewhat crowded quarters, but they must now have their turn and be allowed ample space to make their growth, if first class sturdy plants are desired. Anyone who has had anything to do with growing large quantities of bedding plants knows full well the amount of care that must be given them at this time so as to be sure of first class stock when planting-out time comes. Potting, being one of the principal parts of the work, the plants should be shifted along until the required size is reached; sometimes it becomes necessary to rush this work along to prevent the plants from becoming pot-bound, and it is better to do this at the expense of possibly letting up on some of the other work so as to keep these plants moving, because if they once become root-bound, they receive a check which takes considerable time to grow out of. Do not overpot; if the plants are small in size, give them pots accordingly, it being better to shift again than to give a small plant a large amount of pot space. Pot firmly to insure a short-jointed, sturdy growth.

Bedding plants need a compost as carefully prepared as for the choicest plants. It is a mistake to use a worn-out soil from a chrysanthemum or carnation bench. The best material is a compost made up of one-fourth well-rotted manure to three-fourths loamy soil of a medium texture (not too light or containing any large amount of clay) which was prepared and stacked last fall and put under shelter in time enough to dry up a bit so that it can be handled properly as well as to become in fit condition for the plants,

which should never be potted into cold wet soil.

There is a greater demand for geraniums than for any other bedding plant, and there is more work connected with the growing of them than any of the other plants; also, there are no other bedding plants where the sales depend so much on the quality of both the plants and blooms. Unless 4-inch geraniums are nice stocky plants with good flowers and buds showing, it is a hard matter to dispose of them, but when the plants are good and carry a reasonable number of fresh flower trusses customers are willing to pay a fair price for them, but when the plants are carried over winter until the middle of April in 2¼ or 2½-inch pots, and then shifted into 4's, with only a month or six weeks to become established, it is not any wonder the public figures that 25 cents for three plants is about all they are worth. To grow fine plants from fall struck cuttings, they must be shifted three times, first into 2¼-inch pots from the sand as soon as rooted, then into 3-inch not later than January 31, and then into 4-inch, not later than March 31. The plants are then moving all the time and become, under reasonable methods of culture, fine plants that will sell readily for 25 cents each, or more, in some localities. It is, therefore, necessary to give the plants the final shift at this time—a week or 10 days' delay now will make a big difference in being able to get them in bloom by May 15. After potting, give the plants the best of treatment. Be sure they are well watered in at time of potting, but after that watch closely that they are not over-watered before the roots have a chance to become firmly established in the soil. Do not resort to any degree of forcing. Geraniums do not take kindly to it, but delight in a moderate temperature, with plenty of air on every favorable occasion. The temperature best suited for growing carnations is also ideal for geraniums.

A word or two about taking cuttings from these plants. Do not be tempted to take any cuttings or do any topping after the middle of March or the plants will not have time to round into shape and get into bloom in time for planting in May. For later work, they will be all right, but the plants intended for Memorial day or before should now be allowed to go on without any topping or disbudding, unless the buds have been allowed to get far advanced, then they should be picked off, but after April 1 go slow on removing any buds. Should any of the plants have drawn themselves out and become lanky, then a cutting can be taken from these and the plants will do for later planting or stock purposes.

Alternantheras.

In a week or 10 days it will be time for plunging the young plants of alternanthera out into the hotbeds, so if any cuttings are still to be put into the propagating bed, they should receive attention without further delay. There is still time for this work. The cuttings root readily in a very short time, and the plants from cuttings taken now make the best of stock for planting out. They require lots of heat to get them in shape. The stock clumps for producing cuttings should be set in a warm, sunny place, to enable them to produce cuttings quickly. By the first week of April the hot beds should be ready to receive the young plants as they are potted from the sand. The young plants now in 2-inch pots from fall struck cuttings, should have the soil shaken from them and repotted with fresh soil into 2 or 2½-inch pots and plunged into the hotbed. A bottom heat of 75-85 degrees should be maintained until the plants have attained sufficient size, when it can be reduced some to give color to the foliage, but at no time should the beds be allowed to go below 65 degrees. After the weather becomes warm, the sash can be regulated to harden them off preparatory to planting outside, but it should be borne in mind that alternantheras will not stand outside until all danger of cold nights is passed and the weather is settled warm.

Miscellaneous Plants.

Under this head we may include ageratums, begonias, heliotropes, fuchsias, coleus, Mme. Salleron, salvias, petunias, etc., These should be worked along to the required size, according to what they are to be used for. Petunias, heliotropes and fuchsias are generally needed to be large plants, well in bloom. They must be given good treatment from now on to have them in good shape. This means careful watering, plenty of room and a light situation, as well as strict attention paid to keep them free from insects.

These should now be well sprouted and making good roots. If they are being started in sand, as soon as they have made a good start, pot them into 3½ or 4-inch pots and set in a warm place.

There is always a strong demand for hydrangeas well in bloom. These plants should now be showing buds and need to be given good treatment with plenty of room for development. They will come along nicely in the temperature of the carnation house. Regular fumigation should be attended to so as to prevent the greenfly from working down into the buds, which quickly ruins the fine heads of bloom.

The plants need lots of water after the soil has become full of roots, but care should be taken to be sure of good drainage or the leaves will turn yellow.

Try a few fine specimens of geraniums worked up into 6, 7 or 8-inch pots. We find a good demand for this class of plants when in good shape. Roses in bloom, in pots, are also called for largely. Now is the time to start them up.

Pansies.

Watch out for the pansies in the frames. Uncover as soon as the weather will permit, leaving the sash as the only covering, then ventilate freely every day when favorable



Ivy on Trellis.

The Support, Painted White, is 36 Inches High.

weather conditions prevail. Get the frames ready for transplanting the winter sown plants.

Seedlings.

Do not neglect the seedlings of verbenas, petunias, lobelias, sweet alysum, etc. As soon as they become large enough to transplant, give them the proper attention. After they are transplanted the overhead shelf in the greenhouse is the best place to set the flats; then, when they become large enough, they can be potted in 2½-inch pots, which is a better method of handling these plants than holding them in the flats and selling therefrom by the dozen. We find that customers would rather pay the extra price for pot plants than to have the seedlings direct from the boxes.

C. W. JOHNSON.

FORT DODGE, IA.—At a recent meeting of stockholders, the North Floral Co. was dissolved.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Ivy on Trellis.

The English ivy is one of the plants to be found in almost every florist's establishment. It is easy to propagate and is not susceptible to disease, although at times, owing to unfavorable conditions, green fly will attack the young shoots and scale will sometimes get a foothold. A good hoeing and a cool temperature will, however, soon rid them of these insect pests.

Because the ivy is so common, it is not thought worthy by many of any particular care or attention; those offered for sale as pot plants are given a center stake, to which the vines are tied in a mass, thus hiding all their lines of beauty.

J. William Colflesh's Sons, of Philadelphia, Pa., have in the past few years taken up the ivy; and by keeping a good stock in all sizes from bushy cuttings in two-inch pots for fern dishes, up to specimen plants, trained as pyramids and others to white-painted fan-shaped trellises, they have had to increase their stock in its various sizes each season, until this year it is planned to raise 100,000 plants.

As shown in the accompanying illustration, the 36-inch white-painted trellis adds 100 per cent to the appearance of the plant. It looks larger as the leaves all face one way. It is dressed up, as it were, and is pretty sure to find some place to go.

In Boston, Philip L. Carbone, on Boylston street, has worked up a large trade in ivies, particularly for plants of good size. These are planted, a number with long vines, six feet or over, in a good-sized tub or terra cotta pot. They are trained to pyramid or half-column form, one side flat, the other half-round, suitable for vestibule decoration. They measure six to eight feet in height, with a width of from 24 to 30 inches. Such plants, with the fancy pots, sell for \$50 a pair.

Henry A. Dreer, Inc., Philadelphia, Pa., have made a specialty of ivy baskets, filling 10-inch, 12-inch and even larger-sized wire hanging baskets with ivies, which with long pendant vines, are very effective in large store windows and conservatories. Hotel corridors, as well as the hallways of fine mansions, are made more attractive with the addition of these masses of graceful vines. When balanced with one another over pulleys in the ceiling, the baskets are easily cared for. One being pushed up will bring the other down to be watered and allowed to drip for a short time, which process is then repeated with the other.

It is this emphasizing the decorative features and showing the possibilities of many plants, that puts them to the use for which they were grown.

Next Week in the Flower Shop.

The great rush is now over, and we hope it has been a profitable season to all. The first and most important duty, is to at once, make an inventory of the left over stock, both in plants and supplies. Then write down a complete and careful resume of the week's business, describe whose stock was best, the azaleas, hydrangeas, lilies, roses, genistas, hyacinths, tulips and other staples. Make a record of that which



HAT WINDOW ARRANGED BY PENN, THE FLORIST, BOSTON, MASS.

Spring Millinery Tastefully Trimmed with Natural Flowers That Attracted Much Attention.

sold the best, so as to keep track of the trend of the fancies of the public. The success of the plant baskets and other plant combinations, and any suggestions as to their improvement that experience of this season makes possible, should be noted. The arrangement of the store, the delivery of stock, extra help, etc., are all matters of importance that should be a part of the record for reference next year.

The advertising and its results should prove interesting and a guide for next year's campaign. All these and many other matters should be written out fully. Such a complete record will be found of great value when the next year's Easter business is under consideration. It is also a good plan, while the results are fresh in the mind, to make out an appropriate list of plants in their varieties and sizes for next season. It is much easier to make such a selection now than after 10 to 11 months have passed by. Most memories are faulty, and by the time another year has rolled around, much that seemed indelibly impressed on the mind is forgotten. The record in black and white is as plain as day, however, and a great assistance to a systematic management of the business.

By careful watering and handling, quite a lot of the left over stock may be sold during the week. There is always a demand for lilies and other flowers for the decoration of the Episcopal churches for the Sunday following Easter.

Window boxes of pansies or English daisies will now be in demand or can be pushed with good results. They are most satisfactory. A campaign looking to the more general use of window boxes is a good move. There

are many flower lovers, who, if the matter was brought to their attention, would no doubt join the ranks of those who now help in this way to make the "city beautiful."

Keep up the interest in your store with attractive window displays. Passe flowers or plants are far from ornamental; in fact, are a great detriment if allowed to stand as a sample of your stock. Good, fresh, seasonable plants well displayed with appropriate, snappy window cards, keeps the shop up-to-date, attracts attention and cannot fail to bring business.

How about the national publicity campaign? Are you assisting by a display of their window signs, "Say it with Flowers," and other cards? This movement is especially for your benefit, Mr. Retailer, and that of every man in the trade as well. If you have not come across with your good, healthy contribution, do so at once, and by so doing, give your business a distinct boost forward.

Penn's Hat Window.

Several attractive pieces of spring millinery, tastefully trimmed with natural flowers, caught the eyes of those who passed the shop of Penn, The Florist, Boston, recently. Several hats formed the entire window trim, with a few baskets and vases of flowers to add beauty to the display.

While the chief value of the window display was to get the attention of the persons passing by, the value of the window as a sales agent as well as a general publicity medium was demonstrated by orders for a number of hats, running from \$15 to \$25 in price, principally from brides' attendants and theatrical people.

A few roses, a spray of valley, or some sweet peas composed the trimmings on the hats. The work was done by Jack Eiseman, who entered Penn's employ upon coming to Boston from New York, 12 years ago. He is considered one of the best decorators in Boston, and has won many prizes by his workmanship. The hat window, which is shown in the accompanying illustration, brought members of the staffs of several millinery shops of the city to Penn's to inspect the trimming.

Anderson's Palm Sunday Display.

In response to a general invitation issued by S. A. Anderson, prominent florist of Buffalo, N. Y., the public, to the number of fully 2,500, visited the range on Palm Sunday and enjoyed one of the finest floral displays seen in that city. Lilies, tulips, azaleas and a big showing of rambler roses, which are being reserved for Mothers' day showed wonderful quality with not a trace of the worst winter on record which they had to pass through and which required the constant attention of Carl Butz, foreman of the houses, who worked unceasingly and without sleep for long periods to save the stock, using wood fires and charcoal for the purpose and spraying at short intervals to save the plants from the fumes. Every visitor was presented with a flower as a souvenir.

Anderson's Easter announcement, which appeared in the daily papers in the form of an attractively illustrated advertisement, calls attention to "flowers in the home on Easter morn as Nature's gift to all the household." Easter plants, cut flowers, corsages and special boxes of flowers are named in the list with the prices at which they are offered.

Easter Flowers

REFLECT PATRIOTIC SPIRIT.

In the great Easter parade of flowers this year there will be a hint of war and a suggestion of peace, and even the tiniest floral offering will have a patriotic tinge. For florists have felt the pulse of the public, and they know the thoughts of sender and recipient are so occupied with war

of flowers at this season displaying these soft, fluffy, brownish gray-knobbed spikes. At Eastertide which is the day of Peace on Earth and Good Will to Men, the springtime harbinger will be particularly appropriate.

Although it is a simple addition to a basket of flowers, it does not mean the gift will be inexpensive in proportion. Those who can afford it will be generous in their Easter expenditures.



NEW SNAPDRAGON ST. LOUIS.

As Grown by the W. A. Rowe Floral Co., Kirkwood, Mo.

that all holidays and other occasions which call for the bestowal of bouquets and growing plants must in some way reflect the public mind.

The soldier's Easter gift is already ordered. Thousands of men in khaki have sent their cards to their favorite florists with instructions what to send on Easter day. One of them said recently, when he appeared fresh from a nearby camp and wrote an Easter greeting which will find its way to the home of a pretty fiancée: "A single rose from a soldier expresses all that the most gorgeous Easter bouquet could say."

And he tucked the small engraved card into an envelope and instructed the florist to put it into a box with one large, perfectly fresh and fragrant American Beauty rose. This is the soldier's Easter offering. All along the line of beautiful florist shops in Fifth avenue and the adjoining streets and neighboring avenues, where costly and rare plants and blooms will be displayed on Easter Saturday, hundreds and hundreds of boxes containing one flower each will go forth carrying their simple, but nevertheless suitable, message.

Easter lily buds will be the favorite selection of persons desiring more costly and imposing floral offerings. And the fact that we are at war and that the Bermuda lily fields, though possibly blooming in all their heavily scented loveliness, are not contributing a single bloom to the New York market will not affect the local situation to any extent. For the lilies that will open in the homes of residents here on Easter morning will be native plants, grown and cultivated with all the care of science for which our own horticulturists are noted.

The pussy willow signifies peace, it is said by florists who speak the language of the flowers, and that's why one sees so many baskets and bunches

Sending a bouquet of flowers to some mother or sister or sweetheart is going to be a patriotic duty. It's the first Easter since the United States really entered the war. The president's message declaring war on Germany was only two days old last Easter morn, and the nation had scarcely awakened to the fact.

But this year every man, woman and child realizes it, and all know the anxiety of families whose boys are at the front distinguishing themselves or who are in cantonments ready to go at a

moment's notice. And to cheer up these apprehensive mothers and other relatives they are to be showered with spring blooms and hothouse exotics. The outlook, according to experts in the horticultural kingdom, is bright for the greatest flower display of any Easter season.

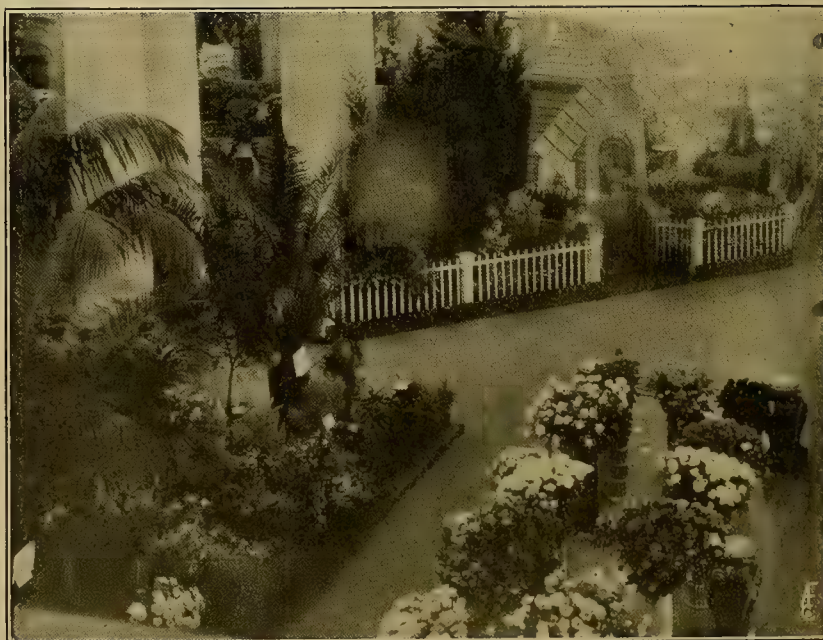
Anticipating the tremendous demand for flowers, gardens have been tended with the utmost care and regularity, and those who have been able to double their outputs have done so. The flower shops during Holy week will look like the month of June, when roses reach their prime. There will be rare and costly orchids to give variety to the color and the simpler garden flowers, which have been cultivated and expanded, will offer a refreshing contrast to the more formal blooms.

"Do your Easter shopping early," suggested a florist whose clerks are even now pressed almost beyond endurance with orders. For at the last minute it may be difficult to find just the flower you want or the combination you have set your heart on. Though the market promises to be tremendous and the spring weather is helping to increase the number of blooms, it may not be possible to supply all the flowers needed for brightening homes on Easter day.—New York Herald.

Snapdragon St. Louis.

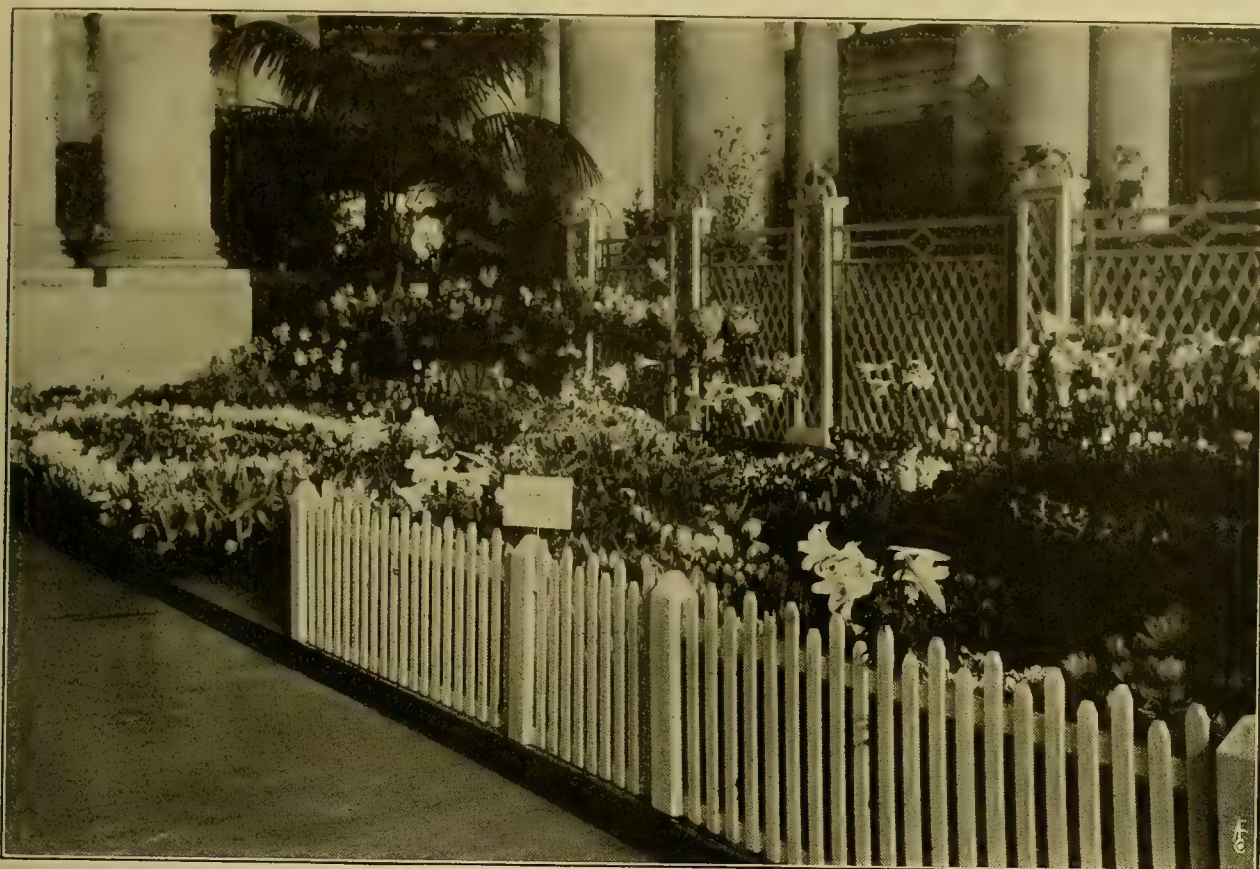
The accompanying illustration shows the new snapdragon, St. Louis, being disseminated by W. A. Rowe, Kirkwood, Mo., who has grown it for three years and describes it as a winter bloomer with exceptionally long flower heads of a lavender pink color, which does not fade. It grows on long, stiff stems, often six feet in length. At the time the photograph was taken, they ranged from three to five feet.

HAMILTON, ONT.—The retail department of Ivey & Sons has been taken over by Miss Downs, who will continue same at 77 North James street.



NEW YORK SPRING SHOW.

View From Balcony Showing Scheeper's Bulb Garden and Windmill.



NEW YORK SPRING SHOW.

The Bulb Gardens.

New York Spring Show.

CLOSING DAYS.

Our story of the flower show for its closing days, continued from last week's issue, pages 470-474, must begin with March 20, sweet pea day. Bright and early in the morning, George W. Kerr and several assistants arrived from Philadelphia, Pa., to stage the exhibit of the W. Atlee Burpee Co., of that city, which occupied 100 square feet. The vases were arranged with a background of black velvet. The stock was excellent and there were between 40 and 50 named varieties, *Asparagus plumosus* being used for decorative effect. This exhibit took first prize. For 100 sprays, bi-colored, S. Van Riper, Dundee Lake, N. J., was awarded first and M. Matheron, Hempstead, N. Y., second. For 100 sprays, white, Clarence Slinn, New York, was first and M. Matheron second. S. Van Riper scored first for 100 sprays of light lavender, M. Graff, Elmsford, N. Y., taking second honors. For 100 sprays, salmon or pink, the blue ribbon went to John H. Thompson, Kennett Square, Pa., the Van Riper entry being second. All of the above were in the commercial section. Among the private growers, F. E. Lewis, Ridgefield, Conn., was first in the display covering 25 square feet, W. R. Coe, Oyster Bay, N. Y., second. In the class for six varieties, the Lewis entry was second. For 100 sprays one or more varieties arranged for effect, W. R. Coe was first and Peter Hauck, East Orange, N. J., second. In the class for dinner table decorations in which sweet peas were used, there were seven entries. All of the stock was good, the honors going to R. J. Casey, Madison, N. J., and

Mrs. Charles Bradley, Convent, N. J., respectively.

Among the awards in the special classes, first honors were given to Bobbink & Atkins, Rutherford, N. J., for two standard, two pyramidal and two column bay trees. Alex Thompson, Mt. Kisco, N. Y., was given a silver medal for display of cut flowers. Silver medals were also awarded to Eugene Meyer, Mt. Kisco, for *Gerbera Jamesonii* hybrids; A. N. Pierson, Inc., Cromwell, Conn., for 25 ferns, new; Mrs. M. F. Plant, Groton, Conn., basket of callas; A. N. Cooley, Cattleya Snow Queen; Fred Dressel, Weehawken, N. J., group of President Wilson fern. The Secaucus Exotic Nursery, Secaucus, N. J., received a silver cup for group of miscellaneous plants. Gold medals were awarded the following: George Gould, Lakewood, N. J., vegetable garden; John Scheepers & Co., New York, display of bulbs; also, International Garden Club cup for Dutch garden in sweepstakes class; W. B. Thompson, Yonkers, N. Y., display of crotons; A. N. Cooley, Pittsfield, Mass., orchids; Wm. H. Siebrecht, Astoria, N. Y., flowering acacia. First prizes were given to Harold A. Ryan, Cambridge, Mass., for cut flowers; Miss Charlotte Trimm, New York, African lily, and a certificate of merit was awarded to Joseph Manda, West Orange, N. J., for *Cattleya Schroederiae*, Mrs. H. Lutcher.

Carl Hagenburger, of West Mentor, O., arrived March 19, with a number of fine plants of his new *solanum*, Orange Queen, which were awarded a silver medal.

John Scheepers & Co., New York, were awarded the sweepstakes prize,

the International Garden Club's cup, for their Dutch bulb garden.

P. W. Popp, of Mamaroneck, N. Y., superintendent of the estate of Mrs. H. Darlington, and also vice-president of the New York Florists' Club, won a number of prizes, and reached home on the night of March 19 in time to welcome the stork, that friendly old bird bringing a fine daughter. All are doing well. Cigars were plentiful when P. W. returned to the show.

Peter Gerlaird, a well-known designer and decorator of West 27th street, ably assisted the F. R. Pierson Company's staff in arranging the roses and decorative adiantums in their first prize winning display occupying 300 square feet.

Robert Berry, formerly in the park department of New York, and well known in the trade, who is now superintendent of a large estate in Virginia, arrived at the show, March 20, as cheerful as the morning sunshine.

For a man who is supposed to be on a vacation, Professor White, of Cornell University, has been doing a lot of work for the American Rose Society, but he did not neglect his nice little family, and brought them to the show.

A. F. F.

ROCK ISLAND, ILL.—The Tri-City Florists' Club at its annual meeting March 14, elected the following officers for the ensuing year: Henry Pauli, Davenport, Ia., president; Henry Gaethje, Rock Island; Chris Sorensen, Moline, and Charles Reardon, Davenport, vice-presidents; Wm. Goos, Bettendorf, Ia., recording secretary.

National Association of Gardeners.

The first of a series of conferences to be held under the auspices of the National Association of Gardeners, took place at the Murray Hill hotel, New York, March 15. The well attended meeting of gardeners was presided over by Vice-President P. W. Popp, of the national association, who introduced President Robert Weeks, of Cleveland, O., as the first speaker. President Weeks spoke of the aims of the association and the benefits of co-operation and greater unity among the men composing the gardening profession.

Charles H. Totty, of Madison, N. J., president of the Society of American Florists, was next introduced. He urged closer co-operation between the professional gardeners and the commercial interests in the crisis horticulture is facing due to the war, saying that the interests of both branches referred to are as one in the situation that is confronting them.

W. F. Gude, of Washington, D. C., was the next speaker. He referred to Mr. Totty's remarks and called attention to some of the legislative acts which have recently been introduced in Congress and which, he said, if passed, would result in disaster to many horticultural interests. He also spoke of the coal situation as it affected the florists, and promised his aid when the gardeners appeared in Washington to present their cause on the fuel question, which the directors of the National Association of Gardeners had decided to do at their meeting held earlier in the day. Mr. Gude urged that it was up to the gardeners to aid the florists in convincing the Administration that flowers were not non-essentials in war time. W. A. Manda, of South Orange, N. J., was to address the meeting on "The Future of American Horticulture," but was prevented from attending owing to a sudden illness which overtook him.

John Shore, of Harrison, N. Y., probably the oldest gardener in active service today in the United States, followed with a paper on "The Opportunities of the Gardener." Martin L. Davey, of Kent, Ohio, spoke on the advantages of unity and co-operation between the gardeners' interests and also spoke on the war and its effects on business. He urged that those that are not actually engaged in it or in the manufacture of essentials for it should conduct their affairs as in normal times so that when our soldiers return they will find that the country has not gone backwards, but that it has progressed even in the days of this conflict.

Norman Taylor, of Brooklyn, N. Y., editor of the Journal of the International Garden Club, on being introduced, spoke of the purposes of the journal he represented and invited the gardeners to contribute practical articles to it. Arthur Smith, of Glen Cove, N. Y., read a paper on "The Benefits of Co-operation."

After the speakers' programme it was found that too little time had been left for a general discussion, which was to have been an important part of the meeting and which must be provided for at future conferences.

Ernest Westlake, of Glen Head, N. Y., the chairman of the local co-operative committee of the Nassau County, N. Y., Horticultural Society, spoke of the resolution adopted by his society several years ago, and which was likewise adopted by other local societies

throughout the country, on accepting members from one local society to another on presentation of proper credentials, and asked that the National Association of Gardeners again direct attention to this resolution, that gardeners moving from one district to another may take advantage of it. The association agreed to send out another notice to local societies on the matter.

The conference endorsed the action taken by the directors earlier in the day, on a communication received from a local society with copy of a legislative bill introduced in the state of New Jersey against the payment of commissions, gratuities, etc., to refer the communication to the next annual convention to take action thereon.

At the meeting of the trustees and board of directors held in the forenoon, the secretary was instructed to take such action as was necessary to learn from the fuel administrator at Washington what his attitude would be towards the private greenhouse next winter and to endeavor to have the fuel administrator permit private houses to secure a coal reserve during the summer months.

The directors endorsed the plans of the service bureau of the association to bring it to the attention of country estate owners to secure their co-operation in more firmly establishing it.

The directors decided on St. Louis as the next meeting place of the executive board, to be held in August. St. Louis members of the association also asked that a conference be held in that city at the same time.

A letter was read from Secretary Young, of the Society of American Florists, advising that President Robert Weeks had been appointed a director of that society. The directors voted to invest \$1,000 of its treasury funds in the next call for Liberty bonds.

The next conference will be held in Boston the latter part of April, the exact date to be announced later.

M. C. EBEL, Sec'y.

National Publicity for Flowers.

That the publicity campaign is making good headway, and that it is producing beneficial results is no longer a matter of question. Reports from all sections of the country are to the effect that the campaign, so far, has stirred up business and increased the demand for plants and flowers. This result speaks volumes of praise for those through whose efforts the campaign was made possible, as well as those who have so nobly contributed to the fund necessary to inaugurate and carry it on.

But florists who have not yet subscribed should not get the idea that the campaign is coming to a close. The point aimed for and necessary of attainment is \$50,000 per year for four years. What has been accomplished is of an initial character. Thousands of florists are getting the initial benefit without contributing one cent to the cause. Many such have taken advantage of the service of our promotion bureau, which has linked their individual businesses with the national magazine advertising at no further expense than the actual cost of the material furnished to them. The promotion bureau feels sure that they did not intend to be "slackers."

The demand for flowers today is getting an impetus it never had before—not through the efforts of any one

man, but through the combined efforts of many hundreds. "Why was this thing not done before?" is a question many are asking. The answer is plain—we had not the nerve! Now we do have it, let us keep it. That will require money, but how little! if we were to consider it pro-rata among the members of the trade to be benefited by increased business.

It should not be considered as money just handed out. It is quite as essential as insurance, and should go into the overhead charges of any establishment. Never was the truth of the old text better exemplified: "Cast your bread upon the waters and it shall return to you after many days." Your money comes back to you without fail, multiplied a hundred fold.

The man of fable who stood upon London bridge for hours offering real gold sovereigns at a penny each and found no customers was much in the same position as that in which we find ourselves as a society today. We are appealing to skeptical florists to reach forth and take the dollars we offer them for their pennies, and they make no mistake—they get a sure thing.

This campaign should be kept up for 24 years instead of four. It should be an elixir of life for the florist trade, and we should all pay for the medicine, each and every one his part.

Just glance over the following list of additional subscriptions reported by Chairman Asmus of the finance publicity committee, many of them secured through the hard work of local committees, and if you who read this, have not subscribed, see to it that your name appears in the next list published:

	Annually for Four Years
Ernest Ashley, Allentown, Pa.....	15.00
N. M. Silverman, Boston, Mass.....	10.00
John W. Vogt, Sturgis, Mich.....	10.00
H. W. Cade, Cairo, Ill.....	10.00
Fred A. Heffner, Hoboken, N. J.....	5.00
John E. Lapes, Cedar Rapids, Ia.....	10.00
Chas. Weber, Lynbrook, E. I.....	15.00
John C. Lindheim, Providence, R. I.....	5.00
W. C. Crossley, Mansfield, Pa.....	10.00
Edw. C. Stroh, Buffalo, N. Y.....	10.00
Wollager Bros., Johnstown, N. Y.....	5.00
Connolly & Plunkett, Newark, N. J.....	5.00
Wm. F. Hennig, Blue Island, Ill.....	10.00
Walker Bros., Salt Lake City, Utah.....	10.00
Rodman & Sons, Brooklyn, N. Y.....	10.00
Ralph's Gr'n'h'se, Saratoga Spgs., N. Y.....	5.00
G. W. Pfaltzgraff, York, Pa.....	5.00
Jas. A. Henry, Tulsa, Okla.....	5.00
Chas. P. Hughes, Hillsdale, Mich.....	5.00
A. Donoghue, Jr., Omaha, Neb.....	25.00
Wm. A. McAlpine, Boston, Mass.....	25.00
J. Frank Edgar, Waverly, Mass.....	25.00
Fritz Bahr, Highland Park, Ill.....	10.00
Bergstermann Floral Co., St. Louis.....	25.00
J. J. Von Reider, Dover, Del.....	5.00
R. J. Orr, Vineland, N. J.....	50.00
M. A. Barick, Seymour, Ind.....	5.00
D. T. Connor, Philadelphia, Pa.....	5.00
Davis Floral Co., Davenport, Ia.....	10.00
The Heiss Co., Dayton, O.....	25.00
M. Anderson, Dayton, O.....	10.00
Geo. W. Frisch & Son, Dayton, O.....	10.00
Chas. A. Bower, Dayton, O.....	10.00
Abbey Ave. Greenhouses, Dayton, O.....	15.00
Mrs. L. D. Johnson, Dayton, O.....	10.00
E. W. Jenkins, Dayton, O.....	10.00
Coombs, The Florist, Hartford, Conn.....	125.00
Carl Peterson, Hartford, Conn.....	50.00
Carl Peterson, Hartford, Conn.....	5.00
Volz Floral Co., Hartf'd, Conn.....	10.00
Robt. Marchant & Son, Hartford, Conn.....	5.00
Spear & McManus, Hartford, Conn.....	50.00
V. Dorval & Sons, Woodside, N. Y.....	10.00
Everett E. Cummings, Woburn, Mass.....	5.00
Chicago Florists' Club—A/C Valentine day and Mother's day stamp account	400.00
Wm. Schray & Sons, St. Louis, Mo.....	25.00

Previously reported from all sources.. 1120.00

Grand Total\$31256.00

JOHN YOUNG, Sec'y.

Thrift Stamps.

A quarter
A day
Keeps the Germans
Away.

—Detroit Free Press.

Wealth in the Making.

Every Saturday millions of dollars are taken out of our banks and spent. By the next Friday all of that money is back in the banks again. In that short interval it has performed a miracle. It has kept a nation hard at work, producing food, clothes, munitions, furniture, flowers, and what not. The nation is richer by all this wealth, created by raw materials, and not one dollar of the money has been lost. It is all back in the banks again, ready to be paid out once more. Part of the goods it has produced we consume. The rest remains in the shape of wealth. Wealth is nothing more or less than raw material—plus labor. Money is not wealth—it is the symbol of wealth.

But, suppose we were to slow up the process. Suppose, instead of paying out the money every Saturday and getting it back within a week, we were to pay it out on the first of every month and get it back by the end of the month. In that case, it would circulate only 12 times during the year, instead of 52, and the wealth it would produce would be exactly 40 times less than the wealth now being produced. In other words, the products of the labor of the nation would be the same as though the nation worked for 12 weeks instead of 52. That, of course, would mean nothing but stark, starving poverty.

Yet there are a lot of people at the present time who are telling us to do that very thing. They tell us to stop spending money on anything but the barest necessities of life and keep that money in the banks doing nothing. No more new clothes should be bought—we should wear the old ones till they are in rags; no new shoes—we should patch the old ones as long as they will hold together. Do not buy flowers, we can do without, and so on down the line. We should save the money, keep it out of circulation, and stop the nation's turning out raw materials in wealth by means of labor.

In that case, we should have to pay for the war out of accumulated savings, and if we attempted to do that we should soon be bankrupt. What we have to keep in our minds is that the only way in which we can pay for the war and preserve our prosperity as a people is by bringing our productive capacity up to the highest possible standard; and the way to keep the labor and machinery of the country at its highest producing capacity is to keep our money in circulation, instead of hoarding it. The more often our money is circulated, the harder people work, the greater will be the surplus wealth we shall produce.

Every day sees us a richer nation. Every day sees us able to take a bigger part in paying for the war out of newly created wealth. Now, there is one way to kill this present prosperity and thereby stop our driving power in the great war, and that is to stop spending our money and keep it locked up. Keep your money from working, and you stop an equal proportion of labor and machinery from producing the wealth out of which the cost of the war must be paid. The less you spend on other people's products the less other people can spend on yours, and so we, in the flower business, must keep the wheels moving, doing everything possible to keep up the quality and volume, so as to be able to say that we have done our

share in the world's work; and who among us here can say that the florists have shirked in doing their duty by being contributors to the Red Cross, Liberty Loan, Y. M. C. A., Red Triangle and similar worthy objects?

Keep up the good work—we have started in our first publicity campaign—and do your share toward it, and we will ultimately get our returns, ten to one, for every dollar we have put into it. I thank you.

HENRY PENN.

Vegetables at the New York Show.

"Lely," said the brasso-cattleya to the laelia-cattleya, in the orchid reservation at the flower show in the Grand Central Palace, March 14, "Lely, it is evident that the sphere of beauty in which we have shone supreme is rapidly narrowing. Of course, I knew this war was hitting Flora hard, but never did I expect to see a vegetable garden in the place of honor at an exhibition heretofore devoted exclusively to the aristocrats of botanical society." Lely gave her lovely head a sad, sad shake. "If efficiency gets much more firmly fixed in the saddle," she agreed, "I shall begin to tremble for our very existence. It's all right for Friend Poppy, now—they can make opium out of her blossoms for anaesthetics. Out in California there are big poppy farms from which they get the stuff that puts the soldiers to sleep when they're wounded, so the doctors can operate without hurting them. But unless we can discover some way to be practical and useful, Brasso, I fear we have no place in a country at war."

The white lilac drew her leaves around her with a reminiscent shiver. "Well," she remarked, "if I have to put in another winter like the last one, with the coal shortage and all, I really would just as soon give up the ghost. See how anæmic my blossoms look!"

"Serves you right!" shouted a fat young tulip from Scheeper's Dutch garden. "If you grew in a dooryard like Mynheer Whitman wrote you wouldn't be taking the fuel the soldiers need. I'm glad to see in this show evidence that America is waking up. That vegetable-garden of Mynheer George J. Gould gladdens my heart. When I gaze upon it, so trim and orderly, I could think myself back in my native Holland."

The golden bantam corn over in the Gould garden heard the tulip's compliment and gave a pleased simper. "Some garden we are," it agreed. "Observe the neat rows—the lettuce, the chicory, the peas, all so perfectly laid out, and not a weed! We are a model garden if there ever was one."

"Humph!" giggled a neighboring sweet pea. "I s'pose Mr. Gould got up early and weeded you so's you'd be sure to get a prize." But the corn and the peas and the chicory, knowing this to be mere envy, glanced proudly at the card in their midst which proclaimed "gold medal," and remained silent.

"Ah," sighed a pink rose in the rustic rose garden of A. N. Pierson, "we flowers from Cromwell have tasted the horrors of war. Fancy our feelings last week when the gardener announced in the conservatory that he had been unable to get transportation by railroad for us and must truck us to New York!"

"I am glad," said President Wilson, otherwise nephrolepis, a fern, but re-

christened for war time, "to hear from one of the plants that were brought down just now from the Red Cross tea garden on the second floor that instead of tea tables the garden is filled with long workmanlike tables at which sit women rolling bandages for our soldiers, a lesson for the gay crowds to behold."

The voice of Park Commissioner John N. Harmon of Brooklyn, the mayor's representative, then boomed out. His speech gave the discouraged flowers great encouragement, because it informed them that Mayor Hylan's policy was to "grow the lily."

"We of Mayor Hylan's great democratic administration are urged to encourage what is of natural and moral beauty. The mayor's policy is to disregard what is false—not to paint the lily but to grow the lily. He holds it a high privilege to give encouragement to this exhibition, where New York may see nature's pageantry, sweet in its perfume, exquisite in its forms, brilliant in the rich beauty of its colors."

Blushing with pleasure and relief at this evidence of official approval the flowers relaxed and proceeded to talk over the awards.—New York Sun.

Boston Spring Show.

Supplementing our account of the Boston spring show held in Horticultural hall, that city, March 13-17, which appeared in last week's issue, page 475, the list of the principal winners of prizes and gratuities was as follows: R. & J. Farquhar & Co., Boston, Mass.; Peter Fisher, Ellis, Mass.; Thomas Roland, Nahant, Mass.; Mt. Desert Nurseries, Bar Harbor, Me.; Wm. Sim, Cliftondale, Mass.; M. A. Patten & Co., Tewksbury, Mass.; W. W. Edgar Co., Waverley, Mass.; John Barr, Natick, Mass.; Faulkner Farms, Brookline, Mass.; C. S. Sargent, Boston; S. J. Goddard, Framingham, Mass.; F. W. Fletcher & Co., Auburndale, Mass.; M. Van Waveren & Son, Hillelegom, Holland; A. S. Caplan, J. J. O'Brien, J. A. Zinn, Penn, The Florist. H. R. Comley and the Boston Cut Flower Co., Boston; Miss Cornelia Warren, Mrs. J. L. Gardner, H. T. Hayward, Wm. Whitman, A. C. Burroughs, E. B. Dane, Mrs. Frederick Ayer, E. A. Clark, Miss M. A. Rand, Mrs. C. G. Weld, A. W. Preston, W. D. Howard, W. J. Clemson, Edward Bingham, Mrs. Lester Leland, W. R. Coe, Mrs. Bayard Thayer, James Warr, Lyman estate, Mrs. Augustus Hemenway and F. W. Dahl.

FORT WORTH, TEX.—T. D. Long, representing Vaughan's Seed Store, Chicago and New York, was a recent visitor.

BELVIDERE, ILL.—The Herzog Flower Shop celebrated the first anniversary of its establishment, March 16, with a spring opening at which lady visitors were presented with floral souvenirs. Both the retail and wholesale departments have shown healthy growth.

WASHINGTON, D. C.—The following officers have been elected by the florists' club for 1918: Z. D. Blackstone, president; Harry B. Lewis, vice-president; William F. Gude, treasurer; Adolph Gude, George Field, Theodore Diedrich, George H. Cooke, David Bissett, and William H. Ernest, members of the board of directors.

San Francisco.**BIG EASTER DEMAND ASSURED.**

As is usual at this period of the year trade had been somewhat quiet during the week, the only interest being shown in the market being chiefly due to funeral work. Stock is none too plentiful, however, so that the dull spell is not affecting prices to any extent. Carnations jumped to \$4 per 100 again last week, but dropped slightly this week. Roses still are on the short side with the possible exception of red. Russells of excellent quality are now coming in and bringing fine prices. Mrs. Aaron Ward is more plentiful and very popular. Cecile Brunners are still short. Lily of the valley is completely out of the market and cattleyas are almost as scarce. Lilies are becoming more abundant. The quality is of the best and prices realized are very satisfactory. The outlook for a large supply for Easter is promising. Bulbous stock of all kinds is in large supply. Prices for this class of stock may be said to be fair. Violets are very numerous and very good. Great quantities are disposed of to the street fakery every morning. Seldom have larger quantities of fruit blossoms been offered as is the case this year. Outdoor flowers are beginning to come in now owing to the warm spring weather. Ferns are very scarce. The demand is continuous and prices have stiffened accordingly. Cut ericas are being offered and always sell readily. Freesias are still plentiful, especially the new colored varieties. Few, if any, callas have been offered as yet, but as this flower is not much sought after in this market, its absence will not be missed. Plants are coming in very freely and all the stores are stocking up heavily in anticipation of a busy Easter.

NOTES.

George C. Roeding, of the Fancher Creek Nurseries, of Fresno, has been appointed a member of the joint advisory committee of the department of agriculture and the food administration, organized to consider national agricultural problems. Mr. Roeding's duties will probably take him to Washington in a short time.

John Bommersbach, representing Vaughan's Seed Store, Chicago and New York, was a recent visitor calling on the trade here.

G. N.

Fort Wayne, Ind.**EASTER SUPPLY SEEMS PLENTIFUL.**

Preparations for a big Easter trade are being made. Fine specimens of rambler roses, hydrangeas, rhododendrons, and a few azaleas are beginning to appear, besides a fine selection of bulbous stock and Easter lilies. Hyacinth plants are probably the finest of the bulbous stock. In cut flowers, there is a good improvement noted in the supply of roses, especially Ophelia, Russell, and the Killarneys. Sweet peas are most plentiful, and there are all the carnations that the florists can handle. Indications from local growers point to the fact that there will be a plentiful supply of Easter lilies, and probably enough roses to go around.

CLUB MEETING.

There was a very enthusiastic meeting of the florists' club, March 21, at the retail store of the Freese Floral Co. President Wenninghoff was in the chair. A great deal of routine business was attended to. The matter of deciding prices for Easter came up, and minimum prices for all Easter stock were agreed upon by all. The closing of the retail stores on Sunday was also discussed and it

was decided that there should be a uniformity among all the retailers in regard to this matter. It was voted to have all retailers close their stores as soon as their morning orders were out on Sunday, big holidays like Easter, of course being an exception.

NOTES.

A very handsome window decoration of baskets of Easter lilies, and Dutch hyacinths and tulips against a background of green panne velvet was noted at the Flick Floral Co's. store last week, the work of Miss Marguerite Flick, decorator for the firm.

Visitor: I. M. Bayersdorfer, Philadelphia, Pa.

The Doswell Floral Co. has a splendid lot of lilies for Easter. They are also well supplied with rambles, hydrangeas, and a full line of bulbous stock, all of which was grown at their greenhouses at Lindenwood.

Some of the finest Dutch hyacinth bulbs in the city are displayed at the flower shop of Ed Wenninghoff. French hydrangeas are also featured here in baskets, and Easter lilies will be in large supply.

The Easter lilies at the Vesey greenhouses are timed just right, and six houses of Trianae and Schroederae cattleyas are ripe for cutting.

The Freese Floral Co. had a large number of church decorations for Palm Sunday, and report funeral work heavy.

H. K.

Pittsburgh.**GOOD EASTER BUSINESS ANTICIPATED.**

Palm Sunday was nothing out of the ordinary; in fact, not the usual rush that was expected. There was plenty of all kinds of stock on the market, and prices were not above the week previous. Carnations are coming in large quantities and clean up well at \$2 and \$3 per 100. Roses are somewhat more plentiful, with a good crop in for Easter. The cold weather during January and February held the cuts back, but most growers will have a good cut, with a few days of bright weather. American Beauties are improving each day, and the Easter crop looks promising, but the demand for this flower for Easter is not very heavy. Sweet peas have been flooding the market, with most of them going to the street merchants. The stores of this city could not handle the large amounts that have been coming to this market. They are all shipped via parcel post and during transit receive some rough handling, which effects the stock considerably. Oftentimes they are delayed, and during the warm weather they are unfit for sale. Orchids have been rather scarce and prices have advanced from 50 cents to \$1 each during the week. Lily of the valley is also scarce, but prospects are for a good crop for Easter. Lilies seem to be scarce, and what few there will be in this section will bring good prices, the first time for some years. Bulbous stock of all kinds is plentiful and moves very slowly. There should be a good supply for Easter, and the demand looks promising. Most all the plantmen in this section are sold out of their blooming stock and good offerings are at a premium. Azaleas and spireas are very scarce. There are plenty of good hydrangeas and rambles, also tulips, hyacinths, cinerarias, cyclamens and daffodils in pots. The outlook for Easter is excellent, and if the weather turns out good there will be a large business done.

NOTES.

On account of the express congestion on all railroads, most of the out-of-town florists are driving to the city with their trucks to get their stock.

During a wind storm last week, J. B. Murdock & Co., of Van Eman, Pa., had a loss of about 300 lights of glass. Very little other damage was done.

John Kiel, of East Liverpool, O., was in the city looking for Easter plants, but was disappointed, as all the growers were sold out.

M.

Cincinnati.**EASTER SUPPLY FAIRLY GOOD.**

The Easter supply, judging from present reports, will be good and fairly large, but not as large as was expected. The demand is very strong, and all receipts should be cleaned up in a hurry. Roses have become somewhat scarce and will undoubtedly be short of actual needs. Carnations are in good supply. Sweet peas are fairly plentiful. There is a fair supply of Easter lilies, but, compared to other years in this market, they are rather scarce. A fair supply of callas and rubrums is available. Bulbous stock includes tulips, jonquils, daffodils, hyacinths and freesias, all in a fair supply. Other offerings are lily of the valley, orchids, calendulas, forget-me-nots, primroses and mignonette.

NOTES.

The engagement of Miss Matilda Garges, daughter of Mrs. Anna Garges, to Mr. McDeward Mellow, now of this city and formerly of Vermont, was announced last week.

Dave Klein has purchased the Dave Tiernan store, 639 Monmouth street, Newport, Ky.

The stork called at the home of Mr. and Mrs. Wm. Mayhall, March 21, and left a boy.

C. E. Critchell has been getting some excellent bulbous stock from Henry Koeske.

The E. G. Hill Floral Co. has an attractive Easter window display.

Visitors: C. P. Dietrich, Maysville, Ky.; C. P. Brunner, Springfield, O.; Mrs. Wm. Gerlach, Jr., Piqua, O.; Ed. Fancourt, of S. S. Pennock Co., Philadelphia, Pa.; S. M. Rosenfeld and Julius Dilhoff, New York. H.

Buffalo.**FUNERAL WORK ESPECIALLY HEAVY.**

With weather conditions during the past week very favorable, stock looks promising for Easter, although the supply will be limited. Trade has been active, especially in the call for funeral work. The death of one of the originators of the moving picture industry aided much in a very busy week. Liberal advertising by some of the local stores will help to add to the Easter volume.

NOTES.

The lilies at S. A. Anderson's are in perfect shape, and the same can be said of the tulips, hyacinths and rambles here. He will also have a fine lot of hybrid roses. Azaleas and genistas will be the scarce items. The draft is liable to take two of this firm's men, one from the range and one from the store, but it is hoped they will be able to remain here until after Easter. Mrs. Anderson is at Southern Pines, N. C.

W. J. Palmer & Son, L. H. Neubeck and the Wm. Scott Co., Inc., will have lilies for their trade, but no surplus stock. All local growers are going to be short of stock, and good prices should prevail.

S. A. Anderson, W. J. Palmer & Son and the Colonial Flower Shop were unusually busy during the past week with funeral orders. BISON.

NEW CASTLE, IND.—Wm. Dittman, Jr., leaves, March 29, to join the colors at Camp Taylor, Louisville Ky.

Boston.**FINE WEATHER AND GENEROUS SUPPLY.**

The sunshine of the past week has worked wonders with greenhouse stock. Flowering plants are in excellent condition and every one is looking forward to a good Easter trade. Although cut flowers are shortening up and all crops are going off, there will be plenty of good stock for the trade. The best carnations are selling at \$4 and \$5 per 100. Roses remain the same. Killarney Ophelia, Sawyer, Maryland and Sunburst are in good form and sell at 8, 12½ and 16 cents. Pansies are good, the best costing \$1 and \$1.50 per 100. Sweet peas are extra good, and range from \$1 to \$2 a hundred. Rubrum lilies have just started to arrive and find ready buyers at 8 and 10 cents each. Roman anemones are a drug on the market and move slowly at 50 cents a dozen. Ranunculus are scarce at \$1 a dozen. French and Spanish irises sell good at \$2 and \$3 a dozen. Jonquils, tulips and poeticus, are in abundance.

NOTES.

A. Abramowitz, road salesman for Philip L. Carbone, Inc., has been called in from a successful trip to report to headquarters, as he is in the selected draft, reporting for duty March 29. Before leaving for camp a committee headed by Miss Harriett Sykes gave a dinner and dance in his honor, and presented him with a gift that he will always remember.

Wm. McAlpine returned from the New York flower show very much enthused over the new roses shown there, and has placed a large order for several varieties, among them the new rose, Columbia; also, a pale pink that will take the place of Ophelia.

Henry M. Robinson & Co. report the past year was the best in a long time in spite of the competition and other conditions. They kept the force working up to the minute and in that way gained the confidence of many customers.

Wm. Elliott has started to cut Christy Miller roses but only a few are arriving, not near enough for the demands, although he is cutting heavy in Ophelia. Killarney, Stanley and single Irish roses and Asparagus plumosus.

At John O'Brien's on Beacon street, business is very good and his store is attractively arranged with rose bushes, lilac, flowering apple and prunus with a large selection of bulbs, genistas, heather and Darwin tulips.

B. A. Snyder & Co. report very good business and are very much pleased the way orders are arriving. Bennie Snyder is seen every morning at the market, selecting choice stock for his out-of-town customers.

Harry Randall, of Worcester, visited this city the past week while making a trip to the various greenhouses and reports business good with anticipation of an excellent Easter trade.

J. M. Cohen is receiving from one of his growers, an excellent grade of Nelrose snapdragon. Spencer sweet-peas. Hadley roses and several varieties of carnations.

Arthur Carr is receiving daily shipments of Morning Glow carnations, French iris, anemones, pansies and yellow marguerites, which find ready buyers.

Neal Boyle, of Malden, who grows a large amount of lilies, reports that only one-half of his stock will be ready for the holiday trade.

Penn's store is attractively arranged for Easter and he reports business very good with orders arriving in large numbers.

John J. Cassidy had a very busy week with a large funeral trade.

Welch Bros. Co. had a very profitable month and figures this Easter will go ahead of last year.

Henry Haas, formerly with Welch Bros. Co., has gone into business in New London, Conn.

S. K. G.

Lancaster County Florists' Association.

March 21 was not an ideal day for a visiting trip, but there were 21 of us who started out, with the first stop at John Schreiner's, where we found 84 varieties of sweet peas grown in high-grade quality, most of which are disposed of locally. The Easter bulbs here are timed to perfection and, in spite of the warm weather, will be just right. He also grows vegetable plants, almost by the million, and in every variety imaginable.

A run was next made to Paradise, where, at Ira Landis's, the usual assortment of carnations was found in fine shape for Easter and a big crop of freesias, with tomatoes and pot carnations between the rows. Mr. Landis grows quite a stock of ixias along the edges of his carnation beds, and in a number of houses that were run cold on account of the fuel rulings he has now coming irises, columbines and pyrethrums. Buttercups are being tried out on a large scale.

M. J. Brinton, at Christiana, was next visited, where we found tulips, hyacinths, narcissi, daffodils and lilies. His Easter lilies are almost a failure, due, he thinks, to poor bulbs, as they are in an ideal house—the same house that produced such wonderful results last season, and with the same temperatures and treatment. His Magnificum are just the opposite, and he is cutting them in immense quantities and good quality. In the carnation houses a good crop of flowers for Easter was in sight, and he said that never in his experience had his carnations produced such a continuous crop of good flowers as they did this past winter.

At Ira Ranck's we found carnations and sweet peas the main crop, with a batch of Godfrey callas in pots for cut flowers.

Walter Denlinger does not have a large place, but manages to get a good deal out of his glass with carnations, narcissi, calendulas and vegetable plants.

Rutter Hess, at Gap, was of the party, and a stop was made at his place. Here carnations are the main product, and he likes White Enchantress in preference to Matchless, which for some reason does not do well with him. Merry Christmas looked better here than in any other place in the county. A by-product here along the carnation beds is parsley, and they cut it by the barrel.

Elmer Weaver, our president, was next called on, and showed us the finest bed of Benora I ever had the pleasure of seeing. Miss Theo was a mass of buds and bloom of good color, but rather under size. Aviator was the best red we saw anywhere, from a money-making point of view, with Washburn perhaps just a little better flower. Rosalia was in fine shape. A number of seedlings showed good promise; in fact, outside of Cottage Maid, all the carnations looked fine. A house of sweet peas had flowers enough on one side of the long rows to keep a man busy cutting all day. He is growing his own seed. A house of Matchless just under construction is now coming into a big crop of flowers.

Chas. M. Weaver is the largest grower of sweet peas in this section, and his large houses are full of what is perhaps the best they ever held, some of them having stems over 20 inches long. A house of mignonette is in full crop, and here again we find him grow-

ing his own seed, which accounts for the uniform quality of his stock.

T. J. Nolan was a welcome guest, both on the trip and at the meeting held at 7:30 p. m. Harry Haverstack was to have given us a paper on bedding plants, but reported being unable to prepare it, and Mrs. A. M. Herr, who had a parent teachers' meeting with an illustrated lecture on "School Gardens," invited us to come there after the business of the club was through—an invitation that was accepted by a number. M. L. Ruch and M. A. Eisman, representatives of a boiler preparation, visited the club and were given an opportunity to talk on their product. ALBERT M. HERR.

Tacoma, Wash.**SUPPLY EXCELLENT WITH GOOD DEMAND.**

Business continues good, with an abundance of fine stock to be had except on occasions of heavy demand. Carnations are better, with less splits and improved coloring. The weather is bright and warming up so that bulbs of all kinds are coming into flower. Some of the best blooms of Von Sion are the flowers grown outside. Sweet peas are coming in very fine and have rather a larger sale than carnations. Roses are good, and the best of them are from our local growers. Lilies at most places are coming along about right, so the supply will probably be ample, and will be good stock. The greatest Easter in the history of Tacoma is not far away if we are able to judge from business conditions of the past six months and the great prosperity that this city is enjoying.

NOTES.

The writer does not love the floral work well enough to pass up a job at \$6 or \$7 per day for eight hours to work around a greenhouse for 10 hours for \$65 or \$70 per month. Our love of flowers is great, but the prices of spuds and other things tell us the best way to have plenty of spuds is to get the six or seven per. This city is still holding to the old price of past seasons in the way of prices for cut flowers and the outlook says the prices must be raised or go out of business.

The problem of good greenhouse help is getting serious. The high wages paid by the ship-building yards have called out several of our florists, and to tell the truth wages paid for greenhouse help will have to be boosted or it will be a case of "do it yourself, if you want it done."

S. L. H.

The Late Matthew T. Keenan.

Matthew T. Keenan, for the past 40 years a retail florist of Brooklyn, N. Y., died at his home, 114 Willoughby avenue, that city, March 17, of pneumonia, aged 62 years. He was born and educated in Brooklyn. In the early years of his business career he had several locations at different times, but since 1883 his location has been 406 Myrtle avenue. He was a man of fine appearance and did not show his age by 20 years. He was popular in the community in which he lived and among business men. He was active in the charity work of the Sacred Heart Roman Catholic church. He was a life member of Brooklyn Lodge No. 22 B. P. O. Elks, and a member of Long Island Council No. 173, R. A., and John Loughlin Council No. 303, Knights of Columbus. He was a bachelor, but is survived by three sisters, Mrs. Mary Smith, Mrs. Annie O'Connor and Elizabeth Keenan, and two brothers, James and John Keenan. A nephew, Joseph F. McCall, has been his assistant in the business. A. F. F.

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Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO.

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The school garden movement in San Francisco, Calif., will start the first week in April with a parade of 50,000 boys and girls marshalled by the mayor in war garden uniform.

CONGRESS has been asked for an appropriation of \$911,300 of the sum of \$19,730,893 required for war emergency activities in food production, the former amount to be used in control and eradication of plant diseases.

Traffic Soon to Be Normal.

Ordinary commercial traffic will be soon handled by the railroads in a normal manner, Director-General McAdoo announced March 19, commenting on reports that the Administration contemplated restricting shipments of non-essentials. Embargoes have been placed on various railroads, due to accumulations at certain ports. On that day 8,016 loaded cars of freight for export were held at North Atlantic ports, besides materials from 6,760 discharged on piers and 15,713 cars unloaded on the ground, because ships were not supplied in sufficient numbers.

Tribute to the Late Joseph Heacock.

In just a few words of tribute to our deceased friend and co-worker, the late Joseph Heacock, I would say, what a gain it was that he lived in this world, and what a happy thought to hope to meet him on the other side. Surely this man will be sorely missed in our future councils.

To know him better was to love him more. J. FRED AMMANN.

Florists' Hall Association.

President E. G. Hill has announced the appointment of James W. Heacock as treasurer of the Florists' Hall Association to fill the unexpired term of Joseph Heacock, deceased.

President Hill has also designated, Wednesday, August 21, 1918, at St. Louis, Mo., as the time and place for the annual meeting of the association.

JOHN G. ESLEB, Sec'y.

Late Mrs. Breitschwerth Resolutions.

The following resolutions have been adopted by the Pot Makers' Credit Association upon the death of Mrs. Lillian Breitschwerth, proprietor of the Syracuse Pottery Co., Syracuse, N. Y., whose death was reported in THE AMERICAN FLORIST of March 9, page 351.

Whereas, our long time business friend and fellow member has been suddenly taken from us, be it

Resolved, that the following minutes be entered upon the records of the Pot Makers' Credit Association in sincere appreciation of her high character and as a testimonial of our great loss.

We, the officers and members of this association, deplore the ruthless fate which has so suddenly ended her exceptionally useful career and has deprived us of the benefits of her unflagging interest in the conduct of this association.

We shall honor her memory by ever striving to be true to her principles and her daily example and the high standard of honor which she consistently maintained.

Be it further ordered, that a copy of these resolutions suitably engrossed be sent to her devoted family with the deep and fervent sympathy of this association and hope that the tender memories of her helpful life will serve as a solace and inspiration in the years to come.

Society of American Florists.

PUBLICITY COMMITTEES JOINT SESSION.

The publicity committee and the publicity finance committee met in joint session at the administration offices of the society, 1170 Broadway, New York, March 16, at 2 p. m., and the meeting lasted several hours. The following members were present: Henry Penn, Boston, chairman of the publicity committee; George Asmus, Chicago, chairman of the publicity finance committee; President C. H. Totty of the S. A. F., Madison, N. J.; Herman P. Knoble, Cleveland, O.; Wallace R. Pierson, Cromwell, Conn.; F. L. Atkins, Rutherford, N. J.; and John Young, secretary, New York. There were also present: Patrick Welch, Boston; Fred Lautenschlager, president Chicago Florists' Club; G. E. M. Stumpp, New York; Max Schling, New York; and Major O'Keefe, of the

P. F. O'Keefe Advertising Agency, Boston.

The accounts covering the first period of advertising were examined and finally approved. The plans for the next period of the campaign were discussed, but no definite action was taken. The work of the promotion bureau was approved and its exact scope determined. The urgency of obtaining more subscriptions to the campaign fund was discussed at length. While well pleased, the committees did not think that the response to the call for subscriptions was as large as it should be, especially when the great value of the campaign to everyone in the business was considered. Ways and means for accelerating contributions were considered from all points of view, and ultimately the secretary was authorized and instructed to make tours among the trade, with the idea of promoting a proper reciprocal spirit and making the campaign a real one in every way.

All florist clubs and societies holding regular meetings, are requested to notify the secretary of their dates for after-Easter, as, if at all possible, arrangements might be made to permit of his attendance some time during the season. JOHN YOUNG, Sec'y.

Terminals Case Ended.

It will be of interest to shippers from points west of Oklahoma and Texas, and this side of Pacific coast terminals to know that new west-bound transcontinental tariffs became effective March 15. The tariff prepared in line with a decision of the inter-state commerce commission provides for terminal rates the same as were formerly in effect at intermediate points and withdrawing the east-bound port-to-port rates via the gulf route, so as not to exceed the rates from and to intermediate points. Hereafter rates to Pacific coast terminals and to intermediate points will be the same.

Parcel Post Overburdened.

The post office department calls attention to the fact that many articles are being mailed to soldiers in France which are on the canteen list and can be bought there in retail quantities at wholesale prices. Two thirds of the articles found in a 12-hour inspection of soldiers' parcel post are found on General Pershing's canteen list. By reason of so many unnecessary articles being mailed to soldiers abroad, thus burdening the parcel post, it may become necessary to curtail parcel post privileges. It can readily be seen what the situation will amount to when we have a million or a million and a half men in France. The question is one that will have to be answered by the relatives and friends of the soldiers, or it will, of military necessity, be answered by the authorities in France charged with the responsibility for the success of this war.

Reuter Receiver Appointed.

Herbert W. Rathbun, of Westerly, R. I., has been appointed temporary receiver in the matter of S. J. Reuter & Sons, of that city, announcement of whose petition in bankruptcy was made in our issue of March 23, page 477. The liabilities are reported to be about \$40,000. Secured claims are about \$30,000. Assets are said to be under this amount.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Many years experience; greenhouse or private place.
John Plath, 463 W. Chicago Av., Chicago.

Situation Wanted—As first-class gardener to take charge of gentleman's private estate or public institution, by a middle aged man (Scotch); thoroughly familiar with the routine of work in either place; forcing of flowers and vegetables; also fruits; a good knowledge of perennials, trees and shrubs; a good landscape gardener. Best of references. Apply

W. M. S., 3238 Second Ave., S., Minneapolis, Minn.

Help Wanted—Two glaziers. Apply
George Reinberg, 2057 Balmoral Ave., Chicago.

Help Wanted—Rose grower; state wages wanted; can come at once.

Wm. Dittman, New Castle, Ind.

Help Wanted—Gardener for place near Chicago.

Key 886, care American Florist.

Help Wanted—Experienced saleslady for retail store. Lakeside Flower Shop, 4700 Sheridan Road, Chicago. Phone Edgewater 2670.

For Sale—Heating system for three greenhouses, except boilers. Houses 22x100. Call on

O. W. Farley, Administration Bldg., Zion City, Ill.

For Sale—Greenhouses, about 20,000 feet of glass. 10 squares from Court House; city of 40,000 population; good retail and wholesale trade. Just the time for spring trade but must sell to settle estate. Liberal terms; write for particulars. **Riverside Floral Co., W. A. Richison, Admr., Muncie, Ind.**

For Sale—6,000 ft. of glass in two houses, Moninger construction, built four years, with new six-room house and barn, all in good running order with auto delivery, on intersection of three paved streets and within 200 ft. of entrance of large cemetery; plenty of room to spread and in central Ohio city of 20,000 population. Reason for selling: ill health. At surprisingly low figure. Address.

Key 885, care American Florist.

Help Wanted

At once, young greenhouseman with some experience in carnations, roses, chrysanthemums and pot plants, to work under foreman. \$15 per week to start. Good chance for advancement to steady reliable man. Give experience, references, etc., to

Millers' Greenhouses, Muncie, Ind.

FOR SALE—B. Schroeter's Greenhouses

Sixteen Greenhouses (29,000 sq. ft. of glass), with sheds, barn, boilers, etc., in Detroit, Mich. Lease on property for five and one-half years. These greenhouses are for sale only because of the death of the owner. For particulars address

Mrs. B. Schroeter, 397 Helen Ave., Detroit, Mich.

Situation Wanted

By good gardener; married. Prefer private place or institution. Address

Key 882, care American Florist.

Situation Wanted

Married man with 20 years experience wants position as grower of florists' stock or vegetables, indoors or out. First-class references.

ROBERT TOWNE, Care of Walden, Lake Forest, Ill.

Situation Wanted.

First-class gardener and florist; 16 years' practical experience in all branches; greenhouse, landscaping; good perennial grower, roses, carnations, vegetables, etc. European and U. S. experience; will consider private place. Married, 32 years of age, one child. Answer only if you want a man to take charge. State salary and full particulars in first letter. Gardener, 1001 N. Ashland Ave., Chicago, Ill.

HELP WANTED

Helper for Rose section. Modern plant. Permanent position with opportunity for advancement. Give references, age and salary expected.

ROLF ZETLITZ, Woodlawn Ave., Lima, Ohio.

Help Wanted

Two salesmen of ability and good address who thoroughly understand the business of a first-class retail store.

MALANDRE BROTHERS 2077 Broadway, NEW YORK

WANTED

By large eastern seed establishment experienced buyer of Clovers, Grasses and Grains. Exceptional opportunity for capable man. Address

Key 877, care American Florist.

Second-hand Pipe For Sale.

A quantity of ¾-in., 1-in., 1¼-in., 1½-in., 2-in., 3 in., and other sizes.

Guaranteed sound. Suitable for steam or water lines. Write us for prices.

BAUER GAS CO., EATON, IND.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

JOSEPH HEACOCK CO., WYNCOTE, PA.

offers the following

Home Grown Palms

Well established, strong and healthy.



Areca Lutescens

	Height	Each
6-in. in pot, 3 plants in pot, 24 to 30-in.		\$1.00
6-in. in pot, 3 plants in pot, 30 to 36-in.		1.50

Kentia Belmoreana

	Leaves	Height	Each	Dozen
5-in. pot.....	6 to 7	18 in.	\$ 0.75	\$ 9.00
6-in. pot.....	6 to 7	22 to 24 in.	1.00	12.00
6-in. pot.....	6 to 7	26 to 28 in.	1.50	18.00
6-in. pot.....	6 to 7	28 to 30 in.	2.00	24.00
7-in. Cedar Tubs.....	6 to 7	34 to 36 in.	3.00	36.00
7-in. Cedar Tubs.....	6 to 7	38 to 40 in.	4.00	48.00
9-in. Cedar Tubs.....	6 to 7	48 to 54 in.	8.00	
9-in. Cedar Tubs.....	6 to 7	4½ to 5 ft.	10.00	

Kentia Forsteriana, Made-up

	Height	Each
7-in. Cedar Tubs.....4 plants in tub	30 in.	\$ 3.00
7-in. Cedar Tubs.....4 plants in tub	36 to 40 in.	4.00
9-in. Cedar Tubs.....4 plants in tub	4 to 4½ ft.	8.00
11-in. Cedar Tubs.....4 plants in tub	4½ ft.	10.00
11-in. Cedar Tubs.....4 plants in tub	6 ft.	18.00

CIBOTIUM SCHIEDEI

(Heavy, well established) 9 in. tubs, 4 to 5 feet.....each, \$5.00

St. Louis Snap.

After growing this wonderful Snap, for the past three years, we have decided to put it on the market, and as a duty to your business you should have some to grow this coming season.

In color it is all that can be desired in a lavender pink. In growth it is no doubt the strongest growing commercial variety ever put on the market. We are now cutting strong spikes from four to six feet long. The heads of blooms are twelve inches long or more. The color does not fade and the spike keeps longer than any Snap we have ever grown. Above all, it is a great winter bloomer. We have cut constantly through the past winter months. Any St. Louis florist will testify to the above—Ask them about Rowe's St. Louis Snap.

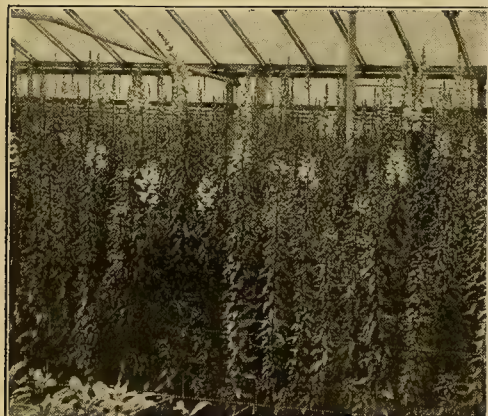
2½-in. pots for April and May delivery.

\$10.00 per 100; \$80.00 per 1000

25 at 100 rate

250 at 1000 rate.

W. A. ROWE FLORAL CO., Kirkwood, Mo.



Toronto, Ont.

EASTER OUTLOOK NOT PROMISING.

The outlook for Easter is not very encouraging, especially as cut roses of all kinds, it is reported, will be scarce, they being affected, as most crops will no doubt be, in the shortage that has prevailed since last fall. Carnations will not be any too plentiful, and many orders will not be filled in full, even at a price of \$8 per 100 for No. 1 stock. In lilies it is doubtful if more than 40 per cent will be in on time. Sweet peas and bulbous stock will be depended on for the bulk of the orders. In plants, there are plenty of Primula obconica, cyclamens, some good roses and a few azaleas. Hydrangeas will not make it on time, and, with the few lilies to be had, basket combinations will be depended on for the better class of trade.

FEVERFEW

Extra strong plants from 3 inch pots, \$5.00 per 100. Cash.

H. N. EATON

SO. SUDBURY, - - MASS

NOTES.

Corporal D. J. Cooke, who received a military medal for bravery, and Will Leslie, both of Dilemuth's staff, have returned home on furlough. Both went overseas early in 1915 and have had some wonderful experiences.

The retail florists' club keeps up its activity and is strong on publicity matters to keep up interest among the members. It has been decided to hold a social session every other month.

H. G. D.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

Bargain in California Privet

Can ship now or hold in storage until spring.

6-12 inch.....	\$ 6.00 per 1000
12-18 inch.....	10.00 per 1000
18-24 inch.....	12.50 per 1000

SOUTHERN NURSERY CO.

WINCHESTER, TENN.

ROSES IN BIG SUPPLY

Including Fine Russell

**Orchids, Valley, Carnations, Sweet Peas,
Spring Flowers, Sprengeri, Plumosus,
Galax, Leucothoe, Boxwood, Woodwardia.**

2½ Inch Own-Root Rose Plants FOR BENCHING

Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst at \$7.50 per 100, \$70.00 per 1000.
Milady and Richmond at \$7.00 per 100, \$65.00 per 1000.
Russell at \$10.00 per 100, \$100.00 per 1000.

3¼ Inch Stock at \$35.00 per 1000 Additional.

PLANTS

CYCLAMEN.

4-inch pots....\$3.00, \$3.60 and \$4.20 per doz.

PANDANUS VEITCHII.

5-inch pots\$0.75 each

8-inch tubs\$3.00 and 3.50 each

BIRD'S NEST FERNS.

6-inch pots\$1.50 each

TABLE FERNS.

2¼-inch pots\$4.00 per 100

RUBBER. PLANTS.

4-inch pots.....\$4.20 per doz.

5-inch pots..... 6.00 per doz.

HOLLY FERNS.

3-inch\$10.00 per 100

4-inch 15.00 per 100

5-inch\$3.00 and 4.20 per doz.

6-inch 6.00 per doz.

COLEUS CHRISTMAS GEM.

5-inch pots\$3.00 and \$4.20 per doz.

ASPARGUS PLUMOSUS.

2¼-inch\$3.50 per 100

6-inch, made up..... 4.20 per doz.

ENGLISH IVY.

4-inch\$15.00 per 100

COCOS WEDDELIANA.

2¼-inch\$14.00 per 100

PHYTOSPERMA ALEXANDER.

3-inch pots\$15.00 per 100

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

BUY DIRECT FROM THE GROWER

**Russell, Hoosier Beauty, Shawyer, Brilliants,
Ophelia, White Killarney and American Beauties.**

FANCY CARNATIONS

All our own growth, guaranteed fresh cut and packed to arrive in good condition.

CURRENT PRICE LIST—In Effect April 1.

AMERICAN BEAUTIES—Our cut consists mostly of short and medium stems, of good quality. Very few long being cut. Price, from 75 cents to \$5.00 per dozen, according to length of stems.

RUSSELL—best in this market. Per doz.

Specials, extra long	\$2.00
Good length	1.75
Good medium	\$1.25 to 1.50
Good short75 to 1.00

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST.

Long stems	\$10.00
Good medium	\$6.00 to 8.00
Good short	4.00 to 5.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

**KILLARNEY, WHITE KILLARNEY, KILLARNEY
BRILLIANT.** Per 100

Long stems	\$8.00
Good medium	6.00
Good short	\$3.00 to 4.00

CARNATIONS

Per 100

Belle Washburn, fancy red	\$3.00
Pink and White, fancy	3.00
Good White and pink	2.00
Lily of the Valley, per 100	\$5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGERI , per 100	\$2.00 to \$4.00
GALAX , green and bronze, per 1,000	1.00
Choice Common FERNS , per 1,000	3.50

BULBS, FLOWERS AND ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:
CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

EASTER DEMAND IS BRISK.

The early Easter demand is brisk, and from present indications it appears as if stock will clean up completely in all lines at an early hour, although it is more plentiful than some of the larger dealers at first thought it would be. American Beauty roses are in fair supply and of fine quality, but the receipts are nowhere near as heavy as last year, owing to the fact that many of the local growers discarded this variety last season, and one large wholesale concern shut down practically their entire range this winter devoted to this item owing to the scarcity of coal. Mrs Charles Russell roses are in good supply and the longer stemmed grades are furnishing a splendid substitute for American Beauties. Milady, Ophelia, Killarney, Killarney Brilliant and Richmond are a trifle more plentiful than they have been but like all the other roses are expected to clean up long before the rush is over. Carnations are seen at all the stores in quantity and probably never sold at such low prices so near to Easter as they did last week. The demand is much better at this writing, and it would not be at all surprising if they were in short supply before the end of the week with favorable weather for Easter. Lilies are good property and command high prices with very little stock obtainable. Sweet peas are arriving in quantity, but are selling well at very satisfactory figures. Lily of the valley is in large supply and the receipts of orchids and gardenias are probably big enough to meet the demand, but it looks now as if there will be no surplus in this line. Tulips, Paper White narcissus, white and yellow daisies, calendulas, mignonette, snap-

PERCY JONES INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

SUPERIORA MAGNOLIA LEAVES

Brown—Green—Purple

\$1.15 per carton

Magnolia Wreaths will be in brisk demand for Memorial Day this year so prepare for the rush by making them up during your spare time. You can afford to stock up now at this price.

dragons, freesias, jonquils, daffodils, acacias, iris, wallflowers, forget-me-nots, stevia, single and double violets, gladioli, anemones, bouvardia, ranunculus, trailing arbutus, callas, stocks, feverfew and pansies are included in the many offerings, not to mention pussy willows in quantity, which are in brisk demand for basket work and other decorations. Greens of all kinds are in good supply. The shipping trade is very heavy and the early local demand is good. The outlook never was so bright for a brisk Easter trade, and if the weather is at all favorable the balance of the



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

Mention the American Florist when writing.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phone
Central { 2846
601

CHICAGO

ROSES==CARNATIONS

Fancy Lilies, Sweet Peas, Valley, Violets, and Complete Line of Greens.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

In Effect Monday, April 1.

MRS. CHAS. RUSSELL		Per 100	ROSES, OUR SELECTION		Per 100	
Specials		\$25.00			\$ 5.00	
Select		20.00				
Medium		\$12.00 to 15.00	Carnations, fancy	\$ 2.00 to 4.00		
Short		6.00 to 10.00	Harrisii	12.00 to 15.00		
RICHMOND		Per 100	Valley	6.00 to 8.00		
Specials		\$10.00 to \$12.00	Violets	.75 to 1.50		
Select		8.00	Stevia	1.50 to 2.00		
Medium		5.00 to 6.00	Sweet Peas	1.00 to 1.50		
Shorts		4.00	Smilax	per doz. strings 2.00 to 2.50		
MILADY		Per 100	Adiantum	1.00 to 1.50		
Specials		\$10.00 to \$12.00	Asparagus, per bunch	.50c to 75c		
Select		8.00	Ferns, per 1,000	\$3.50		
Medium		5.00 to 6.00	Boxwood	per bunch, 35c		
Shorts		4.00	Galax, bronze and green, per 1,000	\$1.25		
Killarney	}	Per 100	Leucothoe Sprays	.75 to 1.00		
White Killarney						
Killarney Brilliant			Special	\$12.00 to \$15.00		
Sunburst			Select	10.00 to 12.00		
My Maryland			Medium	8.00		
Ophelia						
Champ Wieland	Short	5.00				
2,000,000 Feet of Modern Glass						

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

ALL LATE EASTER ORDERS

will be given prompt attention. If you need stock at the last minute send your order here and we will fill it to your entire satisfaction.

Our line is large and complete in every respect. Try us on Roses, Carnations, Lilies, Valley, Violets, Sweet Peas, Orchids, Snapdragons, Calendulas, Daisies, Mignonette, Tulips, Jonquils, Daffodils, Wallflowers, Pussy Willows, Greens, Etc.

Order here. You cannot do better elsewhere—often not nearly as good.

BIG CROP of CARNATIONS

We have all the standard and best new varieties, and can supply the best grade in quantity for Easter at the most reasonable prices. Best Red, White and Pink obtainable in the Chicago Market, so order from us.

EASTER PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Extra Special	\$25.00
Select	20.00
Fancy	15.00
Medium	12.00
Short	10.00
RICHMOND, KILLARNEY BRILLIANT.	
White—KILLARNEY—Pink.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$10.00
Select	8.00
Fancy	6.00
Good	5.00
MINIATURE ROSES.	
Baby Doll	\$3.00
Elgar	3.00
ROSES, OUR SELECTION.	4.00
CARNATIONS.	Per 100
Extra Special	\$6.00
Fancy	5.00
Good	4.00

MISCELLANEOUS.	Per 100
Valley	\$ 6.00 to \$ 8.00
Lilies	12.50 to 15.00
Ferns, per 1,000	4.00
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000 ..	1.50
Asparagus Sprengeri, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave., L. D. Phone Randolph 2081 Chicago

week, a grand clean-up in all lines may be expected. The local plant growers have had an unusually good Easter business and report being completely sold out in all lines. Extra fancy cut lilies are bringing 20 cents per bloom today, Wednesday, March 27, the highest wholesale price on record.

NOTES.

New coal prices covering the state of Illinois, effective March 23, were announced by Fuel Administrator Garfield. The state has been reclassified into six coal districts. Fuel administration officials said it was impossible for them to give a comparison of new prices and those fixed by the president last year, because there has been a general regrouping of counties and coal districts. In general, however, they said the change is slight. Illinois is divided into six districts, the prices varying somewhat in each. Under run of mine the price ranges from \$2 to \$2.65. The price for prepared sizes varies from \$2.20 to \$2.90 and slack or screenings range from \$1.70 to \$2.40. The prices given do not include the additional 45 cents a ton which may be charged by operators complying with the Washington wage agreement.

E. F. Winterson, well-known wholesaler, has the sympathy of the trade in the loss of his mother, Mrs William Winterson, whose death occurred last week at the age of 78 years. The funeral was held from his residence at 422 South Homan avenue, Tuesday, March 26, at 11 o'clock, with interment at Forest Home cemetery. Although services were private the family's large circle of friends in the trade were represented at the funeral by many beautiful floral offerings.

Archie Spencer is anticipating a brisk Easter business on the theory that the demand has always been good during the holiday period following a lull such as has been experienced the past few months. Here's hoping that he is right and from present indications it appears as if this Easter will be no exception to that of 1914 and 1915, which records seem to bear him out.

Anna Grace Sawyer, proprietor of the store known as the Pansy Florist, 4044 West Madison street, writes that two of her young men are now with the colors. Peter Parvlek is with the



The Late Corporal Arthur Luedtke.
(See Issue of March 16, Page 436.)

National army at Camp Grant and Alfred Ruhnow is at the government farm at Interlaken, Rolling Prairie, Ind.

Twenty-one blood red roses representing 21 wounded and four white roses representing the dead of the One Hundred and Forty-ninth field artillery graced the gathering of the

mothers of the regiment at a meeting held last week at the LaSalle hotel.

D. H. McNulty, brother of Miss Marguerite McNulty in charge of the Peter Reinberg office, sailed for France this week as a member of the United States signal corps. Her brother Archie is already with the colors in France.

The E. C. Amling Co., is receiving a fine supply of Columbia roses from the E. G. Hill Co's, greenhouses at Richmond, Ind. Max Awizzus, known as the "Russell Kid" at this establishment, is already being called the "Columbia King."

Wietor Bros. are cutting a splendid supply of carnations in all the standard and new varieties which are in good demand for Easter. N. J. Wietor reports a heavy call for carnation cuttings with new orders arriving in every mail.

Ed Goldenstein, formerly manager of the bulb department of Vaughan's Seed Store, who is now with the National army at Rockford, visited his many friends here March 23-24.

It is rumored that several young men in the trade are planning on opening a new wholesale house in the near future in the quarters recently vacated by Wiltgen & Freres.

C. L. Washburn reports a brisk demand for Easter cut flowers at Bassett & Washburn's store, with a heavy call for roses, of which there is a scarcity in this market.

Fred Lautenschlager, with Kroeschell Bros. Co., has returned from New York, where he attended the spring show, and from a business trip to Washington, D. C.

T. E. Waters is comfortably located in his new home at Evanston where he can devote what little spare time he has to the care of his war garden.

The monthly meeting of the Florists' Club will be held at the Bismarck hotel, next Thursday evening, April 4, at 8 p. m.

Allan Gerling of the Bassett & Washburn force was called for examination by his draft board this week.

H. B. Kennicott and Nic. Thinnis returned from a business and pleasure trip to Clearwater, Fla., March 21.

Weiland & Risch's daily shipments of cut flowers include a very fancy grade of stocks.

A. H. Vogt, with D. Vogt, Coldwater, Mich., was here on a business trip this week.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

Everything In Seasonable Cut Flowers and Greens

In Effect
April 1.

CURRENT PRICE LIST

Subject to Change
Without Notice.

ROSES.		Per doz.			Per 100	ORCHIDS.		Per doz.
American Beauties,			White Killarney, special	10.00 to	12.00	Cattleyas		\$6.00 to \$9.00
60-inch stems.....	\$ 6.00		" " select	8.00				
48-inch stems.....	5.00		" " medium	5.00 to	6.00	MISCELLANEOUS.		Per 100
36-inch stems.....	4.00		" " short	4.00		Violets		\$ 0.75 to \$ 1.00
30-inch stems.....	3.00		Killarney, special	10.00 to	12.00	Valley		10.00 to 12.50
24-inch stems.....	2.50		" " select	8.00		Callas	per doz.	1.50 to 2.00
20-inch stems.....	1.50		" " medium	5.00 to	6.00	Snapdragon	per bunch, 75c,	1.00, 1.50
Short stems.....	\$ 0.75 to 1.00		" " short	4.00		Calendulas		3.00 to 4.00
Per 100			Mrs. Ward, special	10.00 to	12.00	Daisies		1.00 to 2.00
Mrs. Russell, special	25.00 to	30.00	" " select	8.00		Mignonette		6.00 to 8.00
" " select	20.00		" " medium	5.00 to	6.00	Sweet Peas		.75 to 1.50
" " medium	12.00 to	15.00	" " short	4.00		Tulips		2.00 to 4.00
" " short	8.00		Sunburst, special	10.00 to	12.00	Jonquils		2.00 to 4.00
Richmond, special	10.00 to	12.00	" " select	8.00		Daffodils		2.00 to 4.00
" " select	8.00		" " medium	5.00 to	6.00	Freerias		2.00 to 3.00
" " medium	5.00 to	6.00	" " short	4.00		DECORATIVE.		
" " short	4.00		Cecil Brunner	2.00 to	3.00	Plumosus strings		\$0.50 to \$0.75
Milady, special	10.00 to	12.00	Elgar	2.00 to	3.00	Plumosus	per bunch	.35 to .50
" " select	8.00		Baby Doll	2.00 to	3.00	Sprenger		.35 to .50
" " medium	5.00 to	6.00	Extra special roses billed accordingly.			Adiantum, fancy long	per 100	1.00
" " short	4.00		ROSES, OUR SELECTION...		5.00	Smilax	per doz.	2.00
Killarney Brilliant, special	10.00 to	12.00	CARNATIONS.			Ferns	per 1,000	3.50
" " select	8.00		Fancy	\$ 3.00 to \$ 4.00		Galax		1.25
" " medium	5.00 to	6.00	Good	2.00		Mexican Ivy	5.00	.75
" " short	4.00		Our selection	2.00		Leucothoe sprays	75c	
Ophelia, special	10.00 to	12.00				Boxwood, per lb.	25c; cases	7.50
" " select	8.00					Pussy Willows	per bunch	.35 to .50
" " medium	5.00 to	6.00				Subject to market changes.		
" " short	4.00							

If You Want Good Stock and Good Treatment

Send Your Orders To Us For

ROSES CARNATIONS VALLEY LILIES
STEVIA MIGNONETTE JONQUILS VIOLETS
FREESIAS SWEET PEAS TULIPS

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

Chicago's most up-to-date and best located Wholesale Cut Flower House.

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Zech & Mann report a heavy call for cut flowers for Easter, particularly lilies, which are in good supply with them, thanks to Damm Bros., who succeeded as usual in having them in on time. The shipping trade is particularly heavy this year at this house and the early indications point to a satisfactory city demand.

WANTED! To handle on commission, Lilies, Tulips, Jonquils or other Seasonable Stock.


M. C. Gunterberg

—WHOLESALE FLORIST—

158 North Wabash Avenue,

CHICAGO

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

The Freres-Windler Co. has sold its wholesale commission business to Louis Finnerman, with A. Henderson & Co., and Morris Grossberg, who will take possession April 1. D. E. Freres will represent the Freres-Windler Co. at the old stand until the affairs of his company can be closed satisfactorily to all concerned. The Freres-Windler Co's. many friends are sorry to hear of their retirement for this firm has been known for its square dealing and honest competition since it entered the field.

Marshall Field & Co. in last week's review of the dry goods trade, say: "The current wholesale distribution of dry goods is greatly ahead of the corresponding period a year ago. The volume of road sales for both immediate and future deliveries shows a large gain over the same week in 1917. Customers have been into market in great numbers. The market on domestic cotton continues strong. Collections are good."

Poehlmann Bros. Co. is cutting a large supply of fancy roses, carnations and Easter lilies, in addition to a complete line of all other seasonable flowers, including cattleyas, phalaenopsis and lily of the valley. The outlook for a brisk Easter business is very bright at this establishment and everything points to a grand cleanup in all cut flowers before the rush is over.

C. P. Bassett, formerly senior member of the firm of Bassett & Washburn, will be 83 years old April 2. His many friends will be pleased to learn that he is enjoying good health at his home at Pasadena, Calif., where he has been located for several years.

The Chicago Flower Growers' Association is handling a large Easter supply of roses in addition to a fine line of all other seasonable stock. Carnations and snapdragons are the leaders with Manager Klingsporn this week.

An old established profitable wholesale cut flower commission business offered a \$10,000 partnership with a remunerative salary in a blind advertisement in the local daily papers this week.

Percy Jones, Inc., reports a splendid Easter trade which so far compares most favorably with that of 1917. Carnations of fine quality are in particularly heavy supply at this house.

A. L. Vaughan & Co. are receiving large shipments of choice Killarney, White Killarney, Ophelia and Mrs. Aaron Ward roses which are in exceedingly brisk demand this week.

A. T. Pyfer & Co. are supplying their trade with fancy Darwin tulips for Easter in addition to a complete line of all other seasonable stock, particularly roses.

Eddie O'Neill, with the Ernst Wienhoeber Co., was pronounced physically fit for military duty this week and is expected to be called to the colors in the near future.

A. T. Hey's son, Will, has been accepted for limited military service.

THE RAPID RAPPER

will be used more than ever this Spring. It will come in handy in wrapping your bulb stock and other plants. Write for free illustrated booklet.



Most beautiful ornamental Plant Stand on the market. Write for special price on lots of 50 or more. Good proposition for Agents and Jobbers.

THE RAPID WRAPPER CO.

56 East Randolph Street, CHICAGO

BURLINGTON WILLOW WARE SHOP,
BURLINGTON, IOWA.

Mention the American Florist when writing

His son Louis has been rejected owing to a serious physical disability.

J. A. Budlong is enjoying a splendid Easter trade with a heavy out-of-town demand for stock. Roses are in good supply at this establishment.

Kyle & Foerster are disposing of a large crop of fancy American Beauty and Mrs. Chas. Russell roses for Easter.

Walter Amling of Maywood is cutting from a heavy Easter crop of Killarney roses.

A. Miller, of the American Bulb Co., is back from a business trip to Detroit, Mich.

M. C. Gunterberg is featuring a fine supply of stocks and freesias for Easter.

Z E C H M A N N & N N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady. Sunburst.

Shawyer.

Ward. Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES

Heavy supply for Easter. Damm's celebrated brand Lilies, which we handle exclusively, are without equal in this market. Get the best.

DARWIN TULIPS

(Best in Chicago.)

SWEET PEAS

Our famous high quality stock, positively the best obtainable.

DAFFODILS

Valley. Callas.

Violets.

(Single and double)

Calendulas.

Cattleyas. Paper Whites.

White Daisies. Yellow Daisies.

Pansies. Strawflowers.

Jonquils. Mignonette

Freesias. Tulips

Snapdragons.

GREENS.

Plumosus. Sprengerl.

Galax, bronze. Galax, green.

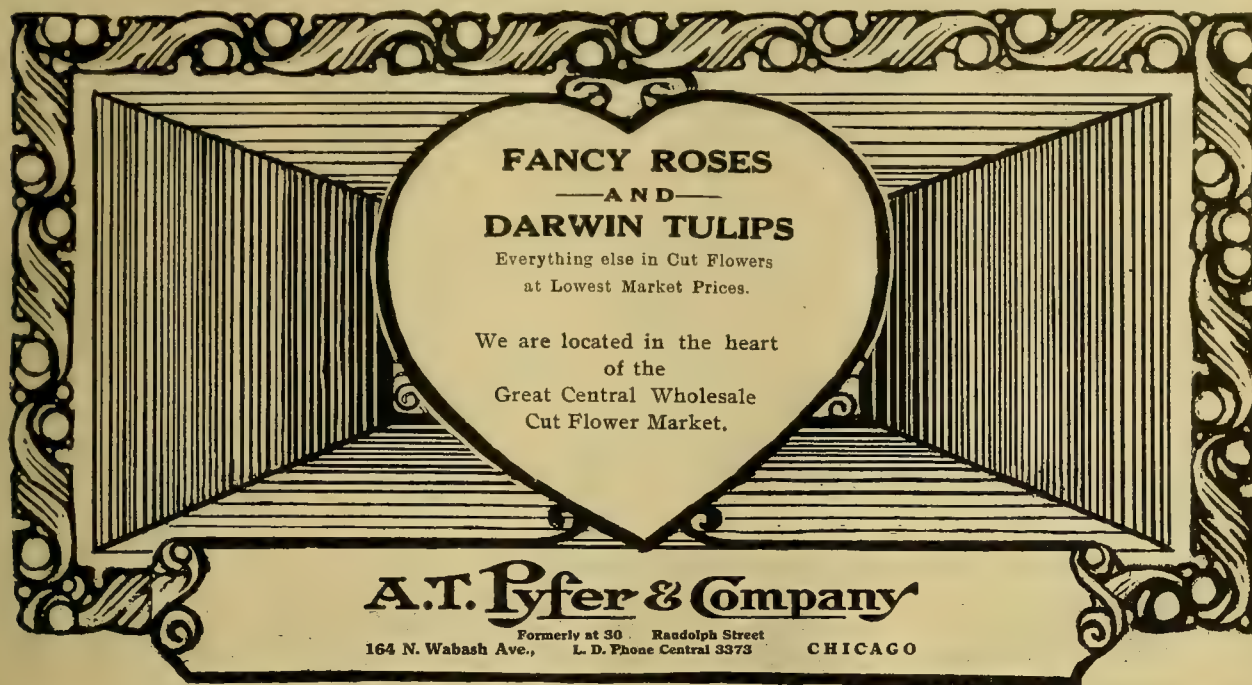
Ferns.

Leucothoe Sprays.

Mexican Ivy. Smilax.

Adiantum.

Wild Smilax. Boxwood.



FANCY ROSES
— AND —
DARWIN TULIPS
Everything else in Cut Flowers
at Lowest Market Prices.

We are located in the heart
of the
Great Central Wholesale
Cut Flower Market.

A.T. Pyfer & Company
Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

Lieut. Henry A. Will, of Minneapolis, passed through the city this week enroute to Philadelphia, Pa., where he will join the engineering corps.

Vaughan's Seed Store reports greatly increased demand for home grown gladiolus bulbs.

Visitors: A. Kinyon, South Bend, Ind.; P. W. Peterson, Joliet; Ralph Roth, with the Palm Nursery, South Pasadena, Calif.

St. Louis.

EASTER PROSPECTS LOOM LARGE.

The market the past week has been crowded with stock of all kinds. Carnations have only moved in bargain lots and sweet peas have suffered the same fate. Roses have held up fairly well and some extra quality Russell and Ophelia are seen daily. Violets have reached the end of their season with the warm weather we have been having. Darwin tulips have been coming in quite heavily, but on account of the good quality they move well. Snapdragons are also a bit heavy in supply. From present indications callas are going to be fairly plentiful for Easter, which is lucky for the retailer. The past week has been exceptionally fine for the lily growers, and from present indications there will be at least enough to go round. Tulips and hyacinths of course have suffered somewhat from the warm weather, but the bitter has to be taken with the sweet. Freesias have been somewhat off crop but indications are that there will be a new crop on for Easter. Fancy ferns have reached the high water mark in price and at that not any too good. Southern smilax is very poor. String smilax is very scarce; in fact, the shortage for Easter has reached serious proportions with southern smilax so poor. Asparagus plumosus is in fair supply.

NOTES.

W. A. Rowe bought a motor boat which he intends to use for himself and his men at his plant somewhere on the Meramec. He is looking towards a whole lot of fun out on the river this summer. What he needs next is a shack of some kind to bunk in.

For YOUR Attention



Buy Cut Flowers Rather Than Grow Them

What you want you can get at the price you wish to pay, which is cheaper than to compete as a retail grower against the greatest cut flower producing center in the world—CHICAGO.

Wm. Kennicott President

Kennicott Bros. Co.

"Chicago's Most Popular Wholesale House"

Established 1881

CHICAGO

ROSES--CARNATIONS

Tulips--Calendulas--Sweet Peas
Narcissi -- Freesias -- Daffodils

FLORISTS' SUPPLIES

Magnolia Leaves--Magnolia Wreaths--Cycas Leaves, Etc.

O. A. & L. A. TONNER

30 East Randolph St., Chicago, Ill.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

EASTER IS OVER, BUT

There is lots more business in sight. Don't stop, keep going. Stock up for the spring weddings. Our line of accessories is the most complete in the country—Kneeling Stools, Staffs, Bridesmaid's Hats and Baskets, Wicker Floor Vases, Lace Bouquet Papers, Chiffons, all widths and colors. Look up your stock of staples—Wheat Sheaves, Cycas Leaves, Magnolia Leaves. Send for our illustrated Price List, an Encyclopedia of all the florist needs.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

A tour of the local growers shows a good supply of the following pot plants for the Easter trade: Lilies, tulips, hyacinths, hydrangeas, rhododendrons, azaleas, roses, lilacs, daffodils, genistas and daisies.

The general shortage of palms hit the retail florists harder this Easter than ever before. Scores of churches have been turned down by the various retailers on palms because they simply cannot be had.

The Bourdet Floral Co., A. Jablonsky and Geo. B. Windler, the big growers of pot lilies, are smiling now after the perfect weather of last week which put their crops in a salable condition.

The secretary of the ladies' florists' club announces the next meeting will be held April 3, at 2 p. m. at the Palm house, Missouri Botanical Garden. (Shaw's Gardens).

The prospects for Easter look big, and here's hoping the weather continues to smile as it has for the past 10 days.

J. J. W.

Kansas City, Mo.

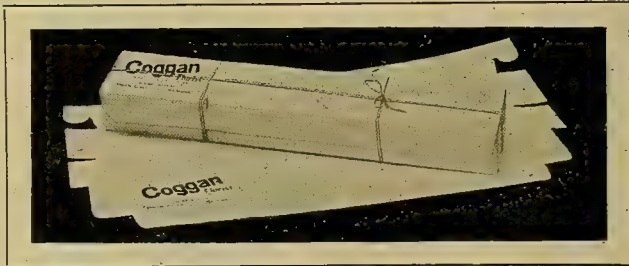
FINE WEATHER AND EXCELLENT STOCK.

Stock has been quite plentiful during the past week, with local demand heavy enough to keep it well cleaned up. Carnations of very good grade are arriving by thousands. Bulbous stock is also very plentiful and hardly needs forcing. Roses are numerous and the quality is also excellent. Cut lilies are scarce and the prospect does not seem promising. The stock of pot plants looks better, and, with the ideal weather, a large number of lilies are looked for for Easter. Roses, cinerarias, hydrangeas, azaleas and miscellaneous plants will complete the assortment.

NOTES.

H. Kusik & Co. report the best advance Easter demand in the history of the establishment. They will be supplied with extra large quantities of good roses, carnations, snapdragons, lilies, sweet peas and bulbous stock.

T. J. Noll & Co. have booked large orders for Easter stock, especially for



The Coggan One Piece Box

ECONOMY AND STYLE COMBINED.

24 x 4 x 3..... \$2.00 per 100 20 x 4 x 3 \$1.90 per 100
The ideal box for local trade. Write for special circular.

THE JOHN HENRY COMPANY, Lansing, Mich.

Mention the American Florist when writing.

BASKETS

Our new illustrated catalogue should be in the hands of every florist. Write for one now.

Raedlein Basket Co., 713 Milwaukee Avenue, CHICAGO, ILL.

Mention the American Florist when writing.

outside points, and supplies have been moving well. A complete line of seasonable stock will be handled here.

W. J. Barnes will be fully prepared with a good line of cut stock, as well as pot plants of azaleas, roses, lilies, cinerarias, primroses and bulbous stock.

The unusually fine display of "Say It With Flowers" is attracting the public eye and will help much to make this Easter a record-breaker for business.

The Wm. L. Rock Flower Co. will have the best supply of Easter plants they have ever had, as well as large quantities of cut stock.

The Peterson Floral Co. has made preparations for a big Easter trade and is well supplied with help to handle it this year.

A. Newell reports a fine line of roses, hydrangeas, cinerarias, azaleas, lilies and made-up material on hand.

Ed. Humfeld reports a nice, clean line of plants sufficient to meet all requirements.

John Stevens is cutting large quantities of extra fine carnations.

A. Mohr reports his Easter stock completely sold out.

E. J. B.

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Chicago
Store: 162 N. Wabash Ave.

Mention the American Florist when writing.

D. E. Freres R. J. Windler

THE FRERES-WINDLER Co.

30 E. Randolph St., Chicago

Room 218 Atlas Block

Long Distance Phone, Majestic 7175

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

WILD SMILAX, \$2.50 Per Case

NATURAL LOG MOSS
Per bag (100 square feet).....\$1.75

PERPETUATED SHEET MOSS
Per bag (100 square feet).....\$3.5

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

EASTER PRICE LIST.	Dozen
Roses, Beauty, specials.....	\$6.00
" " 48-in.	5.00
" " 36-in.	4.00
" " 30-in.	3.00
" " 24-in.	2.50
" " 18-in.	1.50
Mrs. Chas. Russell.....	1.00@ 4.00
100	
" Hoosier Beauty	8.00@20.00
" Killarney Brilliant	4.00@15.00
" Killarney	4.00@12.00
" White Killarney	4.00@12.00
" Richmond	4.00@12.00
" Rhea Reid	4.00@12.00
" My Maryland	4.00@12.00
" Mrs. Geo. Shawyer.....	4.00@15.00
" Milady	4.00@15.00
" Sunburst	4.00@12.00
" Mrs. Aaron Ward.....	4.00@12.00
" Hadley	4.00@15.00
" Ophelia	4.00@12.00
" Double White Killarney..	4.00@12.00
" Mrs. Moorefield Storey..	4.00@12.00
" Champ Weiland	4.00@12.00
" Stanley	4.00@12.00
" Tipperary	4.00@12.00
" Francis Scott Key.....	4.00@12.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 4.00
Firflame	6.00@ 8.00
Our Selection	4.00@ 5.00
Violets75@ 1.50
Carnations	3.00@ 6.00
Cattleyas	per doz. 6.00@ 9.00
Daisies	1.00@ 2.00
Lilium Harrisii	10.00@15.00
Valley	6.00@ 8.00
Fernsper 100,	\$3.00@4.00
Freelias	2.00@ 4.00
Tulips	3.00@ 6.00
Jonquils	2.00@ 3.00
Sweet Peas75@ 2.00
Snaptagons	per bunch .75@ 1.50
Calendulas	3.00@ 4.00
Mignonette	6.00@ 8.00
Daffodils	3.00@ 4.00

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of..\$4.50

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.

Wild Smilax, \$2.50 Per Case

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co. EVERGREEN, ALA.

Mention the American Florist when writing.

WEILAND-RISCH Co. FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N.WABASH AVE. CHICAGO ILLINOIS

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE

Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Mention the American Florist when writing

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing

BEAUTIES

Although not plentiful we have a better supply of them and we can furnish you Specials at almost any time in quantity. The quality of our Beauties is fine, good sized buds and a splendid color. When it comes to Beauties you cannot do better than place your order with us.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

BUSINESS BETTER THAN NORMAL.

The ever pulsing throb of business appears to be beating as regularly as if there was no such dire happenings, as are daily taking place, when one-half of the world is trying to annihilate the other. The business in the wholesale and retail flower shops has been, if anything, a trifle better than normal the past week. The mild spell brought on quite a lot of stock in every line, but the market took it all, and on Saturday night there was practically nothing left over. Prices have not advanced materially, but there is a gradual hardening, so as to be able to hand the growers a little velvet along with their Easter returns. At this writing, with the favorable weather expected, good crops in all lines are looked for, with perhaps the exception of cut Easter lilies, which do not appear to be very plentiful. The American Beauty supply will be in good shape and of splendid quality. Other varieties of roses can be depended on for a good supply. Carnations and sweet peas will be offered in quantity. There will be plenty of violets, gardenias and a fair supply of cattleyas. The Easter plant men have been rushed the past week and in nearly all lines are practically sold out. The keptover azaleas are all wonderfully well flowered. There are comparatively few of these however, and this has helped the sale of hydrangeas, which have cleaned up everywhere. For all Easter is so early, the ramblers roses are splendidly flowered with nearly all growers, and have sold very well. Bulbous stock is in great demand. If the stores have anything like the business they have prepared for, they will retrieve the losses of the early fall.

NOTES.

In speaking of the business of the past season, Frank Ross, who conducts three large retail stores, said that after the shock of the first liberty loan campaign the demand for flowers in all lines of the social calendar, had gradually increased until that of the last month had been above normal. He was prepared for and looked forward to a very good Easter trade.

WITH THE WHOLESALERS.

Clarence Watson, of the Leo Niessen Co.'s, force, expects a splendid Easter trade if the weather continues favorable. There has been an active and increasing demand the past week with large orders for Easter delivery. American Beauties and other roses, carnations, sweet peas and bulbous stock are features of this week's offerings.

Manager Liggett, of the S. S. Pen-nock Co.'s, plant department, is handling van loads of Easter plants. This department has grown wonderfully the past two years, demonstrating that a central city market for flowering and foliage plants is a great convenience to the retail trade.

High grade sweet peas, carnations and roses in variety are features with Edward Reid. Transportation facilities are now better, and with the aid

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, March 27. Per 100

American Beauty, per doz.	1.00@ 4.00
Roses, Killarney	4.00@ 8.00
" Mrs. Chas. Russell	10.00@25.00
" Ophelia	8.00@15.00
" Richmond	6.00@15.00
" Sunburst	6.00@12.00
Lilium Giganteum	10.00@12.50
Carnations	3.00@ 6.00
Valley	7.00
Narcissus	2.00
Sweet Peas	1.00@1.50
Violets	.50
Daffodils	2.00@ 4.00
Tulips	3.00@ 5.00

BOSTON, March 27. Per 100

Roses, Beauty	25.00@75.00
" Killarney Queen	6.00@12.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	6.00@12.00
" Killarney Brilliant	4.00@10.00
" Hadley	6.00@20.00
" Cardinal	6.00@12.00
" Mock	4.00@ 8.00
" Mrs. Chas. Russell	3.00@15.00
" Sunburst	8.00@20.00
" Taft	4.00@12.00
" Milady	6.00@12.00
" Ward and Hillingdon	6.00@12.00
" My Maryland	2.00@ 8.00
Carnations	4.00@ 6.00
Violets	1.00@ 1.50

BUFFALO, March 27. Per 100

Beauty Special	40.00@50.00
" Fancy	25.00@35.00
" Extra	20.00@25.00
" 1st	10.00@15.00
Roses Killarney	4.00@10.00
" My Maryland	4.00@10.00
" Sunburst	4.00@10.00
" Ward	3.00@ 6.00
" Ophelia	5.00@15.00
" Russell	6.00@15.00
" Stanley	5.00@10.00
" Mock	4.00@ 8.00
" Shawyer	5.00@10.00
Lilies	10.00@15.00
Cattleyas	60.00@75.00
Carnations	2.00@ 5.00
Asparagus Sprengerl.	.35@ .50
Ferns.....per 1000,	2.50
Smilax	20.00
Violets	.60@ .75
Sweet Peas	.75@ 2.00
Daffodils	2.00@ 3.00
Tulips	2.00@ 3.00
Romans	2.00@ 4.00
Paper Whites	2.00@ 3.00
Freesias	2.00@ 4.00
Calendulas	2.00@ 4.00

afforded by the parcels post he is enabled to care for his extensive shipping trade. Indications are for a very good Easter.

"We are going to be very strong in roses and sweet peas," said Manager Miller of the Philadelphia Wholesale Florists' exchange. "Business the past week has been fine, and we expect a rattling good Easter."

A good crop of white and pink Killarney roses are a feature of the Joseph Heacock Co.'s stock. Manager Corts finds a good demand and seldom has any to carry over from one day to another.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

BERGER BROS.

Central Market

**ROSES, ORCHIDS, VALLEY
VIOLETS.**

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

Martin Reukauf

Wholesale Jobber in

Florists' Supplies

433 Callowhill St., Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

Business all right now with a good cleanup every day and plenty of orders for Easter, is the good word of

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

EUGENE BERNHEIMER

— Wholesale Florist —
ROSES

Prima Donna, September Morn and Ophelia.
Carnations, Violets.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing

the Berger Brothers. Sweet peas,
Easter lilies, and carnations are seen
in quantity.

A very good week and plenty coming
in for the next is the Bernheimer
report. Benny Gibbs expects a big
cut of roses from the Florex Gardens
for Easter.

Sydney Bayersdofer, of H. Bayers-
dofer & Co., reports that the Easter
business almost swamped them.

K.

Rochester, N. Y.

EXCELLENT CUTS ARRIVING.

Business has been good with Easter
orders booked early and the best de-
mand in years is looked for. Excel-
lent weather is bringing in a splen-
did supply of cut flowers and plants.
Roses and carnations have both drop-
ped in price. Sweet peas are excellent
and the supply strong. Bulbous stock
is plentiful and prices are moderate.

NOTES.

It is with keen regret that the trade
of this city heard of the death of
Andrew R. Sargent, son of Professor
Charles S. Sargent of the Arnold
Arboretum. He was well known and
highly respected in this city.

Mrs. Owens, formerly with the Roch-
ester Floral Co., has entered the em-
ploy of Salter Bros. at their Hotel
Powers store.

Miss Tessie Whitman will return to
the H. E. Wilson store for Easter
week.

Max, the Florist, reports very satis-
factory business.

CHESTER.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446

Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, Mar. 27. Per 100		
Roses, Beauty, special.....	35.00@50.00	
" " fancy	15.00@25.00	
" " extra	10.00@15.00	
" " shorter grades.....	8.00@10.00	
" Mrs. Chas. Russell.....	6.00@15.00	
" Prima Donna	6.00@10.00	
" Killarney	3.00@ 8.00	
" Hadley	6.00@20.00	
" Sunburst	4.00@10.00	
" Wards	3.00@ 5.00	
Carnations	1.00@ 3.00	
Cattleyas.....each \$0.35@ .50		
Valley	10.00@12.00	
Lilium Rubrum	5.00@ 6.00	
Easter Lilies	10.00@12.50	
Snapdragons	6.00@12.50	
Asparagus.....string or bunch, .35@ .50		
Sweet Peas.....	1.00@ 2.00	

PITTSBURGH, March 27. Per 100		
Roses, Beauty, special	30.00	
" " fancy	20.00	
" " extra	12.00	
" " No. 1	8.00	
" Killarney	3.00@12.00	
" My Maryland	3.00@12.00	
" Sunburst	3.00@12.00	
" Mrs. Aaron Ward	3.00@12.00	
Cattleyas	50.00	
Lilium Giganteum	12.00@15.00	
Adiantum	1.00	
Asparagus Sprengeri, bunch, 35@40		
New Crop Green Galax per 1000 \$1.25		
Carnations	4.00@ 6.00	
Violets75	
Daffodils	3.00@ 4.00	
Freesia	3.00	
Sweet Peas	1.00@ 2.00	
Tulips	2.00@ 3.00	
Valley	8.00	
Snapdragons	6.00@12.00	
Calendula	3.00	
Myosotis	3.00	
Paper Whites	3.00	

MILWAUKEE, March 27. Per 100		
Roses, Killarney, W. Killarney	4.00@12.00	
" Ward	3.00@ 8.00	
" Mrs. Chas. Russell	8.00@35.00	
" Ophelia	4.00@12.00	
" Hoosier Beauty	4.00@12.00	
" Bon Silene	2.00@ 3.00	
Carnations	3.00@ 5.00	
Valley	5.00	
Violets75@ 1.50	
Sweet Peas50@ 2.00	
Cattleyas	per doz. 6.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing

Fancy Raffia Mats

\$3.00 per doz.

W. Q. Potter Co., 421 High Ave.,
CLEVELAND, O.

Mention the American Florist when writing

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

ST. LOUIS, March 27. Per 100		
Hadley	2.00@ 5.00	
Killarney	2.00@ 4.00	
White Killarney	2.00@ 4.00	
Hoosier Beauty	3.00@10.00	
Russell	4.00@15.00	
Sunburst	3.00@10.00	
Ward	3.00@ 6.00	
Mrs. Shawyer	2.00@ 3.00	
Ophelia	4.00@10.00	
Ferns	per 1,000 3.00	
Violets20@ .30	
Carnations	2.00@ 2.50	

New York.

WEATHER PROPITIOUS.

Business was good during the early days of the past week, but slackened off toward the last. If the growers do not bring into flower a large stock of Easter lilies, it will not be the fault of the weather during the past week, for it was clear throughout and at times almost unseasonably warm. In cut lilies, there is considerable poor stock arriving. Tulips and narcissi are also being unfavorably affected by warm weather. Roses are going well; in fact, we cannot recall a day, since last fall, when there was not a fair demand for good roses. Orchids and gardenias are not plentiful, and prices are likely to advance before Easter, and we expect to see good cut lilies up to 20 or 25 cents per flower. Carnations are slow at \$4.00 per 100 for good stock; the fancies going higher. One retail firm made up four casket covers, early in the week, of violets and bought 75,000 from one wholesaler. The best violets are bringing 50 cents per 100. At this writing some of the retailers are beginning to stock up with Easter plants and plants will be pushed to the limit until it is time to buy cut flowers for Easter, therefore we look for cut flowers to be slow until March 29-30.

March 25.—The market is slow this morning, and as elsewhere predicted, is likely to so continue till the last of the week. There is but little change in prices; carnations and the bulk of spring stock going cheap, but there is no surplus of good roses and lilies. Scott Key roses are very scarce. Sweet peas are plentiful, short stock selling at 50 cents per 100, with \$2 for the best. The weather continues fine, and possibly excepting lilies, the outlook is for an abundance of Easter stock.

NOTES.

Frank Sheehan, who is with the Growers' Cut Flower Co., has just received a letter from William Sullivan, who was in wholesale stores in this district for a number of years, but enlisted in a United States regiment soon after we got into the war and is now in France. He writes interestingly of his trip across, saying the boys thought more about what was coming for the next meal than they did of submarines, but adds that the meals were all right. He has gained in weight and health and is in good spirits, and says that he is learning to talk French.

Hon. Jay E. House, mayor of Topeka, Kans., has said: "While a colored man doesn't exactly welcome death, the promise of an expensive funeral goes far toward reconciling him to it." We can inform Brother House that walking in a parade, in uniform, or watching other colored men do it, is more pleasing than a funeral, without its disagreeable features. There was a parade of colored troops here, March 23, and we noticed a colored man who was in the garb of a roustabout buy a dollar's worth of flowers and pay for them.

Men and women who now are grandfathers and grandmothers will have pleasurable recollections of Maggie Mitchell as "Fanchon, the Cricket." In private life she was Mrs. Charles Abbott, and as one writer has said: "In private life she was altogether admirable." Her funeral was held in her late home in this city, March 24, and many beautiful floral tributes were noticed. She was 81 years old.

Meyer Othile, of the wholesale firm of Riedel & Meyer, has just received letters from two of their former employees, William Halpin and Al Bowker, who are now in France, in our army. He had sent them com-

From Cold Storage

LILIUM GIGANTEUM

7-9 (300 bulbs per case), \$60.00 per 1000.

LILY OF THE VALLEY

Best quality, \$30.00 per 1000.

Chas. Schwake & Co., Inc., 90-92 W. Broadway, New York

fort kits which they greatly appreciated. Bowker is captain of a machine gun company and seems to be in love with his work.

Louis Handing is back with the firm of Russin & Handing, after serving three months at Camp Upton, L. I. He was discharged on account of serious trouble with his feet. He says he was sorry for not being able to serve his country, but expects to do his bit in some other way. He is well known and popular in the trade.

We have noticed at the store of Malandre Bros., Broadway and 72nd street, exceptionally fine plants of bougainvillea and acacia. This firm donated 10 per cent of all their sales on Palm Sunday to the New York Catholic war camp fund, for which a great drive was in progress the past week.

Al Rigo, who formerly had a retail store at 810 Madison avenue, which he turned over to his brother when he joined the army, was home the past week from Camp Gordon, Georgia, on a 10 days' leave. If he is as good a hustler as a soldier as he was a florist, he will surely make a record.

Herman Mammitzsch, who is well known as a good grower of sweet peas and other stock, and who has been located at Clifton, N. J., has succeeded George T. Schuneman, the noted grower of sweet peas at Baldwin, L. I.

Wadley & Smythe, 491 Fifth avenue, had five funerals early in the past week, one being that of James Stillman, the noted banker. They made up four casket covers of violets and one of orchids, and used much other fine stock.

Henry S. De Forest, local representative of the King Construction Co. of North Tonawanda, N. Y., advises us that they are getting out the material for the new greenhouses in Bronx park, for which they have the contract.

Lieutenant A. M. Henshaw of the Naval Reserve, who has made two trips "over there," happened to be at an Atlantic port in time to attend the New York Florists' Club banquet.

At the store of John W. Hauser, 571 Madison avenue, a good stock of lilies, acacias, rambler roses and some very creditable azaleas were noticed.

Frank Deery, of J. H. Small & Sons' staff, went to Boston, March 21, and arranged a large funeral order which the firm had received from that city.

Marshall Clarke, of David Clarke's Sons, Broadway and 75th street, stated March 22 that it had been their best week's business since Christmas.

B. Ezechel, well known in the trade, has formed a partnership with D. Fexy, in the wholesale business at 106 West 28th street.

Thomas Young, Jr., arranged a quantity of fine designs for the funeral of the late Mrs. Abbott (Maggie Mitchell).

Notice of the death of M. T. Keenan, for 40 years a Brooklyn retailer, will be found in another column.

Meyer, Madison avenue and 58th street, had a large stock of lilies and many other good plants.



Mention the American Florist when writing

MY SPECIALTY
SWEET PEAS AND ALL
Flowers of Shipping Quality

Joseph S. Fenrich

51 West 28th Street, NEW YORK

Telephones—420-421-422 Farragut.

Mention the American Florist when writing

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

Mention the American Florist when writing.



Mention the American Florist when writing.

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

112 W. 28th St. NEW YORK

Consignments Solicited.

Mention the American Florist when writing.

B. S. Slinn, Jr., of the Cut Flower Exchange, sold Wadley & Smythe 75,000 violets, March 18.

The retail florists were beginning to stock up with plants on March 25.
A. F. F.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

NEW YORK CITY

Telephone:
8864 Farragut.**GEO. J. POLYKRANAS**

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St., NEW YORK

Telephone No. 2264 Farragut.

J. J. COAN, Inc.

WHOLESALE FLORIST

115 West 28th St., New York

Phones 5413 and 5891 Farragut

Everything in Cut Flowers

Walter F. Sheridan

WHOLESALE FLORIST

Telephone Call:
3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

148 West 28th St., NEW YORK CITY

Telephones: Farragut 300 and 301

JOHN YOUNG & CO.

Wholesale Commission Florists

53 W. 28th St., NEW YORK

Telephone Farragut 4336.

WILLIAM P. FORD

WHOLESALE FLORIST

107 W. 28TH ST., NEW YORK

Telephone 5335 Farragut.

Geo. C. Siebrecht

Wholesale Florist

109 West 28th St., NEW YORK

Tel. 608 and 609 Farragut.

CONSIGNMENTS SOLICITED

Telephone Farragut 9761.

Goldstein & Futterman

Wholesale Florists

The Right People to Deal With.

102 West 28th St., New York

Mention the American Florist when writing.

BADGLEY & BISHOP, Inc.

Phones, Farragut 4130-4181

34 West 28th Street, New York

Receivers and Distributors of Choicest Cut Flowers.

Mention the American Florist when writing.

Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, March 27. Per 100	
Roses, Beauty, special.....	40.00@50.00
" " extra and fancy.....	25.00@35.00
" " No. 1 and No. 2.....	8.00@10.00
" Hadley.....	6.00@40.00
" Francis Scott Key.....	4.00@25.00
" Prima Donna.....	4.00@15.00
" Alice Stanley.....	4.00@15.00
" Mrs. Geo. Shawyer.....	4.00@15.00
" Double White Killarney.....	4.00@15.00
" Killarney, Special.....	10.00@12.00
" " No. 1 and No. 2.....	3.00@ 4.00
" " Queen.....	4.00@15.00
" " Brilliant.....	4.00@15.00
" Aaron Ward.....	4.00@12.00
" Sunburst.....	4.00@15.00
" J. L. Mock.....	4.00@15.00
" Ophelia.....	4.00@15.00
" Mrs. Chas. Russell.....	4.00@25.00
" Hoosier Beauty.....	3.00@12.00
Cattleya Orchids, special.....	50.00@75.00
Rubrum.....	3.00@ 6.00
Lilies, Longiflorum and Formosum.....	8.00@15.00
Lily of the Valley.....	2.00@ 6.00
Adiantum Croweanum and.....	
Hybridum.....	.75@ 1.00
Asparagus Plumosus.....	doz. bech. 2.50@ 3.00
Smilax.....	doz. strings. 1.25@ 2.00
Carnations.....	1.50@ 3.00
Carnations, Fancy.....	3.50@ 4.00
Violets.....	.30@ .50
Snapdragons.....	per doz. 1.00@ 2.00
Gardenias.....	per doz. 1.00@ 4.00
Narcissus, Yellow.....	1.25@ 2.00
Iris.....	per doz. 1.00@ 2.00
Sweet Peas.....	.50@ 2.00
Callas.....	per doz. 2.00@ 3.00
Tulips.....	1.25@ 2.00
Tulips, Darwin.....	4.00@ 6.00
Pansies.....	.40@ .50

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut,
Orchids, Roses, Carnations, and all the other
best products of the leading growers.

CONSIGNMENTS SOLICITED

Growers' Cut Flower Co., Inc.

E. J. VAN REYPER, Manager

Roses, Carnations, Violets

And all NOVELTIES in the Market.

LILIES and VALLEY EVERY DAY IN THE YEAR
Consignments Solicited.Phones: 6237 129 W. 28th St., New York
Farragut 3563

Telephone Farragut 634, 3066

HERMAN WEISS

Wholesale Florist

130 W. 28th St., NEW YORK

Telephones { 4422 Farragut D. J. Pappas, Pres.
4423 Farragut**United Cut Flower Co., Inc.**

WHOLESALE

111 W. 28th St., NEW YORK

Mention the American Florist when writing.

PHONE { 2335 FARRAGUT
2336**WM. KESSLER,**

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing.

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

Mention the American Florist when writing.

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

GEO. B. HART

WHOLESALE FLORIST

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing.

M. C. FORD121 WEST 28TH STREET
NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing.

D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,
3102-1308 W. Division St., CHICAGO

Albany.

WINDOW BOX CAMPAIGN STARTS.

Window boxes was the subject of the special meeting of the florists' club held March 21 at the Albany Cut Flower Exchange, Inc. Frederick A. Danker, chairman of the committee appointed at the February meeting to handle the subject, made an extensive report. The committee had on view samples from four different makers, and an order for a considerable number will be sent later by the retailers. The makers will be asked to quote prices to the trade here for their goods and the samples on hand will be sold through the Albany Cut Flower Exchange and the makers reimbursed from the proceeds. It is likely that the action of the club will have the effect of stimulating the sale and use of window boxes in the city this year.

Three new members were elected: H. E. Eberhardt, Schenectady; J. H. Van Ry, Rosedale Greenhouses, Schenectady, and William Maver of Menands. A letter was read from Mayor James R. Watt asking the club to supply him with the names of members in the service of their country. The mayor is compiling a list of Albanians who are in the war. The Albany club members named are: Private William Christie of the Three Hundred Third Infantry, N. A., Camp Devens, Mass., and Private Henry P. Schaefer of Company A, Tenth Infantry, National Guard, New York. President Earl Shaw named the following members chairmen of committees: Finance, Frederick Henkes; Flower Shows, William Newport; Sick Visitation, Thomas F. Tracey; Entertainment, Louis H. Schaefer.

NOTES.

Fred A. Danker, March 23-24, extended an invitation to the public through the press to visit his greenhouses, 744 Central avenue, to see his Easter stock. The invitation was generally accepted and on Saturday afternoon and Palm Sunday many Albanians wended their way between rows of blooms in the Danker establishment. No orders were taken and no plants or flowers were sold on Palm Sunday. The inspection of the Danker greenhouses at Easter time has become a notable local event in the past few years.

The opening of the new building of the Albany Evening Journal on The Plaza on the afternoon of March 23 was the occasion for sending plants and flowers to the managing editor, heads of departments, and to the principal members of the staff. Vases of roses decorated the desks of the city editor and the city hall reporter. The latter was remembered with a large vase of American Beauties from the city officials. The building was inspected by city and county officials and numbers of prominent business people.

Retailers report Easter stock limited. Azaleas, Easter lilies, and hydrangeas

The 1st of May Thrift Stamp Day In The U. S. A.

The Active Co-operation of Every Reader of
The American Florist

Is Urgently Requested To Make It a Success

May 1st, 1918, will be observed throughout the United States as Thrift Stamp Day! On that day retail stores everywhere in every line of business will ask customers to take part of their change in Thrift Stamps! It will be patriotic for every man, woman and child to accept at least one Thrift Stamp as change on every purchase made that day—and to make as many purchases as possible on May 1st.

Here is a big, practical way of getting millions of Thrift Stamps into the hands of the people of the United States, and of insuring the success of the Government's War Savings Stamps campaign. Thrift Stamp Day will help everyone. It will prove a tremendous boost to business. On May 1st, 1918, the nation should do the biggest total retail business of any single day in our history! The beneficial habit of Thrift will be sown broadcast among the citizens of the U. S. A.! Most important of all, Uncle Sam will be furnished with the sinews of War and Victory!

American business must go "over the top" at once in a quick drive to make Thrift Stamp Day an overwhelming success. You wholesalers, you jobbers, you salesmen, must talk Thrift Stamp Day among your trade, arouse the enthusiasm of the retailers, the storekeepers, the clerks behind the counters. Uncle Sam needs your help. A practical plan has been prepared showing how each one of you can "do your bit" to make Thrift Stamp Day a red letter day in American business annals. Write for this plan today without fail. Remember, in helping Uncle Sam you are helping business and helping yourselves. Address Mr. W. Ward Smith, National War Savings Committee, 51 Chambers St., New York City.

NATIONAL WAR SAVINGS COMMITTEE
51 Chambers St., NEW YORK CITY

are not to be had in number equal to the demand. Roses and carnations are plentiful. Among the growers who have a good Easter stock is William W. Hannell, Shaker road, Watervliet. The retailers who visited Mr. Hannell a week or two before Easter were agreeably surprised at the condition of his stock and the amount he had on hand. He is a careful grower and deserves the reputation he has in the local market.

Among the changes on April 1 will be the removal of Mrs. Harriet B. Hazeltine from 32 to 25 Central avenue, a few doors east of her present retail store. Mrs. Hazeltine will have a store steam heated with the care of the fire in the hands of the landlord. Last winter's experience with stoves was enough to persuade Mrs. Hazeltine that a steam heated store is to be preferred. R. D.

CRANSTON, R. I.—The Budlong Rose Co. will grow vegetables on a large scale this season, in place of flowers.

SPECIALS FOR MARCH

Sphagnum Moss, per bale (bur-laped), \$1.75.

Magnolia Leaves, brown and green, per carton, \$1.25.

Waterproof Crepe Paper, per 100 rolls, \$19.00.

Fancy Fern Leaves, per 1000, \$1.75.

WILSON FLORAL CO.

Wholesale Florists

41-43 Stone St., ROCHESTER, N. Y.

Omaha.

ROSES SCARCE ITEM FOR EASTER.

Roses will be among the short items on the local market for the Easter trade from present indications. Many of the plants that came from abroad this year were much delayed in transit, arriving too dry and only a small percentage of them grew. Holland bulbs are also in bad shape.

NOTES.

Some of the local growers are considering turning their ranges over to vegetable growing next winter. With the increased cost of operation and supplies of all kinds, it is pointed out that at least part of the glass would bring good profits, as vegetables already command good prices while flowers will not stand an advance under present conditions. One local grower says he can save \$20,000 a year by devoting his range to winter vegetables.

J. J. Hess believes that within six months truck lines will be established between the principal cities in the United States and the transportation situation will improve accordingly. If the experiment with trucks between New York and Chicago proves a success other lines will be put in operation between other cities wherever good highways exist.

The supply of flower pots being shipped here from Louisville, Neb., a nearby town, is running so short that local trade can no longer be fully supplied from that source, and increased freight rates on stock from other points is another item of increased expense added to the cost of doing business.

Local florists are strongly supporting the campaign of the chamber of commerce to raise a fund of \$50,000 to advertise this city nationally as a convention center. J. J. Hess, of Hess & Swoboda, is a strong supporter of the movement.

Some of the flower shops now have a regular window card service which gives them a change of dress twice a week. "Flowers Will Brighten Up Your Table" and others of a similar character are among the slogans used.

A. E. L.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857

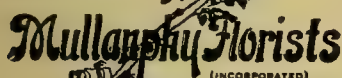


745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.

We Have the Best Facilities in the City
Mention the American Florist when writing.

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger



(INCORPORATED)
Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Members of Florists' Telegraph Delivery.



Mention the American Florist when writing.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing.

Milwaukee, Wis.



J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

THOS. F. GALVIN INC.

NEW YORK — 561 — Fifth Avenue

BOSTON 1 Park Street 799 Boylston Street

Deliveries to Steamers and All Eastern Ports.

Mention the American Florist when writing.

ORDERS
IN OR
AROUND

PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK
785 Fifth Ave.

Member of Florists' Telegraph Delivery

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTEL

KOTTMILLER

426
Madison Ave.,
NEW YORK

ROANOKE, VA.

FALLON, Florist.

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.

To out-of-town florists:
We are in the Heart of New York
And give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

Members of Florists' Telegraph Delivery.

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in the city. All orders given prompt attention.

Members of Florists' Telegraph Delivery.

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or Northwest

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.

Code Address: Alexconnell.
Western Union Code.

Bangor, Me.

Adam Sekenger FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.



LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Member of Florists' Telegraph Delivery.

"We should all strictly adhere to the request of the United States Food Administration."

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop
1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

BUFFALO

N. Y.

L. H. NEUBECK

Main and High Sts.

Member of Florists' Telegraph Delivery.

Pittsburgh, Pa.

A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyes, 106 State St.
Albany, N. Y.—Danker's.
Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. H. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Witthold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Feters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Paley.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—Phillips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Dards', 44th and Madison Ave.
New York—Hession.
New York—A. Meyer, 1062 Madison Ave.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Leikens.
New York—Malandre Bros.
New York—Nicholas G. Pappas & Co.
New York—Thos. F. Galvin, Inc.
New York—D. J. Pappas, Inc.
New York, Max Schling, 785 Fifth Ave.
New York, G. E. M. Stumpp.
New York—Young & Nugent.
Omaha, Neb.—Alfred Donaghue.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Backus.
San Antonio, Tex.—Edward Green.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—Mullanphy Florists.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heini & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington—Geo. H. Cooke, Conn. Ave and L.
Washington, D. C.—Louise Flower Shop.
Washington—Gude Bros.
Williamsport, Pa.—Eviden Bros. Co.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

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In the Heart of most exclusive residential section.

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Hess & Swoboda

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PHONES:

1501 and L1582

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THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Floral Corporation

Philadelphia Orders

Chas. H. Grakelow


Broad St., at Cumberland

Mention the American Florist when writing.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to



All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store— 334 Lewis Ave., No. 1150 Bedford
Telephone
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Mention the American Florist when writing

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heintz)
336 Superior St., Toledo, O.
Both Phones, 527

Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

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J. B. KELIER SONS,
FLORISTS

25 Clinton Avenue N
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BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Houston, Texas.

Robt C. Kerr
Floral Co.

Main and McKinney Phone Preston 160

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service



Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Philips Bros.

938 BROAD STREET

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Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

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— FLOWERS —

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Kansas City, Mo.

A. Newell
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Established over 20 years.

N. E. Cor. 10th and Grand Ave.

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DRAKOS CO.

FLORISTS

2953 Broadway, Opp. Columbia College

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LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

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Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones { 107 } { 420 } { 775 } Lenox

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Denver, Colo.

The Park
Floral Co.

B. E. GILLIS, President.
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QUALITY and PROMPTNESS
New Orleans La.
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3442 ST. CHARLES AVENUE

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Mail or telegraphic orders promptly and most carefully executed.

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.



Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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MEMBER Florists' Telegraph Delivery

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Samuel Murray,

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FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

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Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Little Rock, Ark.

PAUL M. PALEZ

FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

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California Florists

will take care of all telegraphic orders.

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Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.
Member of Florists' Telegraph Delivery.

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GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

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Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCauslen, Prop.

173 North Fourth Street

All Orders Promptly Executed.

Cleveland, O.

The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

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...FLOWERS...

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery in this section from the

LEADING FLORISTS OF THE NORTHWEST

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MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

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Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers all New England Points

KANSAS CITY, MISSOURI.

Rock's
FLOWERS

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D. J. PAPPAS, Inc.

2751 Broadway, at 106th St.

The right place to buy.

FLOWERS OF QUALITY.

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

C. Trauenerfeldt
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3343 W. MADISON ST.
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Mention the American Florist when writing.

For Wisconsin Delivery
OF

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Get in touch with

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Mention the American Florist when writing.



WASHINGTON D. C.

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Mention the American Florist when writing.

St. Louis, Mo.

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Grimm & Gorly

Mention the American Florist when writing.

DES MOINES IOWA
ALFRED LOZIER ROSERY

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LEIKENS,

Madison Ave. and 55th St.,
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Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

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Gilbanks
Flowers of Quality

50 Broadway

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Malandre Brothers

2077 Broadway, near 72nd Street
'Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.

Orders from other cities receive our per-
sonal attention.

Worcester, Mass.

Randall's Flower Shop

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G. E. M. STUMPP

761 FIFTH AVENUE

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CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

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Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Williamsport, Pa.

EVENDEN BROS. CO.

Largest Growers in Central Pa.

A. MEYER,

Boston, Mass.

Penn
The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
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124 TREMONT STREET

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great Northwest. Daily deliveries to Superior, Wis.

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

San Antonio, Texas

Ave. C. at 8th St. EDWARD GREEN, Florist

Telegraph Orders a Specialty.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffman, N. Y.

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD
GREENHOUSES

Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.
Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist

WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

EARLY OHIO seed potatoes, Red River stock, are \$1.20 to \$1.50 per bushel.

JULIAN BOWEN of D. M. Ferry & Co., Detroit, Mich., has returned from California.

VISITED CHICAGO: Edwin B. Northrup, of Northrup, King & Co., Minneapolis, Minn.

NEW YORK.—Ralph M. Ward & Co. will occupy four floors at 25 Murray street after April 1.

LOS ANGELES, CALIF.—The rainfall for the season to March 23 was 13.28 inches; last season, 14.59 inches.

ONE of the largest seed houses, jobbers of garden seeds, has withdrawn all present prices from travelers, including retail.

THE D. Landreth Seed Co., Bristol, Pa., have mailed customers a memo explaining the difficulty of securing and shipping seeds.

ONION SETS in the Chicago district are quoted this week at \$3.00 to \$3.25 for colors and \$4.50 for whites in 10 to 20 bushel lots.

GRASS SEEDS.—Prices for grass seed on the Chicago Board of Trade March 27 were as follows: Timothy, \$7.00 to \$8.00 per 100 pounds.

By an amendment to postal regulations, live chicks are now accepted for mailing, without insurance, when the package can be delivered within 72 hours.

SEEDS were exempted in the one-week freight embargo, operative in New York city on less than carlot shipments. The depots and docks are badly congested.

MINNEAPOLIS, MINN.—Northrup, King & Co. have issued an invitation to growers and florists to inspect their new, up-to-date establishment, a convenient date to be announced later.

SAN FRANCISCO, CALIF.—C. C. Morse & Co., report large shipments of seeds to both the Orient and South America. —Harry E. Hallawell, of the Hallawell Seed Co., is again at his desk, after a two weeks' illness.

WASHINGTON, D. C.—Consideration of the \$10,000,000 bill for relief of farmers in the spring wheat country was begun in the House March 27. It gives the secretary of agriculture power to lend farmers up to \$450 each to purchase seed and recommends an appropriation of \$7,500,000 for that purpose.

LOMPOC, CALIF.—In a communication dated March 19 it is stated there were three inches of rainfall since the night of March 17, that prospects were for a further fall, and that the Santa Ynez river is in bad shape owing to the cutting of the banks, some of the land going down to the ocean. This gives a total rainfall of about 18 inches in the valley.

VALLEY, NEB.—The C. Herbert Coy Seed Co. say they are experiencing much difficulty in placing vine seeds for the 1918 crop on account of the high prices being paid for other farm crops.

TOLEDO, O.—March clover, cash, was higher March 25, at \$20.60, closing 15 cents higher than the previous day at \$20.75. Receipts were 47 bags, shipments 358. Timothy was unchanged, old quoted at \$3.75, new, \$3.80; April \$3.80; September, \$4.32.

SANTA ANA, CALIF.—The Haven Seed Co. reports beneficial rains and prospects are good for crops in this section. Contract business is running much heavier than ever before and hopes are entertained for good yields, which will make good deliveries possible.

The Late George H. Price.

New York state has lost one of its oldest seedsmen in the death of George H. Price which occurred on March 20 at his home, 543 Clinton avenue, Albany, after an illness of two weeks. The deceased was born in Boston 76 years ago of Puritan stock. He was educated in private schools and in the Frank D. Sanborn academy at Concord, Mass. He then entered the employ of Joel Nourse & Company, seed merchants, Boston, and remained with the concern for five years. In 1868, he removed to Albany to become manager of the seedstore of Strong & Douw. In 1870, Mr. Strong retired and Mr. Price became a partner of the concern under the style of V. P. Douw & Company. Mr. Douw died in 1876 and Mr. Price took as partner D. M. Knickerbocker and the concern was known as Price & Knickerbocker. In 1885 Mr. Knickerbocker retired and Edward T. Reed was admitted to the firm under the title of Price & Reed. The latter retired in 1898 and George H. Price then conducted the business alone until his death. A widow and four children, George H. Jr., Frederick H., Edward E., and Caroline Price, survive. R. D.

Onion Neck Rot.

Onions in storage are often seriously affected with a rot that may show itself on the surface as a grayish mold or as a collection of black, scale-like masses. The disease attacks the onions in the field, where it may produce white spots and water-soaked areas in the leaves, may check the growth of the bulbs, making an over-large proportion of "seconds" or "picklers", or may blast the flowers when the bulbs are set the second season to produce seed. The principal damage, however, comes in the storage houses, where more than 50 per cent of the bulbs have been destroyed in several cases in widely separated localities. Studies on the disease made by the New York Agricultural Experiment Station (Geneva) prove it to be due to a hitherto un-

named fungus, and trace its history and method of producing harm through the season. Effective remedies for the trouble are not yet fully worked out, but careful cultural methods and proper storage conditions are very helpful.

Those interested in onion storage should secure a copy of the Bulletin, No. 437, which will be sent free on request.

New York Seed Trade.

The seedsmen are all busy, and business seems to be better than at this time last year. At Vaughan's Seed Store, it was said, March 23, that the demand was better than last year. J. M. Thorburn & Co. reported that they had all the business they could handle. Manager Cleary of the Macniff Horticultural Co. said that they are looking forward to a good Easter trade in plants. Peth & Duggan stated that their business was good. Wm. Elliott & Sons say they are doing well.

M. Griggs and W. Gills were in charge of Vaughan's Seed Store exhibit at the Flower Show; George Morrison and R. Vaughan-Cott did similar service for Weeber & Don; David Dean was in charge of the A. T. Bodington Company's booth.

The Sunday Sun of March 24 had a good portrait of J. C. Vaughan in Florida attire. Mr. and Mrs. Vaughan are still at Miami.

Julian H. Walter, of the Stumpp & Walter Co., who has been ill since January, is now in Florida and is said to have improved.

Chicago Seed Trade.

Vaughan's Seed Store reports the counter trade exceptionally brisk, more so than has been previously noted so early in the planting season. Ed. Goldenstein was in March 23 from Rockford, where he is now with the colors. Miss Frances Ludlow, of the flower seed department, left March 26 for the New York house, to help in the big spring rush there.

W. W. Barnard, of the W. W. Barnard Co., is expected home from California the latter part of this week much improved in health. A. H. Goodwin of this firm is spending a few days at his Indiana home.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

MICHELL'S SPECIALS**FORCE THEM FOR DECORATION DAY**

Dicentra Spectabilis (Bleeding Heart) always in great demand at good prices. Fine clumps, \$1.50 per doz. Per 100, \$10.00.

Spiraea Princess Mary (new). The finest of all, pure pink. Blooms in dense clusters. Large clumps, \$2.75 per doz. Per 100, \$15.00.

Lilium Auratum, Extra Fine—
8x9, per 12, \$1.20; \$7.50 per 100; 1000, \$ 67.50
9x11, " " 1.60; 11.50 " " " 105.00

Lilium Album (Pinecon)—
8x9, per 12, \$1.50; \$10.00 per 100; 1000, \$ 92.50
9x11, " " 2.00; 14.00 " " " 135.00

Lilium Rubrum or Roseum—
8x9, per 12, \$1.30; \$7.75 per 100; 1000, \$ 72.50
9x11, " " 1.75; 12.00 " " " 107.50

Send for Wholesale Price List off ring everything required by the progressive florist.

Henry F. Michell Co.,
518 Market St., Philadelphia, Pa.

Lily of the Valley

Best Holland Grown—From Cold Storage

\$25.00.....per 1000
13.00.....per 500
3.00.....per 100

ORDER NOW

H. N. BRUNS

3040 W. Madison St., Chicago, Ill.
Phone, Kedzie 1196

**WANTED
SAGE PLANTS**

Mail sample and prices to

HENRY FIELD SEED CO.
SHENANDOAH, IOWA

FOR SALE

Several thousand Knox seed corn dryers. Never used. Address

W. C. PRESSING SEED CO.,
NORWALK, OHIO.

The business here is now running at high speed.

A. Henderson is now shipping cannas in large volume, the demand for these having been slow earlier in the year.

The S. F. Leonard Seed Co. reports that all hands have all they can do day and night.

Arnold Ringier says the seed pea business has been quite satisfactory this season.

A. Miller, of the American Bulb Co., says gladioli are going well.

California Notes.

Most California stocks were in the ground March 18 and the soil is in good condition from recent rains.

Pole bean contract growers, as well as some others, may claim such high prices as to stimulate an outside competition which later on will be troublesome.

Radish, after repeated sowings, is looking better.

TO SEEDSMEN ONLY

R. A. van der SCHOOT, Hillegom, Holland

Reqs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

Inquiries and quotations may be addressed to the undersigned, who is the American representative of the House, and ready to furnish all information.

No retail trade solicited. We believe we are the only Holland House whose business in the United States is "STRICTLY WHOLESALE."

A. M. van der SCHOOT

Room 1600, Consumers Building, **CHICAGO, ILL.**

Mention the American Florist when writing.

SEEDS Specially Prepared for Export
KELWAY'S

**IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS**

Write for our **SPECIAL PRICES** stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed **LANGPORT, Eng.**
GROWERS

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. **CHICAGO**

Mention the American Florist when writing.

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, - - - NEBRASKA.

Mention the American Florist when writing.

**Growers and Specialists
Beans, Peas and Sweet Corn**

Write us now for contract prices for
CROP OF 1918

Sioux City Seed Co.

SIoux CITY, IOWA
Branch Office: Millington, Mich.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale
Farm.

Bristol, Pa.

Mention the American Florist when writing.

Import Specialties

Write for import prices upon

DRACAENA CANES.
JAPANESE LILY BULBS.
KENTIA and other palm seeds.
PAPER WHITES and ROMANS.
DRIED ADIANTUM FRONDS.
JAP BAMBOO STAKES.
KENTIAS, for growing on.
FERNS IN FLATS.
NURSERY STOCK, from all sources.
AUSTRALIAN GRASS SEEDS.

Correspondence invited.

McHUTCHISON & CO.

The Import House
95 Chambers Street, NEW YORK

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

THE G. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

We carry a reserve stock of the important varieties of

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231-235 W. Madison St., Chicago, Ill.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia, - Pa.

Arthur T. Boddington Co., Inc.

SEEDSMEN

128 Chambers St., New York

Roses, Rhododendrons, Boxwood

Spring importation of Holland stock now ready:

Baby Rambler Roses, two year field grown. We have regraded these and are shipping out as No. 1 grade only such plants as you should have for pot plant and best retail sales.

Per 100

Baby Rambler, (Mme Norbert Levavasseur) Crimson..... \$20.00
Baby Tausendschon, pink; **Baby Dorothy**, deep pink; **Ellen Poulsen**, light pink; **Erna Teschendorf**, dark red; **Greta Kluis**, deep rose; **Jessie**, bright rose; **Mrs. Cutbush**, light pink; **Orleans**, bright rose; **Triumph de Orleans**, bright red..... 18.00
Baby Ramblers, same varieties as above, in medium or No. 1½ grade, a little lighter plants, suitable for smaller pots, or outside planting..... \$130.00 per 1,000 14.00
Hybrid Tea Roses, two year field grown; **Arthur R. Goodwin**, **Bessie Brown**, **Betty**, **Edw. Mawley**, **Farbenkonigen**, **Gen. McArthur**, **Grus An Teplitz**, **Kaiserin Augusta Victoria**, **Killarney**, **Lady Ashtown**, **Lady Alice Stanley**, **Lady Hillingdon**, **La France**, **Mad. A. Chatenay**, **Mad. Caroline Testout**, **Mad. Leon Pain**, **Mad. Ravary**, **Mrs. A. Ward**, **Prince of Bulgaria**, **Johnkeer Mock**..... 20.00

RHODODENDRONS.

Fresh, clean looking stock in best possible condition, 18 to 24 inches high, 8 to 12 buds, at..... \$5.00
24 to 30 inches high, 12 to 16 buds, at..... 115.00

Hardy Hybrids in all colors, only such sorts as are hardy in America.

BOXWOOD.

Ball shaped bush and pyramidal forms; bright foliage and up to grade, all balled and burlaped.

Bush Shape—	Per 100	Pyramid—	Each
12 inches high.....	\$30.00	30 inches high.....	1.65
15 inches high.....	50.00	36 inches high.....	2.00
18 inches high.....	75.00	42 inches high.....	2.25
24 inches high.....each	1.25	48 inches high.....	3.25
Globe or Ball—	Each	54 inches high.....	4.00
12 by 12 inches through..	1.75		
15 by 15 inches through..	2.25		
18 by 18 inches through..	3.75		
Kalmia Latifolia—			Each
18 to 24 inches.....			B & B
24 to 30 inches, heavy bushy.....			\$1.00
Acuba Punctata— 24 inches.....			1.50
			1.00

The Storrs & Harrison Co., Painesville, Ohio

HOLLAND BULBS AND PLANTS

GERRIT SEGERS, Tromp's Nurseries, Lisse, Holland

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G. OVERDUIN, care of Maltus & Ware, 14 Stone Street,
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Rooted cuttings, strong clean stock, \$25.00 per 1000. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon, Windsor.

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Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.

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Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade
CARPINTERIA, CALIF.

Leedle Springfield Roses

TEAS	2 1/4-Inch Pots	Doz.	100	1000
Blumenschmidt		\$0.50	\$3.50	\$30
Bougere		.50	3.00	25
Etoile de Lyon		.50	3.50	30
Golden Gate		.50	3.50	30
Isabella Sprunt		.50	3.50	30
Maman Cochet, Pink		.50	3.50	30
Marie Louise		.50	3.00	25
Mrs. Campbell Hall		.60	4.50	40
Safrano		.50	3.00	25
Souv. de Pierre Notting		.50	3.50	30
White Maman Cochet		.50	3.50	30

CHINA OR BENGAL	Doz.	100	1000
Louis Philippe	.50	3.00	25
Queen's Scarlet	.50	3.00	25

HYBRID CHINA	Doz.	100	1000
Grass an Tepiltz	.60	4.00	35

BOURBON	Doz.	100	1000
Burbank	.50	3.50	30
Eugene E. Marlitt	.50	3.50	30
Mrs. Degraw	.50	3.50	30
Souv. de la Malmaison	.50	3.50	30

HYBRID PERPETUAL	Doz.	100	1000
Ball of Snow	.60	4.00	35
General Jacqueminot	.60	4.50	40
Hugh Dickson	.75	5.00	45
J. B. Clarke	.60	4.50	40
Jubilee	.60	4.50	40
Ulrich Brunner	.75	5.00	45

WHITE BABY RAMBLER	Doz.	100	1000
Catherine Zelmert	.50	3.50	30

HYBRID POLYANTHA	Doz.	100	1000
Baby Doll (Tiptop)	.75	5.00	45
Clothilde Soupert	.50	3.50	30

HYBRID TEAS	2 1/4-Inch Pots	Doz.	100	1000
Antoine Rivoire (Mrs. Taft)		\$0.60	\$4.00	\$35
Francis Scott Key		.60	4.00	35
F. R. Patzer		.60	4.00	35
Gen.-Sup. Arnold Jausen		.60	4.50	40
Helen Gould (Baldwin)		.60	4.00	35
Hoosier Beauty		.75	5.00	45
Junkheer J. L. Mock		.75	5.00	45
Kaiserin Augusta Victoria		.60	4.00	35
Madame Caroline Testout		.75	5.00	45
Mlle. Helene Cambier		.60	4.00	35
Meteor		.50	3.50	30
Mrs. Aaron Ward		.75	5.00	45
My Maryland		.75	5.00	45
Radiance		.60	4.00	35
Red Radiance		.85	6.00	55
Rhea Reld		.60	4.00	35
Tipperary		.85	6.00	55
Wellesley		.60	4.00	35
White Killarney		.75	5.00	45
Yvonne Vacherot		.50	3.50	30

Special April Prices

A few of the 400 best varieties. On own roots; summer propagated; fall pot grown; winter rested; prime condition.

Extra strong plants in big blocks, ready for early buyers.

Send for complete spring list.

THE LEEDLE FLORAL COMPANY
SPRINGFIELD-OHIO

Mention the American Florist when writing

CLIMBING POLYANTHA

	2 1/4-Inch Pots	Doz.	100	1000
Crimson Rambler		\$0.50	\$3.50	\$30
Graf Zeppelin		.50	3.50	30
Kom. W. Rautenstrauch		.50	3.00	25
Phila. Crimson Rambler		.50	3.50	30
Pink Rambler (Euphrosyne)		.50	3.00	25
Tausendschoen		.50	3.50	30
White Rambler (Thalia)		.50	3.00	25

CLIMBING HYBRID POLYANTHA

Climbing Clothilde Soupert	.50	3.00	25
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SETIGERA or PRAIRIE

Prairie Queen	.50	3.00	25
Tennessee Belle	.50	3.00	25

MULTIFLORA

Seven Sisters (Greville)	.50	3.00	25
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HYBRID WICHURAIA

Debutante	.50	3.00	25
Dorothy Perkins	.50	3.00	25
Excelsa (Red Dorothy)	.50	3.00	25
Hiawatha	.50	3.50	30
Lady Gay	.50	3.00	25
Shower of Gold	.60	4.00	35
White Dorothy Perkins	.50	3.50	30

HYBRID TEA WICHURAIA

Clg American Beauty	.60	4.00	35
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CLIMBING TEA

Pillar of Gold	.50	3.50	30
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CLIMBING CHINA or BENGAL

Empress of China	.50	3.00	25
James Sprunt	.50	3.00	25

Easter Stock

LILIES

Ready to ship now—just right for Easter: 2 to 6 buds at 15c per bud.

Hydrangeas, fine large plants, 4 to 10 heads.

EASTER GREETING PELARGONIUMS
Fine big plants—4-in. \$25.00; 5-in. \$50.00; 6-in. \$75.00 and \$100.00.

CINERARIAS

We have had nice ones, none better than this lot—4-in. \$15; 5-in. \$25; 6-in. \$50.

PRIMROSES

Chinensis, Malacoides and Obconicas—4-in., fine, \$12.50.

BEGONIAS

Luminosa and Chatelaine—4-in. \$15; 5-in. \$25; 2 1/2-in. \$3.50 and \$5; 3-in. \$7.50 and \$10.

BULB STOCK

4-in. Hyacinths, \$10 and \$15; 5-in. \$25 and \$35.

TULIPS AND DAFFODILS

5-in. \$25; 6-in. \$35; 7-in. \$50; 8-in. \$75. Packing at cost.

FERNS

Bostons and Whitmanii—4-in. \$15 and \$20; 5-in. \$25 and \$35; 6-in. \$40 and \$50. Ask for Soft Wooded List.

GEO. A. KUHL,

Wholesale Grower, PEKIN, ILL.

DAISIES

Our Stock Has Been Carefully Selected. Per 100

Mrs. F. Sander, 2-in.	\$2.00
Boston Yellow, 2-in.	3.00
Alyssum, Giant Double, 2-in.	2.00
Geraniums, Labeled, 2-in.	2.00
Vinea Variegata, 2-in.	1.75

ELMER RAWLINGS, Allegany, N. Y.

SEED PACKETS

Flower Seed Sizes to Catalogue
Envelopes—Return Envelopes

The Brown Bag Filling Mach. Co.
FITCHBURG, MASS., U. S. A.

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Choice Flower Seeds FOR FLORISTS

Cineraria, prize strains mixed, tall and semi-dwarf.

Alyssum: Little Gem.

Calendula: Orange King; Lemon Queen.

Snagdragon: Silver Pink.

Begonia: Vernon.

Delphinium Newport Rose, finest Pink Larkspur, at 80c per oz.; \$2.25 per 1/4 lb.

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Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.

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BURPEE'S SEEDS

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Wholesale Price List for Florists
and Market Gardeners.

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J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 19 S Special Catalogue
to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

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Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed

100 seeds, 50c; 1000 seeds, \$3.50;

5000 seeds, \$15.50;

10,000 seeds, \$30.00,

25,000 seeds, \$72.50.

Also all other reasonable seeds, Bulbs

and Supplies.

Wholesale Price List Free.

HENRY F. MICHELL CO.
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GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip,
Radish, Beet, Etc.

Branches: Michigan, WISCONSIN and IDAHO. MILFORD, CONN.

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GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets,
and Seed Potatoes in variety. Also other items
of the short crop of this past season, as well
as a full line of Garden Seeds, will be quoted
you upon application

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

ONE hundred carloads of tomatoes were shipped from south Florida in three days, week of March 23.

CABBAGE at \$20 per ton in the lower end of Florida is hardly worth cutting, owing to expensive freight haul to markets.

NEWPORT, R. I.—Kempenaar & Christensen, florists, have rented a farm of about 40 acres, upon which they will grow vegetables during the coming season.

THE food administration states that it has no power or desire to fix the price of tomatoes, some misunderstanding on this point having resulted from an announcement for bids for the army and navy.

INDEPENDENCE, ORE.—Horst Bros.' hop range, said to be the most extensive in the world, will be largely converted into a vegetable farm, and the product will be evaporated. Four hundred acres are said to have been leased for this purpose.

Prices of Indoor Fruits and Vegetables.

Chicago, March 25.—Mushrooms, home-grown, No. 1, 20 to 25 cents per carton; lettuce, box, 25 to 30 cents; radishes, 35 to 60 cents per dozen bunches; celery \$1.50 to \$1.75 per box; tomatoes, per 6 baskets, \$4.50 to \$6.00; cucumbers, per box, \$2.75 to \$4.00.

New York, March 25.—Celery, per crate, 50 cents to \$2.25; cucumbers, \$1.50 to \$2.00 per dozen; mushrooms, 60 cents to \$3.00 per 4-pound basket; tomatoes, per pound, 12 to 35 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$2.00 to \$4.00.

Bryan Canning Co. Formed.

Alonzo J. Bryan, well-known plant grower of Washington, N. J., whose range is one of the largest in the state, is the leading spirit in what promises to be an equally important industry to be known as the Alonzo J. Bryan Canning Co. and will undoubtedly mean much to the farming interests in that vicinity. A modern concrete building will be erected in the near future and this will be equipped with machinery of the most up-to-date type. An expert has already been engaged for the position of superintendent. The establishment will have a capacity of 5,000 cans in 10 hours. Not only vegetables, but all kinds of fruit will be canned in season.

Mr. Bryan will devote 25 acres of his large farm to peas, beans, tomatoes and other vegetables, but purchases from small growers in the vicinity of wagon load lots will give a ready market at all times and will do much to prevent a glut on the market and prevent frequent waste.

Spring Plowing.

We are all interested in spring plowing—whether we wish to grow corn, potatoes or carnation plants—it makes no difference. Most plowmen have ideas of their own upon the subject, and the variation is great. However, there are some underlying principles which we must mind in order to be successful. The first is the proper condition of soil in regard to moisture. No harm is ever done in plowing a dry soil, but a wet soil is easily unfitted for a season's work, and sometimes for a longer time.

The old rule holds good—whenver the soil balls up and sticks together, if you squeeze a handful, do not plow it; if it crumbles, go ahead. There are, of course, some exceptions brought about by necessity, but wet plowing invites grave risk of crop failure. In regard to depth, plow as deep as your humus permits, plus the power at hand. Nothing is ever gained by turning up a lot of new soil at once—better add to your depth gradually from year to year. In regard to the time of plowing, science and practice agree that it is good practice to plow as early in the spring as conditions permit, whether we need the land or not at the time. Unplowed land loses its winter moisture rapidly by evaporation from the surface; good practice requires the conservation of subsoil moisture and additions thereto, and not the dissipation of such moisture. Unplowed land generally sheds rain readily, hence it is not benefited by rains as it should be. When land is not needed at the time, and power is available, the best practice is to plow it and roll it as soon as possible; then leave it alone until additional work is necessary. In that condition, evaporation is checked, while rains have ready access to the subsoil. And, when needed, a good discing will generally prepare such land in short order.

As regards the plow itself, too little attention is given to the condition of the plow. The two vital points to every plow—the parts that stand the soil impact—are the point of the plow and the corner of the share. If the plow is turned upside down and a square laid upon the lower part of the land-side toward the point, it is easy to

see how much wear has taken place; and, bear in mind that any deviation from a true straight line greatly reduces the efficiency of the plow. In the same way, any loss to the corner of the share will reduce cutting capacity and increase the pull required. Therefore, these need attention frequently by sending to a good shop. The proof of a good job is to examine the plow while at work—if the land-side and share do not travel flat on the bottom of the furrow, something is wrong; generally, the point is worn or the hitch is too short. A great deal can be done by either lengthening or shortening the hitch. And, finally, the share should cut the furrow slice clear through to the bottom and not leave an uncut strip, no matter how small. derstand and then insist that they are attended to. MARKETMAN.

Sweet Potato Plant Outlook.

From reports received from about 150 warehousemen, shippers and growers throughout the southern states, a general shortage of seed sweet potatoes has resulted by the heavy freeze which damaged practically all potatoes stored in hills or banks. Plant growers in every section who were prepared to cure and store their seed potatoes properly will be able to produce a normal supply of plants; others are making an effort to conserve the available supply of seed for bedding, while several are making preparations to plant a large acreage from first drawing of

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FLOWER, VEGETABLE AND FARM

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152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

74 YEARS UNRIVALLED REPUTATION.

TWENTY MILLIONS FROST-PROOF CABBAGE PLANTS READY

Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier.

From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzel, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application.

ENGLISH CORRESPONDENCE.

DREER'S GRAND NEW CANNAS FOR 1918

Ten truly marvelous acquisitions, introducing new tones of color and showing the highest development in form and habit.

Carminé Beauty. Deep bright carmine flowers, freely produced high above the heavy dark-green foliage which has a narrow red margin. The flowers, while not as large as those of Olympic, are of a much brighter and more pleasing tone. 4½ ft. 75 cts. each; \$7.50 per doz.

Cheerfulness. No more appropriate name could be given to this brilliant novelty. Its beautiful bright fire-red or deep orange flowers appear early and continue without interruption until frost. Add to the prevailing color a golden border and center with each petal flaked carmine-crimson and you may form some conception of this fascinating variety with its erect stems always topped with clusters of cheerful color held high above the foliage. 3½ ft. 35 cts. each; \$3.50 per doz.

Cloth of Gold. A very attractive dwarf, compact, growing, free-flowering golden yellow. 3 ft. 40 cts. each; \$4.00 per doz.

Dazzler. Time and again the past season the dark green foliage of this variety has been hidden beneath the mass of clusters of deep fire-red flowers. The intensity of coloring and freedom of blooming coupled with compact habit, make this variety the peer of the best for bedding purposes. 3½ ft. 35 cts. each; \$3.50 per doz.

Golden Eagle. A wonderfully intense golden-yellow. Very free upright grower. The large flowers are produced in great clusters well above the foliage. 4½ ft. 50 cts. each; \$5.00 per doz.

Harmony. Great clusters of good-sized, well-formed Geranium-red flowers are arranged on good stems in such a manner as to give the trusses an almost globular appearance. Altogether a dignified harmonious combination, 3½ ft. 50 cts. each; \$5.00 per doz.

Poppy. Intense poppy-red. Large perfect florets in good trusses over greenish-bronzy foliage. Rich and effective. 5 ft. 50 cts. each; \$5.00 per doz.

Salmon Queen. An entirely new color in Cannas. Rosy salmon-scarlet, blending to a rosy-carmine toward the center. The large substantial flowers are freely produced in great clusters high above heavy green foliage. Very effective in bedding. 5 ft. 40 cts. each; \$4.00 per doz.

Sensation. To get a sensational color-tone in a pink Canna is particularly noteworthy. Our first impulse was to call it "La France" because the color called to mind the La France Rose but the tone is even cleaner and purer; it being a lovely pale-rose. The foliage is a beautiful glaucous-green; the plant dwarf and compact. One of the most noteworthy additions to Cannas in recent years. 3 ft., 75 cts. each.



TYPE OF NEWER CANNAS.

Superb. This variety is unique in color and truly superb; having large, clean bright orange-scarlet blossoms of good substance, produced on strong stalks with glaucous-bronzy foliage giving a most pleasing effect. 5 ft. 40 cts. each; \$4.00 per doz.

One each of the above Ten Novelties for \$4.00.

New Cannas From Other Sources

We offer here eight new varieties, which after several years' trial have proven themselves worthy of our commendation.

Cleopatra. A striking beauty. Wonderful deep carmine-crimson flowers surmounting the dark glaucous-bronze foliage. This variety stands out strongly in effectiveness. 4 ft., 50 cts. each; \$5 per doz.

Dragon. An incessant bloomer, continuing to produce new stalks of flowers until cut down by frost. Dark ox-blood red. 3 ft., 15 cts. each; \$1.50 per doz.

Flag of Truce. A large flowered creamy-white, with faint pink dots on each petal. The general effect is white. Not as white nor as tall as Eureka but quite distinct and valuable. 4 ft., 35 cts. each; \$3.50 per doz.

Gaiety. Reddish-orange mottled with carmine and edged with yellow. The tongue is yellow and densely spotted with carmine. 4½ ft. 15 cts. each; \$1.50 per doz.

Lafayette. In some respects resembles the variety "Meteor" but the flowers are not quite as dark, stand more erect and the plant grows taller. 5 ft. 30 cts. each; \$3.00 per doz.

Pocahontas. (Bronze-leaved Olympic.) Large oriental-red flowers borne on firm upright stems, just high enough above the foliage to show the entire head. The foliage is a dark bronze-green with emerald shadings; the ribs a darker bronze; one of the best recent introductions. 4 ft., 30 cts. each; \$3 per doz.

San Diego. Chinese-orange or Persian-yellow. The crimped petals are remarkable for substance which enables them to withstand the hot summer sun without wilting. Another charm lies in the dark bronze color of the buds which harmonize with the rich bronze foliage. 4 ft., 15 cts. each; \$1.50 per doz.

Varouna. We have tried this variety for several years and at all times the bright orange-scarlet flowers, combined with the good bronze foliage, has won our admiration. A free luxuriant grower, producing its flowers well above the plant. 4½ ft. 25 cts. each; \$2.50 per doz.

One each of the Eight Varieties for \$2.00.

HENRY A. DREER,

714 and 716 Chestnut Street,
PHILADELPHIA, PA.

The Above Prices Are Intended for the Trade Only.

plants so as to be able to furnish large quantities of vine cuttings for later plantings. The demand for plants is reported to be above normal, and the production of vine cuttings to supplement the supply of plants will enable plant growers more nearly to meet the

requirements of growers and truckers.

To assist further in supplying this demand, it is suggested that storage houses discontinue marketing potatoes of good quality for eating purposes and that these be marketed as seed stock for bedding.

WEST HARTFORD, CONN.—John R. Coombs has closed his entire range on account of a shortage of fuel.

MONTGOMERY, ALA.—Mrs. Minette Fritts has purchased the Dothan Floral Co. Business under her management is reported very satisfactory.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; J. R. Mayhew, Waxahachie, Tex., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-third annual convention will be held at Chicago, June 26-28, 1918.

LOUISVILLE, KY.—J. H. Stoepler has been appointed superintendent of parks, succeeding Ernest Kettig.

TORONTO, ONT.—James M. Goodall, for many years park superintendent and later city forester, died March 8, aged 83 years.

BOSTON, MASS.—A. Robeson Sargent, son of Professor C. S. Sargent, of Arnold Arboretum, died recently from heart trouble following an attack of pneumonia.

GENEVA, N. Y.—Local nurserymen report that the big question at the present time is that of being able to supply the increased demand, especially in fruit trees.

THE Kentucky legislature has passed a bill requiring nurserymen to fumigate their products with a formula approved by the state entomologist before offering same for sale.

ROSA rugosa seedlings, classified as rose plants at four cents each under paragraphs 211, tariff act of 1913, have been held dutiable under the same paragraphs as Rosa rugosa, three years old or less at \$1 per 1,000 plants by the court of customs appeals.

P. J. Berckmans Co., Augusta, Ga.

DISCONTINUES AFTER 40 YEARS.

P. J. Berckmans Company, incorporated, have applied for a receivership, on account of the expiration of their charter, which would occur Tuesday, March 12, and L. A. Berckmans has been appointed receiver of the company, according to the Augusta Chronicle of March 10. The receivership is, of course, not due to the result of any insolvency whatever, but is a legal action made necessary by circumstances surrounding the organization of the corporation at this time, and the receivership will be empowered to close out the business and distribute the assets among the stockholders of the company, composed of Mrs. Edith F. Berckmans, P. J. A. Berckmans, L. A. Berckmans, and R. C. Berckmans. The whole whole proceedings are designed to simply technically handle all the details connected with the distributing of the interests of the stockholders.

The P. J. Berckmans Company was for about 40 years operated by P. J. Berckmans himself, and 20 years ago it was incorporated in legal form, and the period of the incorporation ended March 12, so that it would either be necessary to reincorporate or else surrender the charter. Hardly any other nursery enterprise in the country exceeds the business enjoyed by the company in question, their patronage extending all over the world, and the concern on the whole has been a most prosperous and progressive one at all times.

According to an announcement issued March 15, Louis A. Berckmans

and P. J. A. Berckmans, Jr., will continue in the field as consulting horticulturists, both being well qualified to render expert advice relating to the cultivation and upkeep of orchards, private grounds and parks from long and successful practice in all of these subjects.

New Roses at Bagatelle.

European papers are printing the following announcement with reference to new roses intended for the Bagatelle trials:

"A trial of new roses will be conducted in the park of Bagatelle, near Paris, in 1918-1919, as in past years. The plants, as far as possible, should have been raised in pots, and several specimens—five at least—must be sent to the Rosary of Bagatelle before April 30. A notice must be attached as to their origin and parentage, stating, if necessary, any special treatment required for the plants. The varieties sent will be planted in the public rosary as soon as they reach Bagatelle. They will remain there until the month of October of the second year, so that the jury may be able to study, during two seasons, the flowering and habit of growth. Parcels by rail should be addressed to Roseraie de Bagatelle au Bois de Boulogne, enggare de Neuilly-Porte-Maillot-Paris, and letters to Le Conservateur des Promenades de Paris, 4, Route du Champ d'Entrainement par Neuilly (Seine)."

ALAMEDA, CALIF.—Matthew H. Dunn, superintendent of parks of this city for the past 10 years, died recently, aged 58 years.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO



JUST ARRIVED. Imported VALLEY CLUMPS, Per 100, \$25.00.

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DAHLIA ROOTS

Whole field clumps, \$5.00 per doz. to \$1.00 each.

Order now for spring delivery.

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WHITE MARSH, MD.
SEND FOR LIST

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied. Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

VIBURNUM PLICATUM

Also Berberis Thunbergii, Hydrangea paniculata, Weigelia, Spiraea, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENN'A.
Ant. Wintzer, Vice-Pres.

THE WORLD'S BEST

DAHLIAS

Best new and standard varieties, strong well ripened field-grown roots, at right prices. Send for special wholesale list. We can make prompt shipments, or will reserve for spring delivery if desired.

SPRING LAKE DAHLIA FARM
P. O. Box 332, SPRING LAKE, N. J.

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DAHLIAS

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P. O. Berlin, N. J. Williamstown Junc., N. J.

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Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

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EUREKA, CALIFORNIA.

SPIRAEA CLUMPS

We offer these best forcing varieties for immediate potting. We can make prompt shipments from New York or Chicago.

	Per 100
America, pink,	\$13.00
Gladstone, best white,	13.00
Queen Alexandra, pink,	14.00
Philadelphia, lavender,	15.00
Avalanche, white,	13.50

Above prices f. o. b. Chicago.
At New York \$1.00 per 100 less.

GLADIOLUS, The Bride

Splendid early forcing white,
Per 1000, \$6.50; 2000 for \$12.00.



D. HILL—The Evergreen Specialist.

Since the days when I used to dig and pack every order myself, my business has grown, but my policy remains the same—"Give every customer complete satisfaction."

Hill's Evergreens

AND OTHER CHOICE NURSERY STOCK

Since 1855

For over half a century our main business has been to give satisfaction.

Many Florists are pushing the Landscape feature of their business with increasingly profitable results.

As this branch of your business develops, draw on us for your requirements in choice ornamental Evergreens and other Nursery Stock, either developed specimens for immediate results or small plants for lining out.

Send us your want list for pricing. Make up your order now and send it in at once. Planting season is near at hand. Please note the following:

Hill's Evergreens

	10	100	1000
Abies Balsamea (Balsam Fir)			
10-12 in.	\$ 1.40	\$ 9.00	
12-18 in.	1.70	12.00	
Abies Tsuga Canadensis (Hemlock)			
6-10 in.	\$ 1.30	\$ 8.00	
10-12 in.	1.60	12.00	
3- 4 ft. B&B..	20.00		
Abies Concolor (Silver Fir)			
4- 8 in.	\$ 2.00	\$12.00	
10-12 in.	1.50	10.00	
2- 3 ft. B&B.	12.50		
Abies Douglasi (Colo. Douglas Fir)			
4- 8 in.	\$ 2.00	\$12.00	
12-18 in.	1.70	12.00	
18-24 in.	2.50	20.00	
3- 4 ft. B&B.	15.00		
Juniperus Communis (English Jun.)			
3- 6 in.	\$ 2.50	\$15.00	
6-10 in.	2.00	15.00	
Juniperus Hibernica (Irish Jun.)			
6-8 in.	\$ 3.50	\$30.00	
Juniperus Virginiana (Red Cedar)			
2-4 in. Seedlgs.	\$ 1.50	\$ 9.00	
6-12 in.	1.40	9.00	80.00
12-18 in.	2.30	18.00	
Picea Alba (White Spruce)			
4-8 in. Seedlgs.	\$ 1.85	\$14.00	
12-18 in.	\$1.40	9.00	
18-24 in.	1.70	12.00	

	10	100	1000
Picea Canadensis (Black Hill Spruce)			
Excellent bushy type from Black Hills, S. D.			
6-10 in.	\$1.30	\$ 8.00	
10-12 in.	1.50	10.00	
Picea Excelsa (Norway Spruce)			
4- 8 in. Seedlgs.	\$ 1.75	\$ 9.00	
6-10 in. Seedlgs.	2.00	12.00	
12-18 in.	\$1.10	6.00	
18-24 in.	1.50	10.00	
Picea pungens (Colorado Blue Spruce)			
3- 6 in. Seedlgs.	\$ 2.50	\$15.00	
6-10 in. Seedlgs.	\$1.50	10.00	
10-12 in.	2.50	20.00	
12-18 in.	3.50	30.00	
Pinus Austriaca (Austrian Pine)			
12-18 in.	\$2.00	\$11.00	
18-24 in.	2.50	16.00	
Pinus Mugho (Dwarf Mountain Pine)			
6-10 in. Seedlgs.	\$ 2.25	\$15.00	
8-10 in.	\$2.40	15.00	
10-12 in. XX..	3.00	20.00	
12-18 in. XX..	3.50	25.00	
Pinus Resinosa (Red or Norway Pine)			
18-24 in.	\$2.50	\$16.00	
2- 3 ft.	3.20	22.00	
Pinus Sylvestris (Scotch Pine)			
6-12 in. Seedlgs.	\$ 1.75	\$12.00	
12-18 in.	\$1.70	8.00	
18-24 in.	2.10	12.00	
Retinospora Plumosa			
6-8 in.	\$ 3.50		

	10	100	1000
Sequoia Gigantea			
1-3 in. Seedlgs.	\$ 1.50	\$10.00	
Taxus Canadensis (American Yew)			
6-12 in.	\$ 8.00	\$65.00	
12-18 in.	12.00		
Taxus Baccata (English Yew)			
6-10 in.	\$ 7.50	\$65.00	
Taxus cuspidata (Japanese Yew)			
6-10 in.	\$1.50	\$10.00	
Thuja Biota Orientalis			
3- 6 in. Seedlgs.	\$ 2.00	\$11.00	
6-12 in. Seedlgs.	2.50	16.00	
12-18 in.	\$1.70	12.00	
18-24 in.	1.90	14.00	
Thuja Occidentalis (Am. Arbor Vitae)			
4-8 in. Seedlgs.	\$ 2.00	\$12.00	
6-10 in.	\$1.10	6.00	50.00
10-12 in.	1.30	8.00	70.00
12-18 in.	1.60	11.00	
18-24 in.	2.30	18.00	
Thuja Compacta (Compact Arbor Vitae)			
6-8 in.	\$ 3.50		
Thuja Globosa (Globe Arbor Vitae)			
4-6 in.	\$ 4.00		
Thuja Pyramidalis (Pyr. Arbor Vitae)			
4-6 in.	\$ 3.50	\$30.00	
6-8 in.	3.75	35.00	
Thuja Wareana Siberica			
4-6 in.	\$ 3.00		

Deciduous Trees and Shrubs

STRONG, CLEAN, THRIFTY YOUNG PLANTS, SUITABLE FOR LINING OUT

	100	1000.
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12-24 in.	\$ 2.25	\$13.50
2-3 ft.	3.00	20.00
Crataegus Crus Galli		
6-12 in.	\$ 2.00	\$14.00
Crataegus Mollis		
6-12 in.	\$ 2.25	\$18.00
Juglans Nigra (Black Walnut)		
12-18 in.	\$ 1.75	\$15.00
Malus Coronarius (Wild Crab)		
6-12 in.	\$ 2.50	\$20.00
Ulmus Americana (Am. White Elm)		
12-24 in.	\$ 1.50	\$ 6.00
2-3 ft.	1.75	9.00

	100	1000.
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6-15 in.	\$ 1.50	\$ 9.00
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6-15 in.	\$ 2.00	\$16.50
Forsythia Intermedia		
6-15 in.	\$ 2.00	\$16.00
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6-12 in.	\$2.00	\$15.00
12-18 in.	2.25	18.00
Ligustrum Iboia (Ibota Privet)		
6-12 in.	\$ 1.25	\$10.00
Lonicera Morrowi		
8-15 in.	\$ 2.00	\$15.00

	100	1000
Pachysandra Terminalis		
4-8 in.	\$ 2.50	\$20.00
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4-8 in.	\$ 1.75	\$15.00
Rosa Multiflora		
6-12 in.	\$ 1.75	\$12.00
Spiraea Van Houttei (Bridal Wreath)		
6-15 in.	\$ 2.00	\$15.00
Symphoricarpos Alba (Snowberry)		
6-15 in.	\$ 1.75	\$15.00
Syringa Vulgaris (Purple Lilac)		
6-15 in.	\$ 1.50	\$12.00

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**Fresh
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Dry roots—which will be divided fresh for your order; thus doing away with all chance of your getting dried-up, shriveled roots. Some of these varieties may be new to you, but they are better in many ways than corresponding older types.

SPECIAL LIST

All varieties have green leaves unless noted.

	Per 100
Alphonse Bouvier, 5-6 ft. Deep Cardinal	\$2.50
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Crimson Bedder, 3-4 ft. Dazzling Crimson Scarlet.....	2.50
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Dwarf Florence Vaughan, 3 ft. Yellow Speckled Red.....	2.50
Eldorado, 3½ ft. Yellow, faintly Dotted Red.....	2.50
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	Per 100
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Orange Bedder, 4 ft. "Tango Tints"	3.00
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THE STORRS & HARRISON CO., PAINESVILLE, OHIO

CLEMATIS

**Pot Grown,
Two Year Old.
Strong Plants.**

We have ten thousand (10,000) Clematis, pot grown; the best plants you have ever seen in the following varieties:

Jackmanii, Violet Purple.

Bangholm Belle, finest of all Whites.

Duchess of Edinburgh, best Double White.

Ville de Lyon, Rosy Red.

Gipsy Queen, Lavender Pink.

Sieboldii, Lavender.

At the low price of \$2.50 per dozen; \$15.00 per 100. A great bargain.

Ampelopsis Veitchii—Boston Ivy

Field grown, No. 1, 2½ to 3 feet.....	\$2.00 per doz.; \$15.00 per 100
Field grown, No. 2, 2 to 2½ feet.....	1.75 per doz.; 12.00 per 100

Azalea Mollis

Fine plants, 8 to 12 buds.....\$4.00 per doz.; \$30.00 per 100

ROSES, for 4 inch, all kinds.

LILACS, SPIRAEAS, Etc.

Send for our Wholesale Catalogue. Address,

The Good & Reese Co.

The Largest Rose Growers in the World.

Dept. B, Springfield, Ohio

LEADING ROSES FOR FLORISTS.

Own Root or Grafted

	Graft		Own Root	
	Doz.	100	Doz.	100
Columbia, the great new				
American Rose.....	\$4.50	\$35.00	\$4.00	\$30.00
Hoosier Beauty	2.00	15.00	1.25	8.00
Mrs. Chas. Russell.....	2.25	16.00	1.75	12.00
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Killarney Pink	2.00	15.00	1.25	8.00
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Polyantha Roses

2 Year Dormant

	Each	Doz.	Per 100
Baby Rambler30	3.00	20.00
Echo35	3.50	25.00
Erna Teschendorff30	3.00	20.00
Ellen Paulsen35	3.25	22.00
Jessie30	3.00	20.00
Phyllis35	3.25	22.00
Triumph Orleanaise.....	.35	3.50	25.00

Climbing Roses

2 Year Dormant

	Each	Doz.	Per 100
Climbing American Beauty.....	\$0.25	\$2.50	\$18.00
Dorothy Perkins20	2.25	16.00
Excelsa20	2.25	16.00
Flower of Fairfield30	3.00	20.00
Tausendschon30	3.25	22.00
White Dorothy25	2.50	18.00

Standard Roses.

White, Pink and Red.....	\$0.75	\$8.00	\$60.00
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Two Year Dormant Hybrid Perpetuals.

	Each	Doz.	100
American Beauty	\$0.20	\$2.00	\$15.00
Anna de Diesbach25	2.50	18.00
Alfred Colomb25	2.50	18.00
Baron de Bonstettin25	2.50	18.00
Coquette des Alps.....	.25	2.50	18.00
Clio25	2.50	18.00
Earl of Dufferin25	2.50	18.00
Fisher Holmes25	2.50	18.00
Frau Karl Druschki30	3.00	20.00
General Jacqueminot25	2.50	18.00
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Hugh Dickson25	2.50	18.00
Margaret Dickson25	2.50	18.00
M. P. Wilder25	2.50	18.00
Mme. G. Luizet25	2.50	18.00
Magna Charta25	2.50	18.00
Mrs. John Laing25	2.50	18.00
Paul Neyron25	2.50	18.00
Prince Camille de Rohan25	2.50	18.00



Hybrid Tea Roses

	Each	Doz.	Per 100		Each	Doz.	Per 100
Betty	\$0.35	\$3.50	\$25.00	J. B. Clark.....	\$0.25	\$2.50	\$18.00
Caroline Testout30	3.00	20.00	Jonkheer J. L. Mock..	.30	3.00	20.00
Captain Christy30	3.00	20.00	Kaiserin A. Victoria..	.30	3.00	20.00
George Dickson30	3.00	20.00	Killarney White30	3.00	20.00
General McArthur35	3.50	25.00	Lady Hillingdon35	3.50	25.00
General Supt. Janson..	.35	3.50	25.00	Mabel Morrison25	2.50	18.00
Glory Lyonnaise30	3.00	20.00	Mrs. Aaron Ward35	3.25	22.00
Gruss an Teplitz.....	.30	3.00	20.00	Rayon D'Or.....	.35	3.50	25.00

BOX AND BAYS.

New Imported Stock in Green Painted Tubs.

	Each	Pair
Pyramid 2½-ft.	\$2.60	\$ 5.00
" 3-ft.	3.00	5.50
" 3½-ft.	4.20	8.00
" 4-ft.	5.40	10.00
Standards, 12-inch crown, 12-inch stem	1.50	2.75
Globe, 15-inch crown, 15-inch stem	4.20	8.00
Globe, 18-inch crown, 18-inch stem	6.00	11.50
Globe, 22-inch crown, 22-inch stem	8.00	15.00
Bush Shaped (not in tubs)		
12-inch	\$0.45	\$ 4.50
18-inch75	7.50
24-inch	1.25	12.00

FERNS

All Bushy, Well Furnished.

	Each	Doz.	100
Boston, 4-in..	\$3.50	\$25.00	
5-in.....	\$0.50	5.00	40.00
6-in.....	.75	8.00	60.00
7-in.....	1.00	10.00	
8-in.....	1.25	14.00	
Teddy Junior			
4-in.....	3.50	25.00	
5-in.....	.50	5.00	40.00
6-in.....	.75	8.00	60.00
7-in.....	1.00	10.00	
Bird's Nest			
5-in.....	1.00	10.00	



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Various Colored.

	100	1,000
Laddie	\$12.00	\$10.00
Cottage Maid	6.00	50.00
Albert Roper	6.00	50.00

White.

Matchless	3.00	25.00
White Wonder	3.00	25.00
White Enchantress.	3.00	25.00

Red.

Nebraska	3.50	30.00
Belle Washburn.....	3.50	30.00
Beacon	3.00	25.00
Champion	3.00	25.00

Pink.

	100	1,000
Enchant. Supreme.....	\$3.00	\$25.00
Enchantress	3.00	25.00
Rose Pink Enchantress	3.00	25.00
Alice	3.00	25.00
Mrs. C. W. Ward.	3.00	25.00

Yellow.

Yellow Prince	4.00	35.00
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Variegated.

Benora	3.50	30.00
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Crimson.

Pocahontas	3.50	30.00
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Dracaenas.

We Are Noted For These.

	Each	Doz.
Amabilis, 5-inch.....	\$1.00	\$10.00
6-inch	1.50	15.00
Baptisti, 5-inch.....	1.00	10.00
Fragrans, 5-inch.....	.75	7.50
Massangeana, 5-inch 1.00		10.00
6-inch	1.50	15.00
Terminalis, 4-inch..	.45	4.50
5-inch75	8.00

Aucuba Japonica

	Each	Doz.	100
12-inch	\$0.50	\$ 5.00	\$40.00
18-inch75	7.50	60.00
24-inch	1.00	10.00	

Crotons.

	Doz.	100
All Well { 3-inch \$ 4.00		\$30.00
4-inch 5.00		40.00
Colored { 5-inch 10.00		75.00

Caladiums.

	Doz.	100
Finest Fancy-leaved Sorts, Named Varieties	\$2.00	\$15.00

For Full Lists of Cannas, Roses, Dahlias and other seasonable stock see our Spring "Book For Florists."

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VAUGHAN'S SEED STORE,

NEW YORK

Rooted Carnation Cuttings

	Per 100	Per 1000
Thenanthos.....	\$2.00	\$18.00
Beacon.....	2.50	20.00
Alice, (Light Pink).....	2.00	18.00
Herald.....	2.00	15.00

ROSE PLANTS, 2½ in. Pots

	Per 100	Per 1000
Ophelia.....	\$5.00	\$45.00
Champ Welland.....	5.00	45.00
Sunburst.....	5.00	45.00
Pink Killarney and My Maryland... 5.00	5.00	45.00

	Per 100	Per 1000
Ward.....	\$2.00	\$15.00
White Enchantress.....	2.50	20.00
Rose Pink Enchantress.....	2.50	20.00

BENCH PLANTS

	Per 100	Per 1000
Maryland.....	\$6.00	\$50.00
Ophelia.....	6.00	50.00
Millady.....	6.00	50.00

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WHOLESALE FLORIST

2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

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Elmer D. Smith & Co., Adrian, Mich.

SEE CLASSIFIED ADVERTISEMENT.

MISCELLANEOUS STOCK

Abundance of Spring Stock. Empty Green-houses do not pay; fill them up. We have the stock. Liberal extras for early orders.

	Size of Pot.	per 100	per 1000
Ageratum, white, light and dark blue.....	2½-in.	\$2.50	\$22.50
Asparagus Plumosus and Sprengeri.....	2½-in.	3.00	27.50
Asters, white, pink and lavender.....	2-in.	2.25	20.00
50,000 Cannas, King Humbert, Conard, etc., 15 var.3	-in.	6.50	60.00
10,000 Cannas, Yellow, King Humbert.....	3-in.	7.50	70.00
Centaurea, Dusty Miller.....	2½-in.	3.00	25.00
Coleus, Verschafeltii and Golden Bedder.....	2½-in.	2.75	25.00
Cupheas, Cigar plant (3-in. 5c).....	2½-in.	2.50	22.50
Cyclamens, 8 varieties.....	2½-in.	5.50	50.00
Cyclamens, 8 varieties.....	3-in.	7.50	70.00
50,000 Dracaena Indivisa, 4, 5, 6-inch, \$20.00, \$25.00 per 100.			\$15.00
Fuchsias, 12 fine varieties.....	2½-in.	\$3.00	\$25.00
75,000 Geraniums, all standard varieties.....	2-in.	2.75	25.00
Heliotropes, white, light and dark blue.....	2½-in.	3.00	27.50
Marguerites, white, yellow and Mrs. Sanders.....	2½-in.	3.50	30.00
Marguerites, white, yellow and Mrs. Sanders.....	4-in.	7.50	70.00
Salvia, Bonfire, or Splenden.....	2½-in.	3.50	30.00
Snappedragons, white, pink, yellow.....	3-in.	6.50	60.00
Stocks, Prince, Alice or Beauty of Nice.....	2½-in.	2.50	22.50
Verbenas, Fancy, mixed.....	2½-in.	3.00	25.00
Vinca, Variegata.....	4-in.	7.50	70.00

Also abundance of other stock, and sizes. Correspondence Solicited. Please note all stock such as Geraniums, Fuchsias, Heliotropes, Marguerites, Salvias, etc., from 2 and 2½-in. pots, if transplanted into 3½ and 4-in. pots at once will make fine stock for Bedding and Memorial Day sales. Try some.

ALONZO J. BRYAN

WHOLESALE FLORIST

WASHINGTON, NEW JERSEY.

SEASONABLE STOCK

S. & H. Co.'s Quality, - - - Ready for Immediate Delivery

ASPARAGUS PLUMOSUS—

2½-inch—Surplus; grand stock for benching; \$2.50 per 100; \$20.00 per 1000.

Fern Dish grade, dwarf and full; \$3.50 per 100; \$30.00 per 1000.

1½-inch, \$2.00 per 100; \$17.50 per 1000.

ASPARAGUS SPRENGERI—

2-inch, \$2.50 per 100; \$20.00 per 1000.

2½-inch, \$3.00 per 100; \$25.00 per 1000.

3-inch, \$5.00 per 100.

BEGONIAS—

Chatelaine, 3-inch, \$10.00 per 100.

Sandersoni, 2½-inch, \$4.00 per 100.

DAISY (Marguerite)—

Reve d'Or (yellow), \$3.00 per 100.

Mrs. Sanders (double white), \$3.00 per 100.

FERNS (Fine Stock)—

Teddy, Jr., 4-inch.....\$20.00 per 100

Teddy, Jr., 5-inch..... 35.00 per 100

Teddy, Jr., 6-inch..... 50.00 per 100

Boston, 5-inch..... 35.00 per 100

Boston, 6-inch..... 50.00 per 100

DRACAENA TERMINALIS—

Beautifully colored, 4-inch, \$25.00 per 100.

5-inch (heavy), \$40.00 per 100.

LANTANAS (10 Varieties)—

2½-inch, all colors, \$4.00 per 100; \$35.00 per 1000.

COLEUS—

12 Market Sorts, including Trailing Queen, 2½-inch, \$2.50 per 100; \$20.00 per 1000.

KENTIA BELMOREANA—

2½-inch, \$9.00 per 100; \$75.00 per 1000.

3-inch, \$15.00 per 100; \$140.00 per 1000.

SNAPDRAGON—

Large yellow, white and "Keystone" (pink), 2½-inch pots, \$4.00 per 100.

VINCA VARIEGATA (Strong Stock)—

4-inch pots, \$10.00 per 100; 3-inch pots, \$7.00 per 100; 2½-inch pots, \$3.00 per 100. Can offer these in large quantity.

THE STORRS & HARRISON CO.

NURSERYMEN—FLORISTS—SEEDSMEN

PAINESVILLE,

OHIO

GERANIUMS

ROOTED CUTTINGS.

S. A. Nutt.....per 1,000, \$12.50

Ricard and Poitevine.....per 1,000, 15.00

Asparagus Plumosus, 2½-in.100, 3.00

Asparagus Sprengeri, 4-in.100, 7.50

ALBERT M. HERR, LANCASTER, PA.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus plumosus, 2½-in., \$3.50 per 100; \$30 per 1,000; 1½-in., \$2.50 per 100, \$20 per 1,000. Sprengeri, 2½-in., \$3.00 per 100. The Storrs & Harrison Co., Painesville, O.

ASPARAGUS PLUMOSUS. Extra fine, 3-in., \$5.00 per 100; 4-in., \$8.00 per 100. Sprengeri, 4-in., \$7.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus Sprengeri, 200 four-in., good plants, \$10.00 per 100. Plumosus, 600 three-in., \$5.00 per 100. Cash please. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprengeri, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poeschlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus plumosus, 2½-in., per 100, \$3.00; Sprengeri, 4-in., per 100, \$7.50. Albert M. Herr, Lancaster, Pa.

AZALEAS.

Azalea Mollis. Fine plants, 8 to 12 buds, \$4 per doz., \$30 per 100. The Good & Reese Co., Springfield, O.

BEGONIAS.

Ten thousand extra fine Begonia Luminosa. These are extra large plants, 6 inches high, 4 to 5 branches, now in 2½-in. pots, but fit for fours. Several thousand in 3-in. pots, stand 12 inches high, 6 branches. Price, 2½-in., \$4 per 100, \$45 per 1,000; 3-in., \$8 per 100, \$75 per 1,000. 500 at thousand rate. JACOB BECKER, 52nd and Market Sts., Philadelphia, Pa.

Begonias, Gracilis Rosa, Erfordt and Vernon type, 2-in., \$2.00 per 100; 3-in., \$3.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Begonia Chatelaine, 3-in., \$10 per 100; Sandersoni, 2½-in., \$4 per 100; 3-in., \$7.00 per 100. The Storrs & Harrison Co., Painesville, O.

BOXWOOD.

Boxwood. Ball-shaped, bush and pyramid forms, bright foliage and up to grade, all balled and burlapped. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Box and Bays. New imported stock in green painted tubs. Pyramid, standards, globe and bush shaped. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Lily bulbs. For immediate use or later delivery. Liliun Giganteum, L. Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Bulbs, Dahlia, whole field clumps, \$5.00 per 100 to \$1.00 each. R. Vincent, Jr., & Sons Co., White Marsh, Ind.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, 4-inch, \$15.00 per 100. ERNEST ROBER, Wilmette, Ill.

CALLAS.

CALLA LILIES. Extra quality started 2½-in. pots, \$4.00 per 100; 5-in. coming in bud, \$2.00 per doz. THE WAGNER PARK NURSERY CO., Sidney, O.

CANNAS.

Cannas, dormant roots, 2-3 eyes. Austria, yellow, J. D. Eisele, red; David Harum, red, brown leaves, \$2.00 per 100, \$18.00 per 1,000. Cash. G. E. BERTHOLD.

Nebraska City, Neb.

Cannas. Fine two to three eye dormant roots. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Cannas. Fresh cut, northern grown. For varieties, sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock, ready for immediate delivery.

Carnegie	100	\$15.00
Victory	2.00	15.00
Bonfire	2.50	20.00
Matchless	3.00	25.00
Alice	2.00	18.00
Pink Enchantress	2.00	18.00
White Enchantress	2.00	18.00
Ward	2.50	20.00

WISTOR BROS.,

162 N. Wabash Ave. Chicago.

ROOTED CARNATION CUTTINGS.

Superb	100	\$50.00
Ench. Supreme	3.00	25.00
Alice	3.00	25.00
Matchless	3.00	25.00
Wh. Wonder	3.00	25.00
Aviator	3.00	25.00
Wh. Enchantress	2.50	20.00
Enchantress	2.50	20.00
Mrs. C. W. Ward	2.50	20.00
Mrs. Akehurst	2.50	20.00

CHICAGO CARNATION COMPANY.

Joliet, Illinois

ROOTED CARNATION CUTTINGS.

White Enchantress	100	\$20.00
Good stock. Cash please.	2.50	20.00

DES PLAINES FLORAL CO. Ill.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CARNATIONS.

Rooted carnation cuttings. Thenanthos, Beacon, Alice, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2.00 per 100, \$15.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnation rooted cuttings, strong clean stock. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon and Windsor, \$25 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnations. All first-class stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Carnations. Pink Enchantress and White Wonder, \$4.00 per 100. Peerless Pink, \$35.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

The Coal Saving Crop.

The stock and labor involved is the entire cost of producing the early varieties.

We will gladly supply a list of the best. Maturing from September to last of October.

Our 1918 trade list mailed on application. ELMER D. SMITH & CO.,

Adrian, Mich.

CINERARIA.

Cinerarias, 2, 3 and 4-in., \$4, \$6 and \$10 per 100. Transplanted, \$2 per 100. Ernest Rober, Wilmette, Ill.

CLEMATIS.

Clematis. Pot-grown, two-year-old, strong plants. Jackmanii, Bangholm Belle, Duchess of Edinburgh, Ville de Lyon, Gipsy Queen, Sieboldii, \$2.50 per dozen, \$15 per 100. The Good & Reese Co., Springfield, O.

COLEUS.

COLEUS. Fine 2-inch stock, best bedding varieties, \$2.00 per 100. Cash, please. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

CYCLAMEN.

Cyclamen gig., Wandsbek type, 2½-in., \$5.00 per 100; 3-in., \$8.00 and \$10.00 per 100; 4-in., \$20.00 per 100; 5-in., \$35.00 and \$50.00 per 100. Seedlings, six varieties of Wandsbek type equally divided, \$5.00 per 100, \$45.00 per 1,000; Salmon and Rococo, separate, \$6.00 per 100; \$55.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN. 3-in., \$10.00; 4-in., \$20.00 per 100; 5-in., 35c to 50c each; 6-in., 75c to \$1.00 each. Larger plants, \$1.50 to \$2.00 each. Good colors. With buds and bloom. HENRY SMITH, Grand Rapids, Mich.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poeschlmann Bros. Co., Morton Grove, Ill.

Cyclamens, 3 and 4-in., \$8 and \$20.00 per 100. Alonzo J. Bryan, Washington, N. J.

COLEUS.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poeschlmann Bros. Co., Morton Grove, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

DAHLIAS.

Dahlias and Iris. Most carefully selected stock—all the new and up-to-date varieties. For varieties and prices see advertisement elsewhere in this issue. Wing Seed Co., Mechanicsburg, O.

Dahlias. Best new and standard varieties; strong, well ripened field-grown roots, at right prices. Send for special wholesale list. Spring Lake Dahlia Farm, Box 332, Spring Lake, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

DRACAENA INDIVISA, 4-in., 12c; 5-in., 20c and 25c; 6-in., 50c. ERNEST ROBER, Wilmette, Illinois.

FERNS.**—FERNS—**

	Per 100
Roosevelt, 2½-in.	\$ 4.50
Boston, 2½-in.	4.50
Scholzeli, 2½-in.	4.50
Teddy, Jr., 2½-in.	5.00
Roosevelt, 4-in.	18.00
Boston, 4-in.	18.00

THE REESER PLANT COMPANY, Springfield, Ohio

Ferns. Boston, fine stock, 4-in., \$2.50 per doz., \$16 per 100; heavy bushy plants, 5-in., \$3.50 per doz., \$22.50 per 100; 2½-in., extra good quality, \$5.50 per 100; \$50 per 1,000. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. Aspidium, Holly, Mayli, Wilsoni and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

FERNs. Adiantum Cuneatum, 2-in., \$3; 3-in., \$5 per 100. Croweanum, 2-in., \$6; 3-in., \$8 per 100. Cyrtomium Rockfordianum, 4-in., \$15 per 100. Assorted table ferns, 2-in., \$3 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. All bushy, well furnished. Boston, Teddy Junior and Bird's Nest. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Ferns. Teddy Jr., 4-in., \$20; 5-in., \$35; 6-in., \$50 per 100. Boston, 5-in., \$35; 6-in., \$50 per 100. The Storrs & Harrison Co., Painesville, O.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. Table ferns, \$3.50 per 100. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsias. Extra heavy summer propagated ready for shift. Black Prince, Minnesota, Souv. de H. Henkel (bronze foliage), 3-in., \$3.00 per 100; 2-in., \$2.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

FUCHSIAS. Strong rooted cuttings; finest assortment, labeled true to name, \$1.50 per 100, by mail; \$12.00 per 1,000, by express. S. W. PIKE, 142 W. Third St., St. Charles, Ill.

GERANIUMS.**ROOTED GERANIUM CUTTINGS.**

The "Big Four" Bedders. Strong, selected top cuttings only. S. A. Nutt, Gen. Grant, Mine. Buchner, \$1.50 per 100, \$14.00 per 1,000; Beaute Poitevine, \$2.00 per 100, \$18.00 per 1,000. The W. T. Buckley Co., Springfield, Ill.

GERANIUMS. Special this week. 10,000 Poitevine, 2½-in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks. \$2.50 per 100, \$25.00 per 1,000. Other standard varieties same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

Geraniums, from 2 and 2½-in. pots, sand rooted. A. Ricard, Beauty Poitevine. S. A. Nutt, Buchner, Montmore, Perkins, Viaud, etc., \$2.75 per 100, \$25 per 1,000. Alonzo J. Bryan, Washington, N. J.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

GERANIUMS.

Geraniums, rooted cuttings, S. A. Nutt, \$12.50 per 1,000; Ricard and Poitevine, \$15 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums. 2½-in., S. A. Nutt, extra heavy, \$2.00 per 100, \$27.50 per 1,000. ERNEST ROBER, Wilmette, Ill.

GLADIOLUS.**MASSACHUSETTS GROWN GLADIOLI.**

All Prices Are Quoted per 1,000			
	1½ in.	1½ in.	1- and up and up 1½ in.
America, light pink	\$18.00	\$12.00	\$ 9.00
Augusta, white	15.00	12.00	9.00
Brenchleyensis, scarlet....	15.00	12.00	9.00
Cameo, white	15.00	12.00	9.00
Empress of India, dark red	25.00	20.00	15.00
Glory of Holland, white....	25.00	20.00	15.00
Chicago White, white....	25.00	20.00	15.00
Halley, salmon pink....	15.00	12.00	9.00
Independence, scarlet....	15.00	12.00	9.00
Mrs. F. King, salmon pink	15.00	12.00	9.00
Mrs. F. Pendleton, pink....	45.00	38.00	27.00
Mary Fennell, lavender....	75.00	60.00	50.00
Peace, white	30.00	24.00	18.00
Exhibition Mixed	12.00	10.00	8.00
Extra Choice Mixed	10.00	8.00	6.00

Correspondence solicited on other varieties, smaller sizes or bulbets.

CENTRAL GLADIOLUS GARDENS. Jelle Roos, Milton, Mass.

GLADIOLUS.

America.	
	1000
1½-in.	\$14.00
1¼ to 1½-in.	12.00
1 to 1¼-in.	9.00
Klondike 1¼ to 1½-in.	14.00
Good Mixed, 1st. size	10.00

H. HILLS, Bristol, Ind.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladioli. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Gladiolus. The Bride. Splendid early forcing white, \$7 per 1,000, \$13 per 2,000. Vaughan's Seed Store, Chicago and New York.

GREENS.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HELIOTROPE.

Heliotrope, 2-in., dark blue, \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

HYACINTHS.

Hyacinths, in pots, pans and boxes, 10 cents per flower. Ernest Rober, Wilmette, Ill.

HYDRANGEAS.

HYDRANGEA, Otaksa, 3-in., \$5 per 100. HENRY SMITH, Grand Rapids, Mich.

IVIES.

Ivy, Boston, field-grown, No. 1, 2½ to 3 ft., \$2 per doz., \$15 per 100; No. 2, 2 to 2½ ft., \$1.75 per doz., \$12 per 100. The Good & Reese Co., Springfield, O.

LANTANAS.

Lantana, mixed varieties, pink, yellow and red, 2-in., strong plants, \$5.00 per 100. ERNEST ROBER, Wilmette, Ill.

LILY OF THE VALLEY.

Best Holland grown. From cold storage, \$25 per 1,000; \$13 per 500; \$3 per 100. H. N. Bruns, 3040 W. Madison St., Chicago.

Easter Lilies, 18 to 30-in. high, 12½c to 15c per bud. Ernest Rober, Wilmette, Ill.

MANETTI.

Manetti Stocks. French, extra size, per 1,000, \$25.00. F. O. B. Chicago. Vaughan's Seed Store, Chicago and New York.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

PALMS. Belmoreana, heavy plants from 4-in. pots, 5 to 6 leaves, 2 to 2½ ft. high, \$1.00 each, \$10.00 per dozen; 5 to 6 leaves, 2½ to 3 ft. high, \$1.25 each, \$13.50 per dozen. From 5-in. pots, 2 to 2½ ft. high, \$1.35 each, \$15.00 per dozen; 2½ to 3 ft. high, \$1.50 each, \$17.00 per dozen. This is all extra fine stock of our own growing and not imported stock as frequently offered. THE WAGNER PARK NURSERY CO., Sidney, O.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms, home grown. For varieties and prices see advertisement elsewhere in this issue. Joseph Hancock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansies. October sown, cold frame grown. Paris market and separate colors, \$3.50 per 1,000; Chicago Parks Bedding, in bud and bloom, 80c per 100, \$7.00 per 1,000. ODOR GREEN-HOUSES, Iola, Kansas.

Pansies. 5000 fall transplanted in bud and bloom. Mastodon strain. \$1.00 per 100, \$10.00 per 1,000. Cash please. EDGAR EASTERDAY, Nokomis, Ill.

PANSIES—August seedlings, good, stocky plants in bud, \$5.00 per 1,000. H. HILLS, Bristol, Ind.

PRIMULAS.

PRIMULA Obconica, 2½-in. strong, \$4; 4-in., \$12.50; 6-in., \$25 per 100; Chinensis, 4-in., \$12.50; 6-in., \$25 per 100; Malacoides, 2½-in., \$3; 4-in., \$10; 6-in., \$20 per 100. 4 and 6-in. well in bloom. All varieties. HENRY SMITH, Grand Rapids, Mich.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides 2, 3 and 4-in., \$4, \$7 and \$15 per 100. Ernest Rober, Wilmette, Ill.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

RHODODENDRONS.

Rhododendrons. Fresh, clean looking stock in best possible condition. 18 to 24 in. high, 8 to 12 buds, \$85 per 100; 24 to 30 in. high, 12 to 16 buds, \$115 per 100. The Storrs & Harrison Co., Painesville, O.

ROSES.**ROSES.**

Strong one-year-old bench plants, grafted. 1,000 Mrs. Aaron Ward, \$8.00 per 100. 100 Titania, \$20.00 per 100. 100 Collette Martinette, own root, \$20.00 per 100.

250 Golden Gem, own root, \$20.00 per 100. DAILEDUZE BROTHERS. Lenox Road and Troy Avenue. Brooklyn, N. Y.

FINE BENCH ROSE PLANTS.

	100	1000
1800 Tipperary	\$6.00	\$50.00
2000 Ward	6.00	50.00
Choice 2½-inch pot plants.		
Ophelia	\$6.00	\$50.00
Sunburst	6.00	50.00
Milady	6.00	50.00
White Killarney	6.00	50.00

Cash with order. CHICAGO FLOWER GROWERS' ASS'N. 182 N. Wabash Ave., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ROSES.

Roses. Own root 2½-in. for benching. Aaron Ward. Ophelia. Killarney Brilliant. White Killarney and Sunburst, \$7.50 per 100, \$70 per 1000. Milady and Richmond, \$7 per 100, \$65 per 1000. Russell, \$10 per 100, \$100 per 1000. 3½-in. stock, \$35 per 1000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

Rose Plants, 2½-in. pots. Ophelia. Champ Welland and Sunburst, \$5.00 per 100, \$45.00 per 1,000. Bench plants, Maryland, Ophelia, Milady, \$6.00 per 100, \$50.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses. Own root and grafted. Polyantha, climbing, standard, hybrid perpetuals and hybrid tea. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

WHITE KILLARNEY BENCH PLANTS.

\$5.00 per 100; \$40.00 per 1,000.

GEORGE REINBERG

162 North Wabash Ave. Chicago

BENCH ROSE PLANTS.

Evelyn Nesbit, \$8.00 per 100; \$75.00 per 1,000.

WEISS & MEYER,

Maywood, Illinois

Roses. Own root, 3-in., ready now. Ophelia. Sunburst, Collette Martinette, Baby Doll, Cecile Brunner and Primrose, \$100 per 1,000. Charles H. Totty Co., Madison, N. J.

Roses. Spring importation of Holland stock now ready. For varieties and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

FOR SALE. Excellent bench plants of White Killarney and Nesbit roses, \$4 per 100; \$35 per 1000. Cash please. ALBERT F. AMLING CO., Maywood, Ill.

Roses. All first-grade stock. For varieties and prices see advertisement elsewhere in this issue. The Leedle Floral Co., Springfield, O.

Roses, in bud and bloom, 50c, 75c and up to \$2.00 each. ERNEST ROBER, Wilmette, Ill.

SALVIAS.

SALVIA. Bonfire and Splendens, vigorous 2-in. established stock, \$2.50 per 100; \$20.00 per 1,000. THE WAGNER PARK NURSERY CO., Sidney, O.

SCHIZANTHUS.

SCHIZANTHUS. Best colors, fine plants, 2½-in., \$4.00; 4-in., \$12.50; 6-in., \$25.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Pansy, gig., finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fireball, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

Seed. Asparagus plumosus nanus, northern greenhouse grown. For prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

SEEDS. Ninety pounds White Portugal onion seed, germination 93%. Write for sample and price. JOHN HADJIFF, 348 Central Market, Minneapolis, Minn.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

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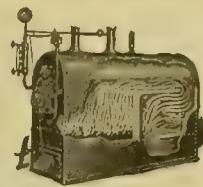


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Vol. L.

CHICAGO AND NEW YORK, APRIL 6, 1918.

No. 1557

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THE EASTER TRADE.

Sales and Prices Show Increase.

Flowers and plants are essentials, especially during the stress of war time, if the phenomenal demand that cleaned the flower shops in all parts of the country of everything available during the Easter period just passed can be taken as a criterion. From reports received from all points, the demand exceeded that of all previous years, and while the sale of higher priced stock was not as great as usual, the increased number of orders resulted in the majority of cases in a larger volume of business. Prices on the average were somewhat more satisfactory than a year ago, especially in the case of lilies and roses, the former on account of the scant supply available, being more sought for than ever. In the majority of cases, the amount of cut stock was of generous proportions, but the throngs that visited the stores during the three days preceding the great holiday continued to buy until all lines were entirely depleted, and the retailers, with no other supplies available, closed their doors with a feeling of complete satisfaction with the results and the contents of the cash register. Considering the early date, the weather was ideal, and there was a record-breaking call for corsages, which brought sweet peas, violets, lily of the valley and orchids into the class of the best sellers. Roses in the majority of cases maintained the lead in popularity in the cut flower section. The stock was of excellent quality and prices were not much higher than in former years. In pot stock, following the lily, the hydrangeas were probably next in favor, but, with the general shortage, everything of good quality at a moderate price found a ready buyer. There seemed little inclination on the part of the public to "Hooverize" and, from indications, few homes in the United States were not brightened with flowers in some form. The following condensed reports from a number of the

prominent retailers in various sections indicate the spirited trade generally enjoyed:

MONTREAL, QUE.—According to the report of Julius Luck, the volume of Easter trade was about equal to that of last year, with prices better than usual on cut stock, but not on plants. In the latter lilies were the short item. Cut stock was quite plentiful, with the exception of lilies, violets and lily of the valley. Ferns and palms had no sale. In spite of the early date, much stock was too far advanced or overforced, with the quality below standard.

ST. LOUIS, MO.—J. J. Windler had a greater Easter trade by about 10 per cent, with better prices in plant sales than a year ago. Pot lilies were scarce, and these, with hyacinths and tulips, sold best. The sales were in more moderate amounts than in former years. In cut flowers, sweet peas had the best call. Roses moved poorly.

POUGHKEEPSIE, N. Y.—The Saltford Flower Shop reports the close of a very successful Easter week. The cut flower supply was good with prices normal, and while local lilies were scarce a full supply was on hand. Transfer orders were very numerous. The streets on Sunday had the appearance of a regular flower show.

MIAMI, FLA.—Easter trade was good, the Miami Floral Co. and the Exotic Gardens Co. having a large share of the business done. All cut lily flowers were shipped in, costing 15 cents, plus heavy express, retailing at \$3.50 to \$4.00 per dozen. Florida gladiolus spikes wholesaled at seven cents, retail \$1.50 per dozen.

KALAMAZOO, MICH.—B. Van Bochove & Bros. found this year's Easter demand about 35 per cent ahead of last, with nominal prices. Stock of all kinds was in ample supply. Lilies and spring flowering plants moved well, and a good demand for all cut stock was experienced, especially sweetpeas.

TORONTO, ONT.—Easter trade this year, according to H. G. Dilleuth, surpassed that of 1917 by about 20 per cent. Prices as a rule were about as usual with the exception of roses and lilies in which an advance of 50 per cent was noted and lily of the valley was 75 per cent higher. In plants, there was a good supply except azaleas. In cut stock, which was scarce, the high prices equalized the returns to a great extent. Lilies and roses in the plant section were most called for, but cyclamens were hard to move. In cut flowers, violets, sweet peas and roses were the leaders. Weather conditions were most favorable and helped to bring the stock to good condition and made delivery easy.

RALEIGH, N.C.—J. I. O'Quinn & Co., say the Easter trade this year, compared with that of 1917, was one-half greater, with prices somewhat better. There were not enough plants to supply the demand, and the same was true of cut flowers of the better grades. Lilies and hydrangeas were the best sellers, while in cut blooms sweet peas, lily of the valley, orchids, roses and lilies had the principal call. Carnations, in fact, everything, enjoyed a brisk sale, and this firm stopped taking orders at 10 o'clock Saturday morning.

TORONTO, ONT.—Dunlop's report Easter business for 1918 as about 15 per cent better than a year ago, with an increase of about 25 per cent on roses and lilies. Plants of all kinds were very scarce, there being no azaleas or imported stock, and lilies led the demand. In cut flowers the supply of carnations and roses was limited, but the quality was very fine. Spring flowers enjoyed the best demand. Business was good even in the face of war conditions, and cash sales were more numerous than in previous years.

MILWAUKEE, WIS.—Although prices ranged somewhat lower than a year ago, this season's Easter business was of greater volume, according to Heitman-Oestreicher Co. The supply was far from being able to take care of the demand in the plant section, but in cut flowers all lines were plentiful with the exception of violets. Lilies and pot roses were most popular, the plant variety being limited. Sweet peas and cut lilies sold especially well, while an oversupply of bulbous stock went slowly.

MILWAUKEE, WIS.—Gust. Rusch & Co. had about the same volume of Easter sales as in 1917 with prices about equal to those of former years. Blooming plants were scarce and everything sold fast in this line. The cut flower supply was plentiful, with Easter lilies and Russell roses most called for. The movement of bulbous stock was only fair. All retailers report excellent business with early cleanups. Some of the carnations were of poor quality, due to the hot weather.

COLUMBUS, O.—Better business and better prices are reported by John H. Hellenthal in his summary of the 1918 Easter business. The ample supply in nearly all items was also a very satisfactory feature which made it possible to meet the big call for cut flowers and also blooming plants. Sweet peas were leaders, and many more could have been used in corsage work. The weather was exceptionally fine and the flower shops were crowded to capacity.

ROCHESTER, N. Y.—The report of E. C. Armbrust indicates a very satisfactory Easter demand with prices better than a year ago, especially in lily plants. The supply in general was ample. Genistas and cinerarias did not move particularly well. Lilies and hyacinths were the favorites. In cut flowers, the big movement was in roses, violets and sweet peas. There was a general shortage of lilies, rhododendrons, azaleas and lilacs.

PITTSBURGH, PA.—As compared with the 1917 Easter trade, the McCallum Co. reports sales this year about 25 per cent better, with prices also more satisfactory. Plants were very scarce, the supply being below requirements, while in cut flowers there were just enough to hold prices firm. In the latter class, while sweet peas led in popularity, anything sold faster than ever before. A large volume of business was done.

COAL.

Fuel Administrator Garfield in a statement issued advises consumers to put in their coal supply immediately.

Further, he says, if they have not sufficient money to pay for the coal, they should go to their banks and borrow the cash.

All orders should be placed through former mediums of supply.

OFFICIAL BULLETIN

March 30, 1918.

NEW ORLEANS, LA. — The Avenue Floral Co., comparing this year's Easter sales with those of a year ago, finds an increase of about 15 per cent in volume, with prices about on a par with other seasons. Flowering plants were scarce. There was no call for palms or ferns. In cut flowers, lilies, roses, carnations and boxes of spring flowers were most popular. Business was generally satisfactory.

BRAMPTON, ONT.—W. G. Peacock, of the Dale Estate, reports the Easter trade for 1918 about 10 per cent better than that of a year ago. Prices on roses and lilies were somewhat better, the latter coming in on time with favorable weather conditions. Stock of nearly all other growers in this vicinity was late. The supply of both cut flowers and plants was not equal to the demand.

GRAND RAPIDS, MICH.—Henry Smith reports Easter sales about on a par with last year's, with prices somewhat better. The supply in general was adequate, but there was a shortage of pot lilies. These, with azaleas, led the demand, while there was a surplus of bulbous stock. In cut stock, tulips, narcissi and carnations were on hand in quantity and there was a very good call for roses.

KNOXVILLE, TENN.—A. J. McNutt reports about 20 per cent better Easter sales than a year ago. Prices were also better. Lilies were the only short item in pot plants and the supply of

cut stock was ample. In the former, hyacinths, lilies and hydrangeas led in popularity. Roses and cut lilies moved freely. The public did not "Hooverize" on flowers as they did at Christmas.

EAST AURORA, N. Y.—Fred W. Wise reports this year's Easter trade about 20 per cent less than that of 1917 with prices slightly better. The supply of both cut flowers and plants was ample to meet all requirements. Corsages and spring flowers were most called for and medium priced plants sold best. The volume of business was good considering war conditions.

WORCESTER, MASS.—According to M. W. Reid, the volume of the Easter trade this year was about normal, although prices were slightly better. The supply of pot stock was scarce, especially lilies, and there was a strong demand for everything in sight. In cut flowers, sweet peas, violets and orchids had the lead.

OGDEN, UTAH.—E. J. Hendershot & Son had about the same volume of business as last year with prices somewhat advanced. The supply in all lines was plentiful. Lilies had the big call, and cut roses led in popularity in their class. Business did not seem to suffer from the effect of war influences.

NEW ORLEANS, LA. — Abele Bros. noted a decrease of 10 per cent in this year's Easter sales, with no improvement in prices over those of 1917. More low priced plants could have been sold had they been available. The supply of cut lilies, for which there was a brisk call, was also limited.

BLOOMINGTON, ILL.—A. Washburn & Sons had a small increase in the volume of this year's Easter sales, with prices more satisfactory than in 1917. The supply of plants and cut flowers was equal to the demand, and lilies as usual had the call. The weather was ideal.

Window Boxes.

One of the many features of the plant section of the business that is not worked to anything like its full possibilities, is the outdoor window box. There are thousands of window ledges in every large community that should be ornamented, and in this way help make theirs, "A city beautiful."

Features of the business, such as this, however, have to be exploited; people are not standing in line when the store opens in the morning with orders for window boxes. Well-arranged boxes are an ornamental feature to any residence, and in most cases are worth far more in decorative effect and the pleasure they give the household, than the initial cost and the necessary care to keep them in good condition.

It is a mistake in introducing this feature to establish low prices; cheap boxes that soon go to pieces are a detriment, rather than giving encouragement to their use. Those of wood should be constructed of cypress, or good yellow pine, which should be well coated with oil, inside and out. They can be painted or bark covered, either with cedar or white birch. A strip, top and bottom, of the same material, nailed around the box, close to the edge, holds the bark firmly in place. One inch cleats on the bottom are necessary when the boxes are to stand on porch floors or similar board foundations, as the moisture soon rots out the contact surfaces.



WINDOW BOXES AT RESIDENCE OF E. T. STOTESBURY, PHILADELPHIA, PA.

Hyacinths, Boxwood and Ivy on Windows and Balconies.

For hotels, clubs or large mansions with stone or terracotta sills, the terracotta or cement boxes are most suitable. These can be made to order to fit in with the architecture of the dwelling. When more than four feet in length, they should be made in sections of three feet, to be fitted together, as great weight in the larger sizes makes them too heavy to handle. The initial cost is considerably more than the wooden box, but they last much longer and in the end are the cheapest. Every item in the filling should be accounted for to ascertain the cost price. Soil, time consumed in planting each plant, cost of delivery and putting in place, brackets and screws used; each of these means time and money. To guess it costs so much, or that is enough for it, is where so many lose out. The actual cost should be first ascertained, then the profit, and be sure it is enough, is to be added, and one is then certain to be on the safe side.

To be successful with this as well as any other feature of the business, there must be no experimenting, no half-hearted methods, with a half dozen in assortment just to see how they will take, or "If I sell these, I will get more." There must be a well defined campaign with a good line of boxes suitable to the neighborhood to be exploited. The plants that will do best for the various locations should be looked up and best prices obtained. Examples of the decorative work with well-filled boxes should be shown on every vantage point about the front of the store. Charles Thorley's establishment, in New York, is a model in

this respect, as every foot of decorative surface, from spaces cut in the sidewalk in front of the show windows, over all cornices, on every window ledge of the four stories, on brackets between the windows, and on the roof, there is an array of foliage and flowering plants and vines that makes his store name, "The House of Flowers," most appropriate.

THE NATIONAL COLORS.

With the patriotic spirit now so prevalent all over the land, boxes filled with flowers of the national colors should be popular. Red and white geraniums, with a border of lobelia among the vinca or ivy vines, on the front, would make a good showing. All red geraniums, with a row in front of sweet alyssum alternated with lobelias, would also give the colors.

For the greatest efficiency, boxes should be filled three times during the season; first, about March 20 with pansies or English daisies, to be followed with geraniums and other flowering plants, which are to be replaced about August 1 with Scottii or similar ferns, which give way at the first frost to boxwood or evergreens for the winter decoration.

The soil should be rich, as so many plants occupying such a small space, soon use up the available food. Fresh soil should be used for the August filling of ferns. For shady situations, a variety of variegated foliage plants make the best showing. The greatest care should be taken to impress upon the persons having charge of the watering, the necessity of vigilance in this respect. A look once a week or so at all new work, to see how it is being cared for, is worth while and is sure to be appreciated. K.

Keep the Home Fires Burning.

It is of the greatest importance, for the maintenance, and even the very life of the business, that every department should at this time be kept up to the greatest possible efficiency. There has, in the past 25 years, gradually been built up a splendid and ever increasing demand for plants and cut flowers. It has become the custom to include plants and flowers as gifts at Christmas, and voice the joyous Easter greetings with the lily and other choice plants. All through life, from conveying congratulations on the advent of the little stranger, and during all the various stages of existence to the end, flowers play an important part.

There is a tendency by many misguided and hysterical people to discourage the products of the florist at this time as being luxuries and non-essential. This propaganda should be fought tooth and nail. Once let down the bars, and there is no telling where it will stop. As an instance, lily of the valley, always a staple and important item of the florist's stock, has the past winter been very scarce and high in price. In consequence, the people have become weaned away from it as it were, and now very good stock finds little demand.

It is doubly necessary now to "keep the home fires burning," to be alert and ready to fight off the "non-essential" shout, and keep the machinery of the business running full time and ever ready for effective service. K.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Easter in the New York Shops.

There was a time last winter when the temperature was hovering around the zero mark and coal was scarce and hard to get, when the prospects for Easter plants, particularly lilies, were unpromising. Happily for the plantmen, the coal situation improved, and the weather for the two weeks before Easter was in their favor. The crop of lilies flowered in time for Easter was not large, but was larger than had at one time been expected, and on the whole the quality was fairly good. Of the azalea stocks that had been carried through last summer, there was a fair sprinkling of plants—nearly every store had some—and they were fairly well flowered. There was a profusion of bush and standard roses, the pink varieties being much more numerous, though some good crimson ramblers were seen. There was good rose stock, but many blooms on the pinks had a pale and washed-out appearance. Both rhododendrons and genistas were fine features, there being large and well flowered plants. A considerable stock of medium-sized plants of heather was used in combination baskets. Particularly large and well flowered bougainvilleas were noticed in a number of stores. Good plant stock was not as plentiful as at Easter 1917, consequently it brought in some instances, higher prices than last year. This was particularly the case in lilies, which according to quality, ranged from 25 to 40 cents, bud and flower. Briefly stated, all good stock brought high prices. There were good rhododendrons. In large and small pots of daisies there was good stock. Pans of good tulips and hyacinths went well. Nice plants of hawthorn and apple blossoms were noticed in several stores. In small stocks, primroses and pans of mountain pinks were noticeable.

Up to Saturday, March 30, trade was rather slow, but the weather of that day was the mildest of the week, and it being the last chance before Easter, the buyers were out in force. The business in cut flowers was good and higher prices were realized than last Easter. There is usually a good demand for anything that is scarce, and lilies both in pots and cut, were in demand. Roses always sell well at a holiday and there was no exception this year. Carnations and violets went fairly well and were plentiful, prices not going to extravagant figures. There was a good demand for orchids. Gardenias were scarce, and the wholesale prices asked were almost prohibitive to the retailers, who also complained of the high prices on tea roses.

NOVELTIES.

The dictionaries define a novelty as "something new," but there are things that are not new, that considering time and place possess an element of novelty. We have sometimes thought that in this country too little attention has been given to the growing of fuchsias, for if grown on, they make beautiful plants. In the average of our plant ranges, it is almost a rarity to see fuchsias above bedding size. Among the Easter plants in one

retail store, we noticed a number of fuchsias grown as standards that were over six feet high and beautifully flowered. The same firm had geraniums and heliotropes grown as standards, that were nearly as tall. The acacias are also well known in the trade, but this year there were exceptionally large and well flowered plants. Such plants of fuchsia as above described were quoted at \$30 and \$35 each, acacias \$35 to \$50. Considering all conditions, the retailers had good business.

A. F. F.

Easter in the Chicago Shops.

The Easter trade was good this year, but not quite up to expectations. A few report that their total sales were greater than those of 1917, but the majority say that it was not quite as good, but were pleased with the result, however, considering the existing conditions; in fact, it was better than many hoped it would be. The demand started in real late



Mothers' Day Po terette.

Issued by The Chicago Florists' Club.

and it was impossible to handle the large army of buyers on the day before Easter, consequently many sales were lost which could have been used to good advantage had the buying started in earlier. The weather conditions were ideal notwithstanding the promised rain by the official forecast, which, however, fortunately failed to materialize until late Sunday afternoon. A. Lange and Fleischman advertised extensively in the daily papers with good results, while others used the street cars, elevated, and special folders. The department stores as usual sold lily plants at the extremely low prices of 24 cents and 34 cents per pot and the stock offered compared favorably with that of the leading retail establishments. One department store sold 10,000 pot hyacinths and tulips at eight cents per pot and another sold carnations as low as 20 cents per bunch. Plants sold unusually well with the florists, especially lilies, azaleas, rambler roses, hydrangeas, heather, rhododendrons and miscellaneous bulbous stock in pots and pans. Sweet peas and violets were in exceedingly brisk demand at good prices and while a large quantity were obtainable in the wholesale market they were in short supply. Orchids, lily of the valley and gardenias were good sellers and roses had a brisk call. Carnations did not move any too well, which was due

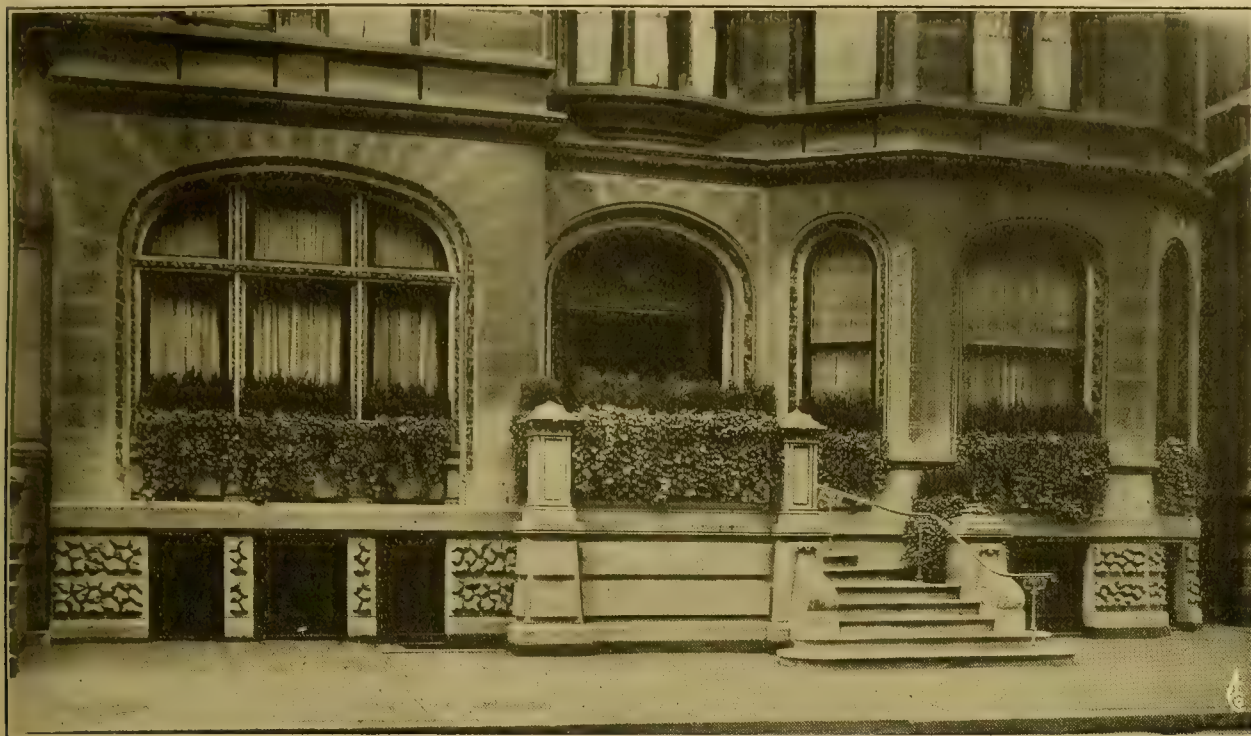
considerably to the fact that the dealers did not attempt to push them, notwithstanding that they were in extra large supply at exceedingly low figures. American Beauty and Mrs. Chas. Russell roses cleaned up quickly, as all the other varieties did. Cut lilies never brought such good prices as they did this Easter, owing to the general shortage in this vicinity. Miscellaneous stock moved nicely, especially snapdragons, freesias, daisies, jonquils, tulips and daffodils. Roses sold at prices ranging from \$2 to \$6 per dozen, with Mrs. Chas. Russell bringing \$4 to \$10 and American Beauties \$10 to \$12. Sweet peas brought from \$1 per bunch and up and violets from 50 cents to \$1.50. Gardenias brought about 75 cents and orchids \$1 each. Spring flowers had a good call at prices ranging from 50 cents to \$1.25 per dozen, and plants from \$1.50 and up. The outlying stores did exceptionally well and while loop establishments report splendid business it is doubtful if the total sales will be anywhere near as good as those of 1917. The majority of the dealers bought very carefully this year and some waited so long that they were unable to obtain what they wanted. Nearly everyone disposed of all the plants they had to offer and report a grand clean up. Considering the existing conditions, everyone is pretty well satisfied and while business was good nearly everyone will agree that the punch was lacking to the buying. Many of the churches used flags for decorating this Easter instead of flowers and plants, which cut quite a figure in this year's sales. Incoming and outgoing telegraph orders were numerous and were a big item in this year's Easter business.

Easter Features of Philadelphia Shops.

After the decision as registered by the Philadelphia flower loving public in their purchases at the Easter holiday just closed, flowers can certainly be classed as among the essential things of life. All along the line, in stores of high or low degree, in market, and on the street, there was an insistent demand for both plants and flowers that kept up until the stock ran out.

A look around the shops in this city demonstrated that most of them had put their best foot forward and presented a splendid assortment, which, while lacking the essentials of former years, such as spiræas, imported azaleas in quantity and a plentiful supply of lilies, yet made a splendid showing, from which selections in great variety could be made.

In all the higher class shops there was a judicious use of ribbons in the ornamentation of all the choice specimens, which extended to the smaller pieces; in fact, some stores specialized in choice hand-painted baskets, hampers and plant combinations of medium to small sizes, in which the plants were dwarf or miniature ericas, acacias, small baby rambler roses, blue hydrangeas, English primulas, choice variegated foliage plants, Glory ferns, small plants of Nephrolepis Norwood and Smithii, choice hyacinths, tulips, etc. The favorite colors of these receptacles were shades of light and dark blue and battleship gray, ornamented with pink bands and flowers. Different widths and shades of pink and blue ribbon set off these arrangements to good advantage.



WINDOW BOXES AT RESIDENCE OF JOHN WANAMAKER, PHILADELPHIA, PA.

Boxwood and Ivy on Windows and Balcony.

Touches of blue ribbon were seen on many of the specimen pink hydrangeas and Tauschenschon and Dorothy Perkins roses, which certainly gives them an added value much greater than the cost of the ribbon.

Eight to ten inch tubs, painted light and dark shades of blue, with dainty hand-painted flower decorations, set off the specimen plants to good advantage. White or gray tubs, with the iron bands gilded, made good receptacles for combination plants of lilies.

Nearly all the stores featured baskets. These were made in great variety, there being a marked tendency to good color combination. Yellow callas were used with fine effect. In nearly all of the high class work ericas and acacias were a feature. The E. cupressina was especially well flowered.

Trellis boxes were not so much in evidence, although large white trellises were used to good advantage with specimen rambler roses. The failure to the extent of about 50 per cent of the Easter lily crop, both in plants and cut flowers, was a great disappointment, many stores not being able to fill their orders. Hydrangeas and other plants, however, sold the better for this discrepancy.

Genistas were good stock, both as specimens and in small sizes for use in basket work. Bulb pans in good condition sold very well.

There appeared to be the usual demand for decorations in the churches, and wreaths and other designs for the cemeteries. Taken altogether, as one of the storekeepers put his impression, "It was a crackerjack Easter."

Mothers' Day Posterettes.

The success of the co-operative advertising campaign for Mothers' day, conducted by the Chicago Florists' Club, has brought many requests from the florists of the United States, and in response, the same will be under-

taken again this year upon a national scale. Posters and posterettes will be offered at the same prices as last year—there will be no advance in cost, and in case any profit is derived from the sale of same, 50 per cent of the net proceeds will be immediately transferred to the Society of American Florists as a country-wide contribution to the national publicity campaign for flowers, and the remainder reserved for future publicity purposes. Buy a quantity of these posters and posterettes at once. Combine your order with your neighbor florists and obtain the quantity rate. This will reduce the cost and insure an organized campaign for your entire community. Everyone in the trade will use the posters and posterettes this year. Do likewise. This is your opportunity. It will identify your business with the national campaign at small cost, and with the benefits obtained you will be well rewarded. Use the posterettes on your April and May statements, use them on every letter you mail, paste them on every box of cut flowers and use them on your advertising matter. Display the posters inside and outside the entrance to your store and greenhouses, paste them in your show windows, put them on your automobile and delivery wagons, use them in your street car advertising.

The price list of the posterettes, size 2½ inches high, printed in two colors, gummed and cut ready for use, is as follows:

100 posterettes\$	0.75
250 "	1.50
500 "	3.00
1,000 "	5.00
2,000 "	9.00
5,000 "	21.00
10,000 "	40.00
25,000 "	95.00
50,000 "	180.00
100,000 "	350.00
500,000 "	1,500.00
1,000,000 "	2,500.00

The window poster of the same design as the posterette is 7¼ inches high. Prices are: Each 10 cents; per dozen, \$1.00; 25 for \$1.75; 50 for \$3.00; 100 for \$5.50; over 150, five cents each.

Please send remittance with orders, as we have no facilities to carry charge accounts. Make all checks payable to Otto H. Amling, Treasurer, Chicago Florists' Club. Send all orders and remittances to F. Lautenschlager, 440-472 West Erie street, Chicago. Send names and address and list of posters and posterettes wanted by every florist in your town and we will make delivery of same without extra charge.

CHICAGO FLORISTS' CLUB ADV'T'G. COM.

F. Lautenschlager, Chairman.

George Asmus,
Michael Barker.

McHutchison and Ward Close Big Deal.

What is believed to be one of the largest deals in the floricultural trade was consummated March 20, when James McHutchison, of McHutchison & Co., New York, closed a contract with C. W. Ward, of the Cottage Gardens Nurseries, Eureka, Calif., by which the well-known horticultural supply house will act as selling agents in the territory east of the Rocky mountains. The Pacific Coast trade is reserved and will be handled by the Cottage Gardens Nurseries. The contract is for the next two years and includes bulbs and ornamental shrubs to the value of \$250,000, practically the capacity of the nurseries during that time. Mr. Ward expresses himself as being highly pleased with the arrangement which will eliminate large items in selling costs and the handling of thousands of accounts.

At the present time there are now growing at the Eden nurseries, 35,000 matured azaleas and 250,000 cuttings

and grafting plants, 50,000 gloxinias, 75,000 tuberous begonias, 50,000 cyclamens, 150,000 ericas and 250,000 hollies, box and other ornamental shrubs and trees. At the bulb farm, narcissi, tulips, hyacinths and other bulbous stocks are counted by the million. The McHutchison contract includes orders for about 30 varieties.

Following a recent visit to the bulb farms of the Cottage Gardens Nurseries, Dr. David Griffiths, of the United States department of agriculture, in charge of the experiment station at Bellingham, Wash., is reported in the Eureka Times, as follows: "You can hardly realize what a big thing Mr. Ward has done. If he had planted twenty times as many bulbs, he could sit on a chair in his office and sell them all. There is no danger of competition from Holland for the next seven years, as it will take all of that time for that country to recuperate from the effects of the war. This firm will be the largest commercial producer of bulbs for many years, and after the war the demand will be greater than ever. In recent visits to eastern markets I have carefully examined bulbs from all parts of the world and found nothing finer than those grown at Humboldt."

Kerr Company Incorporates.

The Robert C. Kerr Co., Houston, Tex., was incorporated March 15, with a capital stock of \$35,000 and a charter secured for the erection of an extensive range on Westheimer road, that city, from which flowers and nursery stock will be supplied to the wholesale trade in Houston, Beaumont, Galveston, San Antonio, and other cities in southern Texas. The nursery will occupy 125 acres four miles from the city, said to be ideally suited for the purpose, having three kinds of soil, with sufficient water and well drained. Mr. Kerr, who served as president of the Society of American Florists in 1917, was president of the Houston Florists' Club at its inception, and president of the state florists' association for two years, is known today as head of one of the largest retail florists' establishments in the south, and has spent 23 years in the business. He has been working slowly and conservatively for the past eight years on experiments which have demonstrated that the time is now at hand to establish a large growing establishment, the first unit of which will be started immediately. Associated with him in the enterprises are E. W. Eichling and M. C. Walker.

Indiana State Florists.

The monthly meeting of the State Florists' Association of Indiana will be held at Bluffton, April 10, at the Bliss hotel. Dinner will be served at 1 o'clock. Members are invited to attend and see the largest assortment of vegetable plants in northern Indiana and are requested to kindly notify H. S. Weicking or Myers & Co. of that city if they will be in attendance.

CLEVELAND, O.—The Monarch Florist, Euclid avenue, has closed its doors.

ALEXANDRIA, VA.—Gus Wolt, formerly of the Dunbar Floral Co., has taken a position with the United States department of agriculture.

EVANSVILLE, IND.—The Wm. Blackman Floral Co., reports a highly satisfactory Easter business, with lilies the only shortage. Geo. Blackman, who has been seriously ill for some considerable time, is gaining slowly but still confined to his room.

St. Louis.

DEMAND RELIEVES HEAVY SUPPLY.

The market was flooded with stock the first part of the week, but the big demand for decorations Easter week relieved considerably. A shortage in white carnations, roses and lilies developed. In fact, white carnations were a bit short for Easter. Roses are plentiful and of good quality. Sweet peas were in big supply, but cleaned up fine. For Easter, thousands more could have been sold. Violets were practically off. A few were on the market, but of poor quality and very high priced. The supply of lily of the valley was enough to go around. Snapdragons, Darwin tulips and jonquils were plentiful, but sold well. Smilax was very scarce and a whole lot of retailers were inconvenienced by the short supply. Southern smilax was very poor and helped very little for Easter decorations. Fancy ferns are getting poorer, and the new cut will be welcome when it does come in.

NOTES.

Easter certainly does use up the sweet peas. It seemed every other lady on the streets on Sunday had on a corsage or bunch of sweet peas. The wholesale houses must have handled three to four hundred thousand. At that, the retailers in the residence sections were cleaned out by Sunday noon.

Lilies were sure a big seller. On Sunday morning retail florists were selling lilies with buds only half open and no fully developed flowers. Bulbous stocks of all kinds sold well. Rhododendrons and azaleas did not have such a big call. The people seemed to demand more moderate priced plants.

It is reported that Marion Uhl-schmidt, formerly manager of Grimm & Gorly's East St. Louis store, will represent A. L. Randall Co. in this district selling supplies.

The retailers who do much church decorating for Easter week, had quite a time getting their palms this year. It seems everybody is low on decorative plants.

Otto Klingler, for the past six years an employe of Grimm & Gorly, has succeeded Marion Uhl-schmidt as manager of the East St. Louis branch.

The local florists will give a dance April 17. They have designated it a Tacke party. All members and friends of the trade are invited.

J. J. W.

Milwaukee.

EASTER TRADE BEYOND EXPECTATIONS.

The Easter rush of 1918 is a thing of the past, but not soon to be forgotten, for from every side the report is that it was very satisfactory and far ahead of expectations. The ideal summer weather which prevailed all week was a boon to the growers, and with 70 degrees in the shade on Easter Sunday it seemed everybody, rich and poor alike, had flowers of some kind, thus creating a large demand up to the last minute. Never before were there so many corsage bouquets in evidence. In pot plants, the Easter lilies were in great demand with a rather short supply. The varieties offered were not as great as in past seasons, but cleaned up long before the holiday came around. The quality throughout was fine. In the cut flower line, the supply of every item was heavy with the exception of violets, which due to the heat were already done for, and sweet peas, which enjoyed an exceptionally brisk call. Roses were plentiful and carnations right on crop and the quality excellent. Although bulbous stock was in good demand, the supply was exceedingly large. While the forepart of the week business had not got started in earnest, still the closer it got to Sunday the more the demand increased, with the result of a grand and glorious Easter business. While the prices obtained were not up to former seasons, the greater volume of business helped to make up the difference.

NOTES.

At the C. C. Pollworth Co., where they had a large stock of pot plants



BASKET OF SPRING FLOWERS.
Daisies at Handle.

and all kinds of own grown cut flowers, they report that they were sold out completely. Their roses and carnations hit it just right for the holiday.

Helmuth Baerman, of G. T. Baerman & Sons, on the Burleigh road, left April 1 for Camp Custer, Michigan. This firm, being next to the Wanderers' Rest cemetery, enjoyed a fine transient trade on Easter day.

The Holton & Hunkel Co. reports having been cleaned up on pot plants as early as Wednesday of last week. Business at the wholesale house was very fine. Over 100,000 carnations were handled during the week.

W. A. McKenney & Co., who moved from Milwaukee street to Wisconsin street about two years ago, again are back next to their old stand which they occupied so many years. The transfer took place, March 19.

Gust Rusch & Co. report a complete clean up by Sunday noon, March 31. Their lily supply was inadequate and they refused orders from Friday morning on. Shipping trade was very satisfactory.

Visitor: Mrs. W. E. Macklin, Stevens, Point, Wis.

E. O.

Nashville, Tenn.

EASTER TRADE BEST IN MANY YEARS.

Every thing contributed to making the Easter season this year one of the best known in the floral business in this city. The days preceding the Easter tide were mild and balmy, and all vegetation both under glass and in the open responded to the conditions, and there were more flowers and a greater variety than usual. Each of the uptown stores was a bower of beauty and it required large additional forces to handle the trade which was brisk through Thursday, Friday, Saturday and Sunday, and by twelve o'clock—new time—Sunday there was a virtual clean-up on all sides. Lilies were rather scarce in comparison to other years. When they were first brought in there seemed to be plenty for everybody, but long before noon Saturday the supply was exhausted. The pot roses, baby ramblers and Tausendschon sold well and were splendid specimens of plants. The decorative baskets were objects of especial beauty and demand. Counters that were filled with them were entirely bare by noon Sunday. Prices were fine and reached a maximum never before attained in this market. Lilies were at least one-third higher and cut roses went as high as \$4 and \$5 per dozen. Baskets ranged in price from \$2.50 to \$25 each. Carnations brought \$1.50 per dozen, hyacinths and tulips ranged from \$1.50 to \$5 per plant.

NOTES.

The Joy Floral Company's store was most artistic in its arrangements and collection. This establishment is capable of a beautiful display and the greenhouses furnished the wherewith to appeal to the eye of beauty. Innumerable handsome baskets with artistically combined chiffons and ribbons in the pastel shades were eagerly sought after by throngs of customers. One side of the wall was arranged in tiers and filled with pot plants—hyacinths, tulips, cyclamens, hydrangeas, and the smaller plants, with a section all to itself of lilies, but the latter were taken early in the day, Saturday, and customers were content to take something else. This firm had perhaps more roses than any other, with good sales at good prices. The call for corsage bouquets, with the butterfly bow of ribbon, was unprecedented. Orchids and lily of the valley were favorite combinations, and all on hand were sold. A carload



HARRIS BOUGAINVILLEA WITH MAT COVERING.

of beautiful pot plants and a large quantity of cut flowers were shipped to the Chattanooga branch house, and the sales there were great.

Geny Bros. brought in from their splendid greenhouses a most perfect and beautiful assortment of plants and cut flowers that completely occupied their large sales rooms and required the assistance of innumerable additional clerks to wait on the trade which came on in a rush all the four days. Their collection of Easter lilies was very large, but exhausted early in the day. Their pot baby rambler roses were readily sold, and magnificent plants of the Tausendschon were beautiful to behold and met with ready call. They were decorated with the large pot mats.

Charles Tritschler had a fine wagon display at the market, and he and several assistants had all they could do to wait upon the constant stream of buyers. He too had to replenish through the day from his greenhouses. Mr. Tritschler has not yet gone into the rose growing and cut flower trade, contenting himself with the pot plant and bedding plant business, which he does in large volume, and each year is adding to his reputation as a grower of ability.

Geny Bros.' decorated baskets were very handsome. They had a large number of them and all were sold out. One of the best things this firm handles, were the fine Kaiserin roses and they sold readily at \$5 per dozen. Early Sunday morning the store was virtually cleaned up and all the most

desirable things had been taken, but a straggling trade continued on until late in the afternoon.

The McIntyre Floral Company was in the game with a beautiful supply of all the Easter flowers. Their store and the adjacent greenhouse make bowers of beauty, and were thronged with customers. They also had a stall at the market house, where several wagon loads of pot plants were disposed of Saturday.

The Mount Olivet Conservatories were filled with splendid Easter flowers, and cleaned up almost entirely with sales to visitors to the cemetery for grave decoration. They had hyacinths, tulips, all kinds of geraniums, pansies and other small flowers suitable for the cemetery.

All the lesser lights in the local floral world were in the market place with wagon loads of pot plants and they too, after a renewal in mid-day, had cleaned up by night fall. A large funeral, or several of them, served to increase the sales of Saturday and Sunday.

Haurly & Son had good lilies, and quite a number of them, with splendid sales. They also had fine pot hyacinths and tulips.

M. C. D.

HAWTHORN, FLA.—John F. Dayton, who came here from Waukon, Ia., for the benefit of his health, is planning to specialize in plants and bulbs adapted to this section, also holly and mistletoe.

Boston.**WONDERFUL EASTER BUSINESS.**

For once the weather was in our favor and were benefited by one of the best Easters on record, and, although stock was not over plentiful, it was in the very best condition possible. The plant trade is simply wonderful and rambler roses, lilies, French hydrangeas, acacias and genistas were entirely sold out before Saturday noon and late buyers bought every thing in sight. In cut flowers, prices were not extra high. Cut lilies and callas were unobtainable.

NOTES.

Paine Bros. cut heavily on Golden Spurs, Victoria and Sir Watkins, which cleaned up well at \$2.50 and \$3 a hundred. Flamingo, White Hawk, Yellow Prince and Lorraine tulips sold well at \$4 and \$5 a hundred.

H. W. Peirce, of the firm of Peirce Bros., has joined the army in the transportation department in charge of trucks. E. Allen Peirce Jr., has volunteered to drive an ambulance.

H. M. Robinson & Co. report one of the largest Easter business ever. Out-of-town trade has increased so that an extra road salesman is going out for Memorial day business.

Wm. Stickle is shipping to the salesman at the market very good French iris and carnations. Among the best are Enchantress Supreme, White Wonder and Alice.

Thos. F. Galvin had a large trade and Saturday noon was telephoning to greenhouses for more plants to fill orders. Funeral work was also heavy this week.

The Boston Rose Conservatories cut many New Boston, Ophelias, Russell, Hadley and Stanley roses and the entire stock was cleaned up at good figures.

Penn. The Florist, had a large holiday trade, both in cut flowers and plants. There were just enough plants left to arrange the store.

Wm. McAlpine had a large supply of roses from his Exeter houses, among them Ophelia, Tipperary, Stanley and White Killarney.

Welch Bros. Co. had a wonderful week. All stock cleaned up nicely. Roses, lily of the valley and orchids were very good.

Wm. Elliott, from his Madbury greenhouses, had a heavy cut in Christie Miller, Ophelia and single Irish roses.

Wm. Sim had a large demand for violets, English primroses and carnations. Of violets alone, he picked 120,000.

B. A. Snyder & Co. report good business and were especially successful with roses, sweet peas and bulbous stock.

The Houghton-Gorney Co. reports extremely good business and a heavy run on bulbous stock.

M. Seigle, salesman for Mann Bros., has reported at Camp Devens.

Arnold & Fisher have a very good crop of sweet peas.

S. K. G.

Pittsburgh.**EASTER STOCKS DEPLETED EARLY.**

The 1918 Easter trade was most satisfactory; in fact, the best in a number of years. There was a large quantity of cut stock, and everything brought good prices. Cut blooms were in more demand this year than for some time past, due to the limited number of plants offered. Even bulbous stock cleaned up well under a steady call, unusual at this season. Lilies were very scarce—not enough to meet requirements, with prices ranging from \$12.50 to \$15 per 100. The quality was very good. There was a great demand for sweet peas and some very fine stock was offered. Violets sold well

for this time of the year. Some very good stock was received, also that which was below standard. More of the better grade could have been used had it been available. The cut of carnations was very heavy and the quality was A1. Prices varied from \$4 to \$6. Some stock was offered at as low as \$2.50 per 1,000. Roses were very much in demand, but there was not enough to go around. Some very fine Killarneys, Ophelia, Prima Donna, Sawyer, Richmond, Russell and other sorts were offered at good prices. American Beauty was in greater demand than at any previous Easter, with an abundance or short grade of very good quality available. Orchids were in short crop but there was a good supply of gardenias which sold up well. Lily of the valley met a good call at \$8. Calendulas and myosotis moved satisfactorily. Greens were very scarce. Some very handsome plants in attractive baskets were seen in the shops and small pot plants, such as hyacinths, tulips, jonquils and cyclamens, sold very well. Most of the stocks in the stores were depleted by Saturday night and all are well satisfied with the volume of business done.

NOTES.

Edward Ludwig, son of E. C. Ludwig, who is connected with the ambulance corps at Augusta, Ga., was home for a few days on leave.

The A. W. Smith Co. did a large business in corsages. Their large landscape force is now very busy with several good sized contracts.

Mrs. E. A. Williams displayed some of the finest plants seen in this city for a number of years. The windows here are always attractive.

George Wessenauer, of Sewickley, opened a store at Ambridge, Pa., for the holidays and disposed of all of his blooming plants early.

M.

Cincinnati.**GOOD DEMAND FOR FAIR SUPPLY.**

Easter business was excellent. Everything that came in that was good and on time for the rush sold readily and more might have been used had we had it. The supply, while not quite as large as we had hoped for, still was good and fairly liberal, and went around pretty well. Shipping business was very heavy. Since Easter, the market has been fair. Roses are not very plentiful but carnations are in good supply. Receipts in sweet peas are large and generally of a high quality. Easter lilies are not very plentiful but the cuts that were not quite ready for Easter are coming into the market, and by the time the week is gone we should have a heavy supply. Some callas and rubrums may be had. Outdoor daffodils, hyacinths and tulips are coming into the market. Other offerings include snapdragons, pansies, orchids, lily of the valley, calendulas and mignonette.

NOTES.

Frank & Sons, Portland, Ind., had a cut of roses of the highest quality. L. H. Kyrk had no trouble in disposing of them.

C. E. Critchell had an excellent large lot of sweet peas that he disposed of very readily.

J. A. Peterson & Sons disposed of all their hydrangeas, lilies and lily of the valley.

Charles Garvey, manager of Peter Weiland's store, left for Camp Sherman for training March 30.

H.

CLEVELAND, O.—Clarence A. Meyers, formerly with the Smith & Feters Co., has entered into partnership with Timothy Smith, Euclid avenue and Forty-sixth street.

San Francisco Notes.

Eric James, of Elmhurst, will have his usual fine stock of Easter plants. His stock of baby ramblers was never better and all are arranged in the most desirable designs, such as arches, chairs, etc. His Pink Pearl rhododendrons are grand stock and all of them are already ordered. We noted a fine stock of azaleas, all of which, too, are being made ready for shipment. Large lots of Boston and other varieties of ferns are now going forward daily. He expects to sell out completely during the coming week. As usual, his nursery is a model of neatness and is always a mecca for plant enthusiasts.

The nurseries of the MacRorie-McLaren Co. are well equipped for Easter trade this year. Several houses are devoted to rambler roses in variety, azaleas and rhododendrons. A large stock of lilies will also be in, and foliage plants. Shipping trade in the plant line is brisk just now, as the Easter shipments are beginning to go forward. Andrew McDonald, who is in charge here, has every reason to feel pleased with the splendid condition of his Easter offerings.

The last meeting of the Menlo Park Horticultural Society was largely attended and numerous fine exhibits were shown by the members. The society is undecided as to its plans for its usual large spring and fall exhibitions. If conditions continue as they are at present, it is highly probable that the exhibition committee will recommend that they be abandoned this year. President Tuttle is proving to be a very capable official and a hard worker for the society.

Luther Burbank was the guest of honor of the citizens of Santa Rosa, his home town, on his birthday, March 7, which day is also arbor day in this state. Elaborate exercises were held in honor of Mr. Burbank by the citizens, and a fine programme was prepared by the Chamber of Commerce. A large number of congratulatory telegrams were received by the noted hybridizer on that day from all parts of the country.

Ferrari Bros. are sending in a fine lot of phalaenopsis. They are very acceptable just now, as the market is rather short of orchids of any variety. Their cut of *Lilium giganteum* is heavy now and of the finest quality. Their Easter stock of lilies never looked better. The rose houses, too, are in fine shape with every prospect of a heavy cut for Easter.

Thomas Standiford, well known to the trade in this city, has joined the British forces at their recruiting office here. Although a married man, with two children, Tom did not claim exemption, and we all hope he will be safely returned to his family and friends when the war is over. His services as judge at our flower shows will be greatly missed.

Florists and nurserymen have never experienced such a year in the sale of fruit trees as the present one. The demand was so heavy and unexpected that there is practically nothing left to sell at any of the nurseries. The sale of ornamental trees and shrubs has fallen off to a corresponding degree, and very little has been done in this line this season.

Frank Pelicano, of Pelicano, Rossi & Co., says his firm has been unusually busy with funeral work during the past two weeks. They are already making preparations here to handle the large Easter trade usually done by this firm. Additional space has been secured and a very large consignment of stock is due to arrive during the week to fill orders.

Julius Eppstein, at the St. Francis hotel, says he is having great difficulty in securing orchids of late. The demand at this store is always heavy

for this particular class of flowers, and he is hard pressed at times to secure enough to fill his orders. He says Easter prospects never looked better and he is stocking up heavily with plants.

The man who comes into a flower store and orders a \$2.50 wreath and presents a check for \$5.00 and receives the balance in change has been operating in town during the past week. We are glad to be able to report that he was apprehended by the police and is facing trial. Quite a number of our prominent stores were victimized by this clever dupe.

The Lynch Nursery Co., of Menlo Park, is shipping some of the finest carnations and freesias coming to the market. Their cut of Matchless is very fine, also their new red seedling, Menlo Park. Manager Ellings says that the plant department is being kept very busy at all times, and that the shipping business is very satisfactory.

The E. W. McLellan Co.'s greenhouses promise to be in with a heavy cut of roses for the Easter trade. They have a fine cut of lilies just now, all of which are bringing high prices. Manager J. A. Axell is kept very busy these days booking Easter orders. The shipping trade still is quite heavy and shows no signs of abatement.

Chas. Abraham, proprietor of the Western Nursery, is having a busy season in the plant line. Mr. Abraham is one of our best known authorities on plants and has a remarkable collection at his nurseries. Everything that comes out which gives promise of being an addition to our flora is added to his collection.

According to Rosie Rosaia, manager of the funeral department of the Art Floral Co., the force has been working overtime every night during the past week. The decorative staff, which is under the direction of J. W. Williams, reports many large decorations during the week also.

Kibuya & Tchida, the chrysanthemum growers, are busily engaged in getting their stock in condition for this coming season. They will have over 100,000 to cut from. The stock sent in by this firm is always of the highest quality.

F. C. Jaeger & Son are making elaborate preparations for the Easter trade. Large stocks of seasonable Easter plants are being received daily, and this store will be among the most handsomely decorated in the city during Easter week.

Recorde Lee Murray, whose attractive store on Geary street near Larkin, is always maintained at the highest standard, is showing a fine lot of Easter plants. She tells us that she is preparing to handle her heaviest Easter trade.

John Bianchini has resigned his position with the Art Floral Co. to accept a similar one with Josephs on Grant avenue. John is so good-natured and popular that the trade wishes him success wherever he goes.

Chas. Stoffenback, of the American Florist Shop on Polk street, has had an unusually busy week. He has a splendid window showing at all times, which makes his store one of the most attractive in that part of the city.

M. Rosenfield, son of the famous eastern peony specialist, is now located in this city, and is building a house at Garden City. He expects to add a collection of the best peonies to his attractive home.

The force at the A. O. Stein store on Sutter street have been kept on the go all week with decorations. Manager Patrick Orr says his great trouble has been to secure enough high-grade flowers to fill orders.

Frank Pelicano is busily engaged with his dahlia orders. These are sent

from his nursery on Guttenberg street. He reports a heavy call for his sensational prize-winner, Dr. Harry L. Tevis.

Fred Lewis, vice-president of the Art Floral Co., came from Los Angeles during the week on a business visit to his firm and left a few days later for Portland, Ore.

C. C. Morse & Co. say they are having a very busy season in plants. Manager Tom Holmes at the Market street store reports fruit trees as being entirely sold out.

Sam Matraia is now associated with the Art Floral Co., of which his brother, P. Vincent Matraia, is president and manager.

Fred Bertrand, former manager at Joseph's, on Grant avenue, is now with the MacRorie-McLaren Co. in their Powell avenue store.

August Fille is now with the MacRorie-McLaren Co., having left the Art Floral Co. March 1.

Kansas City, Mo.

BEST EASTER DEMAND IN HISTORY.

The Easter demand was the largest in the history of the trade in this city, in spite of the handicap caused by the strike of all local unions, which affected delivery to some extent. Reports show a cleanup of all pot plants and the same is practically true of cut stock. While the great demand was confined to popular priced items, the immense volume of business made a most satisfactory total, the orders ranging from \$1 to \$10. Lilies were quite plentiful but at that the supply fell short, and then the rambler roses, cinerarias, azaleas and the miscellaneous offerings began to move briskly. Many fancy baskets and made-up arrangements were disposed of. There never before was such a heavy supply of bulbous stock, both cut and in pots. Carnations, roses, snapdragons and sweet peas found ready buyers.

NOTES.

A complete cleanup was noted in the establishment of W. J. Barnes and the receipts show a big increase over last year. The supply of plants this year was exceptionally large and he never handled as much bulbous stock at one time before.

The Alpha Floral Co. had all they could do to handle the immense local and out-of-town business, which was limited only by the amount of stock that could be secured. Much more could have been sold had it been procurable.

Chas. Thomas, of The Rosery, reports business far better than was expected. The call for corsages was unusually heavy and pot plants went fast. He is also kept busy with numerous funeral orders.

Samuel Murray says he is well satisfied and was surprised at the amount of business. His splendid stock was up to its usual high standard.

H. Kusik & Co. had a heavy supply but stock ran short at the finish. Fine Russell and Onhelia roses were among their feature offerings.

Bob McGrail was surprised at the volume of business. He had a fine run on corsage work and cleaned up on pot plants early.

Fred Fromhold had a big stock but it depleted early. The demand for corsages was unusually heavy.

T. J. Noll & Co. never handled as much stock before and shipping trade was better than ever.

John Stevens cleaned up early on lilies and disposed of fine carnations in large quantities.

A. Mohr had his large stock sold 10 days before Easter and had to refuse many orders.

A. Newell had the best Easter in his history. Everything moved without effort.

E. J. B.

Buffalo.

BUSINESS FULLY UP TO EXPECTATIONS.

The 1918 Easter trade was all that could be expected considering conditions. Lilies were never finer than this year, while rambler roses, tulips, hyacinths, daffodils and hydrangeas, all well grown, were in ample supply. The cut flower stock was also equal to all demands upon it, and a heavy call for corsages depleted the offerings of sweet peas, violets and lily of the valley. Orchids were decidedly popular. The three days preceding Easter were all that could be desired, with continuous sunshine, and Easter was almost like a summer's day, ideal for the display of Easter flowers and gowns. There was no letup in trade until 6 p. m. Funeral work the first part of the week was active. Wedding orders were practically minus.

NOTES.

S. A. Anderson had the order for three handsome casket covers, one of roses, one of lilies and the other of roses and orchids. Two of the force here have departed for Camp Dix, N. J.

Among the shops rich in fine displays were those of W. J. Palmer & Son on Delaware avenue, S. A. Anderson and the Colonial Flower Shop.

BISON.

The Late John Harrison Dick.

John Harrison Dick, for more than four years editor of the Florists' Exchange of New York, died at midnight, March 25, in St. Mary's hospital, Brooklyn, following an operation which he underwent on the previous day. The operation was performed, we are advised, for an affection of the kidneys. The deceased was born in Edinburgh, Scotland, 40 years ago. His father was head gardener on the estate of a British army general, and in his boyhood he had ample opportunity to familiarize himself with the various features of horticulture. After he reached manhood, he held various positions in private and commercial establishments, working for a time at Veitch's nursery, London, England. Later, he was employed on the editorial staff of the Journal of Horticulture. He was a member of the Society of American Florists, of the New York Florists' Club and secretary of the American Dahlia Society.

J. Harrison Dick was a good citizen and a Christian gentleman, devoted to his daily duties and in his leisure to his home and religious work and study. His family and late associates have our sincere sympathy. He is survived by his wife and one daughter, and by his aged father and mother, who reside in Edinburgh.

Among the many who were present at the funeral services were: Richard Vincent Jr., White Marsh, Md.; President Charles H. Totty, of the Society of American Florists, Madison, N. J.; Secretary John Young, New York; George W. Kerr, Doylestown, Pa.; M. Free, Brooklyn Botanic Garden; Joseph Sperry, C. Lowther and A. T. De La Mare, New York. The minister, in speaking of the deceased, referred to his high personality, steadfast and unmovable, abounding in good works. He added: "Such a man of great mind and spirit was not given the physical body to correspond, although no soldier on the battlefield, ever sent forth from England, was a truer hero."

NEW LONDON, WIS.—The New London Floral Co. has established a downtown store.

FT. DODGE, IA.—The Olympia Sweet Shop has added a flower department under the management of Nick Mosco, formerly of Minneapolis, Minn.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

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Most of the progressive retailers now say gasoline is the best substitute for the unmitigated errand boy and the spavined steed.

Personal.

Frank L. Budlong and wife started for Providence, R. I., from Florida April 1. Mr. Budlong found navigation of the everglades muck in a "Packard Twelve" more awkward than cruising Indian river in his "Tarpon Queen." However, he closed a deal for 500 acres of muck and should be able next winter to train his Packard on a tract of that size so it will run on the surface instead of searching out the lower deposit of everglade muck.

Ed. Goldenstein, former head of the bulb department at Vaughan's Seed Store, Chicago, now at Camp Grant, has been the victim of some waggish reporter who contributed the following to the camp news column of the Chicago American of April 2: "Edwin Goldenstein is right at home at Camp Grant. With the mild weather and the big drive to clean up the camp, Goldenstein is an indefatigable worker. The artistic part of the work is right in his line. He was formerly a landscape artist and is in Co. M, 344 Inf."

REGARDING digging up Central park for trenches, the New York Times says: "To win the war, let everything be sacrificed, if need be. To throw away unnecessarily is not a sacrifice, but a folly."

PRICES of all commodities being likely to advance rather than decline for some time to come, it would seem generally advantageous to buy early. There should be good demand for everything after the war, munitions excepted.

THE Wisconsin Horticultural Society has issued a series of timely folders for war gardeners as follows: "Getting Ready for the War Garden," "Seed Sense for War Gardeners," "Prepare the Soil in the Seed Bed," "Sowing the Seed in the Garden," "Early Plants." For copies address Secretary Frederic Craneheld, Madison, Wis.

The Rose Annual.

The American Rose Annual for 1918, of the American Rose Society, will shortly be mailed to members. In its 188 pages, well illustrated, the editor, J. Horace McFarland, Harrisburg, Pa., has gathered much information, some of it notably first hand, that is worthy of careful attention by the rose grower. In addition to a symposium, "Shall We Grow Roses in Wartime?", of especial interest at present, data presented with respect to combating of rose diseases, furnished by Dr. L. M. Massey of Cornell University, offers valuable information regarding crown canker and black-spot and powdery mildew, the result of visits to gardens and ranges of about 50 growers. "Roses Retained and Discarded," by George C. Thomas, Jr., presents a very comprehensive list, the results of tests, with variations and characteristics, which will aid rose growers to determine sorts which are desirable to cultivate in the rose garden. Among other interesting articles are: "Roses in Broad Landscape Planting," by Warren H. Manning, North Billerica, Mass.; "A Rose Garden with a Reason," by H. A. Caparn, New York; "The Rose Garden of Humboldt Park, Chicago," by J. F. H. Heide, Chicago; "Portland's New Municipal Rose Garden," by Hon. Geo. L. Baker, mayor; "Rose Species Observation," by John Dunbar, Rochester, N. Y.; "Notes from the Rose Firing-Line," by Dr. W. Van Fleet, Washington, D. C.; "Rose Work in England," by Herbert L. Wettern, London; "Methods of Rose Breeding," by Professor E. A. White, secretary of the American Rose Society, Ithaca, N. Y.; "Stocks for Rose Propagation," by Dr. W. Van Fleet; "Succeeding with Roses," by Robert E. Hughes, Buffalo, N. Y.; "The Rose in Florida," by Marian A. McAdow, Punta Gorda, Fla.; "Roses in the Semi-arid Southwest," by W. C. Blanks, San Angelo, Tex.; "Rose Families and Their Tendencies," by Wallace R. Pierson, Cromwell, Conn.; reports of rose test garden progress and a partial list of roses introduced in America, compiled by Chas. E. F. Gersdorff and the editor.

Among the many attractive illustrations are color plates of the new roses, Mrs. Henry Winnett, Columbia and Rosalind and an excellent portrait of Professor E. A. White.

American Rose Society.

DEPARTMENT OF REGISTRATION.

The following requests have been received for registration of roses and have been approved by the rose registration committee. Unless objections are received within three weeks from the date of this publication, the registrations will be permanently accepted:

Name—Victory. Class, hybrid Wichuraiana. Parentage, Dr. Wm. Van Fleet x Mad. Jules Grolez. Description: Habit of plant, climbing. Character of foliage, Dr. Wm. Van Fleet foliage. Freedom of growth, very vigorous. Hardiness, perfectly hardly. Flower, double, 3½ inches in diameter. Color, deep pink, darker in center. Form, center projecting, medium long, round. Fragrance, quite fragrant. Bud, pointed but rather round. Petalage, 48 petals, curved, stiff. Freedom of bloom—very profuse in June; may bloom later. Lasting quality, on bush one week; when cut buds retain shape until faded. The rose is similar to Mad. Jules Grolez and Dr. Wm. VanFleet, but is different in color, fragrance and petalage and superior for the following reasons: To VanFleet: (1) color is darker; (2) rose is more double; (3) petals are stiffer; (4) rose lasts much longer. To Mad. Jules Grolez: (1) more vigorous grower; (2) free from disease; (3) longer stems for cut flowers; (4) glossy foliage all summer. (Signed) Frederick R. M. Undritz.

Name—Freedom (The climbing White American Beauty). Class, hybrid Wichuraiana. Parentage of rose, Silver Moon x Kaiserin Augusta Victoria. Description: Habit of plant, climbing. Character of foliage, Silver Moon foliage. Freedom of growth, very vigorous. Hardiness, perfectly hardy. Flower, very double, over 4 inches in diameter. Color, white, base petals tinted cream, center yellow. Form, center projecting; medium long. Fragrance, Silver Moon fragrance. Bud, pointed and firm. Petalage, 75 petals, curved, stiff and erect. Freedom of bloom, profuse in June; may bloom later; lasting quality on bush, about eight days. The rose is similar to Kaiserin Augusta Victoria, but is different in petalage and form and superior for the following reasons: (1) more hardy; (2) disease-resistant; (3) the rose lasts longer; (4) more vigorous grower; (5) much better bloomer. Better than Silver Moon because: (1) it is much more double; (2) better cut flower, one flower to a branch; (3) typical climbing White American Beauty. (Signed) Frederick R. M. Undritz.

Name—Mrs. E. T. Stotesbury. Class hybrid tea. Parentage, seedling of Jos. Hill and Maryland crossed on Milady. Description: Habit of plant, throws off lateral shoots from the bud ranging from 12 inches to 18 inches. Character of foliage, large, dark, glossy foliage. Freedom of growth and hardiness, very free, strong and vigorous. Flower, large, does not bruise. Color, light pink, shaded in darker pink. Form, large, full flower, opening wide. Fragrance and bud, spicy fragrance, long bud. Petalage, 32 petals average. Freedom of bloom and lasting quality, very free; good keeper. The rose is similar to Shawyer, but is different in color, foliage and growth and superior for the following reasons; it is more free, stronger and has a heavier flower.

(Signed) Edward Towill.
E. A. WHITE, Sec'y.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Ads., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—Many years experience; greenhouse or private place.
John Plath, 463 W. Chicago Av., Chicago.

Situation Wanted—As first-class gardener to take charge of gentleman's private estate or public institution, by a middle aged man (Scotch); thoroughly familiar with the routine of work in either place; forcing of flowers and vegetables; also fruits; a good knowledge of perennials, trees and shrubs; a good landscape gardener. Best of references. Apply

W. M. S., 3238 Second Ave., S.,
Minneapolis, Minn.

Help Wanted—Two glaziers. Apply

George Reinberg,
2057 Balmoral Ave., Chicago.

Help Wanted—Rose grower; state wages wanted; can come at once.

Wm. Dittman, New Castle, Ind.

Help Wanted—Gardener for place near Chicago.

Key 886, care American Florist.

Help Wanted—Experienced saleslady for retail store. Lakeside Flower Shop, 4700 Sheridan Road, Chicago. Phone Edgewater 2670.

Help Wanted—Apprentices for orchids, roses and pot plant department.

Poehlmann Bros. Co.,
Morton Grove, Ill.

Help Wanted—At once, good men for rose section. Salary \$55.00 per month with board, room and washing. Apply to

Goerger Bros.,
Arlington, Heights, Ill.

Help Wanted—Section men. Must be experienced and come well recommended. Apply

Wieter Bros.,
162 Wabash Ave., Chicago.

Help Wanted—Single man, who understands gardening and growing of potted plants and general greenhouse work. Address

E. A. Moore, 207 W. Burbank St.,
Harvard, Ill.

For Sale—Heating system for three greenhouses, except boilers. Houses 22x100. Call on

O. W. Farley, Administration Bldg.,
Zion City, Ill.

For Sale—Greenhouses, about 20,000 feet of glass. 10 squares from Court House; city of 40,000 population; good retail and wholesale trade. Just the time for spring trade but must sell to settle estate. Liberal terms; write for particulars. **Riverside Floral Co., W. A. Richison, Admr., Muncie, Ind.**

Help Wanted

At once, young greenhouseman with some experience in carnations, roses, chrysanthemums and pot plants, to work under foreman. \$15 per week to start. Good chance for advancement to steady reliable man. Give experience, references, etc., to

Millers' Greenhouses, Muncie, Ind.

Situation Wanted

By good gardener; married. Prefer private place or institution. Address

Key 882, care American Florist.

Situation Wanted

Married man with 20 years experience wants position as grower of florists' stock or vegetables, indoors or out. First-class references.

ROBERT TOWNE,
Care of Walden, Lake Forest, Ill.

Situation Wanted.

First-class gardener and florist; 16 years' practical experience in all branches; greenhouse, landscaping; good perennial grower, roses, carnations, vegetables, etc. European and U. S. experience; will consider private place. Married, 32 years of age, one child. Answer only if you want a man to take charge. State salary and full particulars in first letter. Gardener, 1001 N. Ashland Ave., Chicago, Ill.

Help Wanted

Two salesmen of ability and good address who thoroughly understand the business of a first-class retail store.

MALANDRE BROTHERS
2077 Broadway, NEW YORK

For Sale

B. Schroeter's Greenhouses

\$2,000 takes 16 greenhouses (29,000 sq. ft. of glass), with sheds, barn, boilers, etc., in Detroit, Mich. Lease on property for 5½ years. These greenhouses are for sale only because of the death of the owner. For particulars address,

MRS. B. SCHROETER
397 Helen Avenue, DETROIT, MICH.

WANTED

By large eastern seed establishment experienced buyer of Clovers, Grasses and Grains. Exceptional opportunity for capable man. Address

Key 877, care American Florist.

Second-hand Pipe For Sale.

A quantity of ¾-in., 1-in., 1¼-in., 1½-in., 2-in., 3-in., and other sizes.

Guaranteed sound. Suitable for steam or water lines. Write us for prices.

BAUER GAS CO., EATON, IND.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 100, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

WAR CONDITIONS Of Supply and Demand

While there is no doubt the demand for spring bedding and other decorative plants and bulbs will be materially curtailed by the war garden movement, we believe this condition will be fully counterbalanced by the prosperity in the south and the effects of the coal shortage on the greenhousemen of the west, north and east, placing in the market for stock a large number of new buyers not familiar with the sources of supply.

Most of these buyers can be reached at small cost by advertising in **The American Florist**, and we feel that it will be greatly to your advantage to start this campaign with an advertisement in our columns.

Make Your Spring Drive NOW.

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Two Big Floral Holidays

Mothers' Day, May 12th---Memorial Day, May 30th.

Be prepared with a full line of our goods for these busy days, display them and attract the business.

WHITE CARNATIONS FOR MOTHERS' DAY, perfect imitations.

Metallic Designs in great variety, flowers and foliage true to name. Magnolia, Cycas and fancy foliage Wreaths, decorated or plain; Magnolia Leaves, green and bronze, in carton and bulk. Waxed Crepe Flower Roses, Dahlias, Chrysanthemums, Cape Flowers, all colors; Wheat Sheaves. Send orders today, have the goods on hand, work them up, be ready to go over the top when the call comes.

Send for our Illustrated Price List.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

Detroit.

BIG WEEK OF BUSINESS.

Easter business in this city was the best in all respects ever experienced. The weather uniformly fine every day of the week, continuing over Sunday, was a big factor that contributed to the successful business of the week. It was the experience of nearly every retailer that the buying started in earlier in the week than ever before. Monday even gave a clear indication of the big week that followed, and with each recurring day the trade increased over corresponding days of a year ago, and Saturday with clear, bright skies and the typical spring day it was, seemed to inspire everyone with a desire to indulge in the beautiful array of floral products to be seen in all the florists' shops. Lilies seemed to lead in popularity, as a pot plant, closely followed by high grade bulbous stock, in the larger sizes. Some nice azaleas were available, and these maintained their usual popularity in the sizes ranging from \$3 up to \$10. Hydrangeas in most cases proved a disappointment because of their inability to hold up in appearance as seen in the greenhouses before the ordeal of shop conditions rendered them unattractive. Varying were the reports concerning baby rambler roses, which with some were as popular as ever, while with others they were a disappointment, due chiefly, it is thought, to their premature condition on delivery to the stores. High priced specimens of Dorothy Perkins and Tausendschon in trained shapes did not attract the buyers this year, nor did lilac of equal value. It was observed throughout the week that the higher priced articles of any kind were being eliminated by the formerly extravagant buyers. The total great volume of business enjoyed by all was the result of the increased number of buyers that this year, of all years, sought the floral shops. Few of the dealers this year prepared a stock of plant baskets, and only those with medium prices attached moved to a satisfactory degree. Lilies with nearly every one were short in supply, and it is safe to say many more thousand plants could have been sold. These brought a higher price than ever before in the city; it being rarely the case in former years to charge more than 25 cents a bud and bloom, while this year the ruling price was 30 cents a bud and bloom, while many were sold for an advance over this price and in the computation every bud was counted and yet this rule being most uniform in its application brought no

resentment from the prospective purchasers, many of whom would be satisfied with nothing but a lily. In cut flowers, everyone was surprised at the popularity of the violet, the supply of which was far short of the demand. Sweet peas, too, was an item of special popularity, and even the necessary higher prices asked for them did not deter their speedy sale. Carnations were in rather meagre supply, but the quality was good and all were sold, the ruling price being \$1.50 a dozen. Roses in all grades sold well, and a distinct advance in price was maintained for them. Bulbous stock sold well, and this, too, enjoyed an advance in price over previous years. In the early part of the week, a lengthy editorial appeared in the Detroit Free Press. It was a forceful, logical and timely article, that in substance pointed out the propriety of the use of flowers and the clear duty of the people to patronize the florists whose lives are devoted to this ever increasing and important industry. Its effect and actual value to the local trade far exceeded that of pages of advertising by the florists themselves, who this year refrained from the use of the daily papers for Easter publicity, more generally than in previous years. It was noted that the large advertisers of other lines of goods during the week employed a free use of cuts of lilies and other flowers, which, we think, were very suggestive of flowers and left an impression that strengthened the desire for their possession. The facilities for handling a big rush of trade that nearly all the florists had installed were found inadequate for the surprisingly incessant call that all enjoyed. The comments of some of these dealers follow:

Bomb Floral Company.—We had a big trade. Advanced prices prevailed. There was an even call for all items on the list of plants and cut flowers. Lilies were as heretofore the leader in flowering plants. Our greatest difficulty was to handle the customers promptly and to get out our deliveries on time. On such occasions, the growers who supply us throughout the week, should aid us in our terrible rush on that day.

Fetters Flowers.—It was the best trade we ever experienced for Easter. Lilies and high grade bulbous plants were leaders in plants. Many baskets sold too. Violets were in great demand. We did not have enough. We never had better bulbous stock. Our trade at our upper Woodward avenue store was very brisk on Easter Sunday, as well as satisfactory throughout the week.

John Breitmeyer's Sons.—We did an immense business all through the week, culminating in a big rush Saturday, the fine weather being an important factor, contributing to the grand results. Probably an outstanding feature of the week was the reluctance of the very rich to indulge in the higher priced items they formerly bought as Easter gifts.

Central Floral Co.—Easter trade was very good, far exceeding that of last year. All the week was good, indicating the great volume attained Saturday. Easter lilies easily led in popularity and we had not nearly sufficient stock to satisfy the calls. Baby rambler rose plants moved rather slowly, but good bulbous stock was easily disposed of at prices a shade higher than last year.

W. B. Brown.—We had a very good trade; far better than expected. Bulbous stock was very popular, while high priced hydrangeas and lilacs moved slowly. Good baby rambles found ready sale. Violets were very popular and more could be sold if the quality would equal some of the fine ones we had. Lilies were very popular.

Scribner Floral Co.—We had a nice trade and were able to handle it most satisfactorily. The volume exceeded quite a little that of last year and popular priced plants had the lead. High priced lilies and other plants moved slowly. Violets were exceptionally popular and we sold a great many of them.

J. K. Stock.—Our trade was fairly good in high priced items, but exceedingly good in moderate priced plants. We made a specialty of bulbous boxes, as originally planted in receptacles 24 inches long by 26 inches wide, which was a great hit. These filled with mixed plants also were popular.

B. Schroeter.—Trade was very good. Nearly every kind of a plant sold well except the higher priced plants, but the volume was greater than a year ago, made up by the more numerous sales. We are well satisfied.

J. F. S.

NEW YORK.—Daily auto truck express service has been established between this city, Philadelphia and Baltimore by the Beam-Fletcher Motor Freight Corp., Washington and Dey streets.

KINGSTON, PA.—C. L. Seybold, superintendent of parks at Wilkes-Barre, has sold a part interest in the C. L. Seybold Floral Co., having found it necessary to become a legal resident of the latter city to retain his public office.

ROSES IN BIG SUPPLY

All through the month of April .

Including Fine Russell

Special Inducements in Price During This Month.

**Orchids, Valley, Carnations, Sweet Peas,
Spring Flowers, Sprengeri, Plumosus,
Galax, Leucothoe, Boxwood, Woodwardia.**

2½ Inch Own-Root Rose Plants FOR BENCHING

Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst at \$7.50 per 100, \$70.00 per 1000.
Milady and Richmond at \$7.00 per 100, \$65.00 per 1000. Russell at \$10.00 per 100, \$100.00 per 1000.

3¼ Inch Stock at \$35.00 per 1000 Additional.

PLANTS

UYCLAMEN.

4-inch pots....\$3.00, \$3.60 and \$4.20 per doz.

PANDANUS VEITCHII.

5-inch pots\$0.75 each

8-inch tubs\$3.00 and 3.50 each

BIRD'S NEST FERNS.

6-inch pots\$1.50 each

TABLE FERNS.

3¼-inch pots\$4.00 per 100

RUBBER PLANTS.

4-inch pots.....\$4.20 per doz.

5-inch pots..... 6.00 per doz.

HOLLY FERNS.

3-inch\$10.00 per 100

4-inch 15.00 per 100

4-inch\$3.00 and 4.20 per doz.

6-inch 6.00 per doz.

COLEUS CHRISTMAS GEM.

5-inch pots\$3.00 and \$4.20 per doz.

ASPARAGUS PLUMOSUS.

2¼-inch\$3.50 per 100

6-inch, made up..... 4.20 per doz.

ENGLISH IVY.

4-inch\$15.00 per 100

COCOS WEDDELIANA.

2¼-inch\$14.00 per 100

PYTHOSPERMA ALEXANDER.

3-inch pots\$15.00 per 100

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

Spring Crop is Now On

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, Shawyer, Brilliants, Ophelia, White Killarney and American Beauties.

CURRENT PRICE LIST

AMERICAN BEAUTIES—Price, from 50 cents to \$4.00 per dozen, according to length of stems.

RUSSELL—best in this market.

	Per doz.
Specials, extra long	\$2.50
Good length	2.00
Good medium	\$1.00 to 1.50
Good short50 to .75

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST.

	Per 100
Long stems	\$10.00
Good medium	\$6.00 to 8.00
Good short	3.00 to 5.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT.

	Per 100
Long stems	\$8.00
Good medium	5.00 to 6.00
Good short	3.00 to 4.00

CARNATIONS

	Per 100
Belle Washburn, fancy red	\$3.00
Pink and White, fancy	3.00
Good White and pink	2.00
Lily of the Valley, per 100	\$5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGERI , per 100	\$2.00 to \$4.00
GALAX , green and bronze, per 1,000	1.00
Choice Common FERNS , per 1,000	3.50

BULBS, FLOWERS AND ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

GOOD EASTER BUSINESS.

The Easter trade was good this year all things considered but could have been a whole lot better. Roses, lilies and sweet peas were in exceptionally heavy demand and cleaned up quickly at an early hour at very satisfactory prices. American Beauty roses moved swiftly in the fancier grades at prices ranging from \$40 to \$50 per 100 and there was also an exceedingly brisk demand for long stemmed Mrs. Charles Russell. Roses in general were in short supply and it was impossible to fill anywhere near the orders that were received. Lilies were also scarce and what stock was offered commanded high prices. Sweet peas sold surprisingly well at the advertised quotations and there was no surplus when the day was over. Lily of the valley, orchids and gardenias cleaned up early and while violets were in good demand they did not bring the prices that everyone expected they would. Carnations were in extra heavy supply and never sold at such low prices before at Easter as they did this year. Fancy stock brought fair prices but the average will be low compared to other Easters and many a grower was or will be disappointed when he receives his returns. Jonquils, tulips, daffodils and narcissi sold surprisingly well considering the poor demand for carnations. Snapdragons, freesias, calendulas, daisies, feverfew, stevia, mignonette and other miscellaneous seasonable stock had a good call and while business was not as good as the majority of dealers expected it would be the market cleaned up pretty well in all lines with the exception of carnations. The weather was ideal in every respect and the retail stores were crowded to capacity all day,



At Houston, Texas.

Reading from left to right, standing—Jack Byers and E. C. Pruner, Chicago; Jim Kaiser and T. J. Wolfe, Waco, Texas.

March 30, when it was almost impossible to handle the crowd. The demand started in later than usual this year and what promised to be a very quiet Easter for the retail florist turned out to be a very good one, owing to the whirlwind finish. There was more stock offered in the market than anyone expected there would be owing to the very favorable weather that prevailed the past month and it might be safe to report that the dealers who were long on sweet peas, lilies and roses enjoyed as good if not a better holiday trade than they did in 1917. Several of the large growers were

almost completely off crop with roses and were hit heavily and in one instance of this kind the proprietor reports that his sales were at least 50 per cent. below those of last Easter. The growers of pot plants sold out completely in all lines and were more than pleased with their sales. The news of the big battle in Europe put somewhat of a damper on the business but considering existing conditions the Easter trade was good.

NOTES.

A. Lange, the well-known East Madison street florist, had all the business that he could possibly handle for Easter, and while he has not yet had time to compare his sales with those of 1917, the writer will venture to report that they will show up most favorably. He used the daily papers extensively and deserved all the business that he enjoyed. His son, Homer, who has charge of the shipping department, made a new record for himself this Easter and delivered all the orders in due time, which is doing exceptionally well considering the large number of packages sent out.

South siders will have an opportunity to profit from three model war gardens which will be maintained by the south park commissioners. The gardens will be situated in Washington park, Bessemer park, and Sherman park. J. Frank Foster of the south parks will have supervision over them. The gardeners will be available to answer all questions.

Phil Weinberg, with Poehlmann Bros. Co., has been classified for military service by his draft board and expects to be called to the colors at any moment.

The Florists' Club will meet at the Bismarck hotel, Thursday evening, April 4, at 8 p. m.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

ROSES==CARNATIONS

Fancy Lilies, Sweet Peas, Valley, Violets, and Complete Line of Greens.

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$25.00
Select	20.00
Medium	\$12.00 to 15.00
Short	6.00 to 10.00

RICHMOND

	Per 100
Specials	\$10.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

MILADY

	Per 100
Specials	\$10.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

Killarney.....
White Killarney..
Killarney Brilliant
Sunburst.....
My Maryland.....
Ophelia.....
Champ Wieland..

	Per 100
Special	\$10.00
Select	8.00
Medium	\$5.00 to 6.00
Short	4.00

ROSES, OUR SELECTION

Per 100

\$ 4.00

Carnations, fancy \$ 2.00 to 3.00

Harrish 12.00 to 15.00

Valley 6.00

Stevia 1.50 to 2.00

Sweet Peas 1.00 to 1.50

Smilax per doz. strings 2.50 to 3.00

Adiantum 1.00 to 1.50

Asparagus, per bunch..... 50c to 75c

Ferns, per 1,000..... \$3.50

Boxwood per bunch, 35c

Galax, bronze and green, per 1,000, \$1.25

Leucothoe Sprays75 to 1.00

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

Big Sale on Carnations

Extra Fancy Stock in All Colors.

\$1.50 per 100; \$2.00 per 100; \$2.50 per 100; \$3.00 per 100.

This is the time of the year that all Retail Florists have a chance to offset the quiet Lenten season by conducting special sales on Carnations and all other seasonable stock including Spring Flowers. You can always rely upon us to supply you with stock when you do, so get in touch with us right away. Now is the time to strike for there is plenty of stock in the market and the public is ready to buy owing to the reasonable prices.

Order here. You cannot do better elsewhere—often not nearly as good.

BIG CROP of CARNATIONS

We have all the standard and best new varieties, and can supply the best grade in quantity at the most reasonable prices. Best Red, White and Pink obtainable in the Chicago Market, so order from us.

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Extra Special	\$25.00
Select	20.00
Fancy	15.00
Medium	12.00
Short	10.00

RICHMOND. KILLARNEY BRILLIANT.	Per 100
White—KILLARNEY—Pink.	
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	\$2.00 to 4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$10.00
Select	8.00
Fancy	6.00
Good	\$3.00 to 5.00

MINIATURE ROSES.	Per 100
Baby Doll	\$3.00
Elgar	3.00
ROSES, OUR SELECTION	3.00

CARNATIONS.	Per 100
Extra Special	\$2.00
Fancy	1.50
Good	1.00

MISCELLANEOUS.	Per 100
Valley	\$ 8.00
Lilies	12.50 to 15.00
Ferns, per 1,000	4.00
Smilax, per doz. strings	2.00
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengerii, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

Emil G. Skoglund, builder, has sold to John Fuhrman, florist the 21 apartment building on 77x137 feet of ground at the northeast corner of North Ashland and Carmen avenues, for a reported consideration of \$70,000, subject to an incumbrance of \$35,000. In part payment the purchaser conveyed a tract of 20 acres at the northwest corner of One Hundred and Fifty-fourth street and Torrence avenue, at a reported valuation of \$10,000, and the vacant 72½x122 feet at the corner of North Clark street and Rascher avenue, at an indicated consideration of \$25,000, subject to an incumbrance of \$3,000.

O. J. Friedman, 516 South Michigan avenue, had a magnificent display of blooming plants and deserves the palm for art and novelty this Easter. Hydrangeas, Scotch heather and rambler roses together with made-up baskets of bulbous stock arranged in Victor Bergman's usual fine style were his leaders and sold quickly. Baby Tausendschon roses were scarce this season and greatly missed at this establishment.

The White House Florist sold out completely in plants as well as cut flowers this Easter and reports a very satisfactory business. This firm allowed the purchasers 25 cents on each plant ranging from \$1.50 to \$3.00 and 50 cents on all over \$3.00 and up to avoid delivery, which made a big hit and saved a lot of time and trouble.

Percy Jones, Inc., had a fine Easter which exceeded all expectations. Manager H. Van Gelder was particularly well pleased with the out-of-town demand and also reports a very good call for stock by the city buyers. This firm has a tremendous supply of Superiora magnolia leaves on hand to meet the call for Memorial day use.

George Wienhoeber had the finest and largest collection of azaleas in the city for Easter at his South Wabash avenue store, not to mention his usual magnificent show of other plants and cut flowers. Business was extra good with him and the total sales show a wonderful increase over those of last Easter.

Zech & Mann never enjoyed such a splendid Easter business as they did this year, for they had an exceptionally large supply of all seasonable stock, including the scarce items, particularly lilies, sweet peas and roses. Allie Zech says that every advance order booked was filled in full.

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

SUPERIORA MAGNOLIA LEAVES

Brown—Green—Purple

\$1.15 per carton

Magnolia Wreaths will be in brisk demand for Memorial Day this year so prepare for the rush by making them up during your spare time. You can afford to stock up now at this price.

Lieutenant Fred W. Haeger, formerly with the A. L. Randall Co., Edward Goldenstein, recently with Vaughan's Seed Store, and Allan Humason, well-known knight of the grip, now with the National army at Rockford, spent Easter with relatives and friends here.

Nic Dahm, Jr., of Morton Grove, who left to join the national army at Rockford several weeks ago, is now with the 602nd Engineers, Company B, at Camp Devens, Mass. Jakey Baumardt, another Morton Grove boy, is in the same company.

Peter Duris was more than pleased with the Central Floral Co.'s Easter business which shows a 25 per cent increase over that of last year. This firm has one of the prettiest retail stores in the city, not to mention one of the best locations.

O. A. & L. A. Tonner were agreeably surprised to find in comparing their Easter sales with those of 1917 that there was only a small difference, which is doing remarkably well. This firm received its first shipments of Spanish iris this week.

William F. Schofield, the North State street florist, reports a splendid Easter trade with a grand cleanup in all lines, particularly plants. He expects to move in his new store and

flat building adjoining his present place on or about May 1.

Mrs. Herbach, with Labo, Joliet, was in the city last week buying stock for Easter. She reports business as good and was confident that her holiday trade would show a substantial increase over that of last year.

George Perdikas says that his Easter business was better than last year with a complete cleanup in plants. Lilies and bulbous stock in pots and pans were his leaders and best sellers.

Casper Manheim of 122nd Field Artillery now stationed at Houston, Texas, is home on a sick leave. He is a son of Harry Manheim for many years with Hørber Bros.

The Grossberg, Tyler, Finermann Co., successors to The Freres-Windler Co., opened for business April 1. D. E. Freres will be at the old stand for several months.

Roy Bindon, formerly with A. T. Pyfer & Co., is awaiting his call to the colors, having been found physically fit for military service by his local draft board.

Erne & Company had a good Easter trade which was much better than expected and compared favorably with that of 1917.

A. L. VAUGHAN & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave, Chicago

Everything In Seasonable Cut Flowers and Greens

CURRENT PRICE LIST

Subject to Change
Without Notice.

ROSES.		Per doz.	Per 100		ORCHIDS.		Per doz.
American Beauties,			White Killarney, special	10.00 to 12.00	Cattleyas		\$6.00 to \$9.00
40-inch stems.....	\$ 6.00		" " select	8.00	Violets		
48-inch stems.....	5.00		" " medium	5.00 to 6.00	MISCELLANEOUS.	Per 100	
36-inch stems.....	4.00		" " short	4.00	Valley		\$ 0.75 to \$ 1.00
30-inch stems.....	3.00		Killarney, special	10.00 to 12.00	Easter Lilies		10.00 to 12.50
24-inch stems.....	2.50		" select	8.00	Callas	per doz.	1.50 to 2.00
20-inch stems.....	1.50		" medium	5.00 to 6.00	Snapdragon	bunch	.75 to 1.00
Short stems	\$ 0.75 to 1.00		" short	4.00	Calendulas		3.00 to 4.00
		Per 100	Mrs. Ward, special	10.00 to 12.00	Daisies		1.00 to 2.00
Mrs. Russell, special	25.00 to 30.00		" select	8.00	Mignonette		6.00 to 8.00
" " select	20.00		" " medium	5.00 to 6.00	Sweet Peas		.75 to 1.50
" " medium	12.00 to 15.00		" " short	4.00	Tulips		2.00 to 3.00
" " short	8.00		Sunburst, special	10.00 to 12.00	Jonquils		2.00 to 3.00
Richmond, special	10.00 to 12.00		" select	8.00	Daffodils		2.00 to 3.00
" " select	8.00		" " medium	5.00 to 6.00	Freelias		2.00 to 3.00
" " medium	5.00 to 6.00		" " short	4.00	DECORATIVE.		
" " short	4.00		Cecil Brunner	2.00 to 3.00	Plumous strings		\$0.50 to \$0.75
Milady, special	10.00 to 12.00		Elgar	2.00 to 3.00	Plumous	per bunch	.35 to .50
" " select	8.00		Baby Doll	2.00 to 3.00	Sprenger	"	.35 to .50
" " medium	5.00 to 6.00		Extra special roses billed accordingly.		Adiantum, fancy long	per 100	1.00
" " short	4.00		ROSES, OUR SELECTION..	4.00	Smilax	per doz.	2.00
Killarney Brilliant, special	10.00 to 12.00		CARNATIONS.		Ferns	per 1,000	3.50
" " select	8.00		Fancy	\$ 2.00 to \$ 3.00	Galax	"	1.25
" " medium	5.00 to 6.00				Mexican Ivy	"	5.00
" " short	4.00				Leucothoe sprays		.75c
Ophelia, special	10.00 to 12.00				Boxwood, per lb.	25c; cases	7.50
" " select	8.00				Pussy Willows	per bunch	.35 to .50
" " medium	5.00 to 6.00				Subject to market changes.		
" " short	4.00						

Mention the American Florist when writing.

Heavy Supply of Roses and Carnations at Greatly Reduced Prices

If You Want Good Stock and Treatment Send Your Orders To Us For

ROSES CARNATIONS VALLEY LILIES DAISIES
 JONQUILS MIGNONETTE LUPINES IRIS CALLAS
 DARWIN TULIPS SWEET PEAS SNAPDRAGONS TULIPS

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

Chicago's most up-to-date and best located Wholesale Cut Flower House.

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention the American Florist when writing.

C. L. Washburn says that the shipping trade was particularly heavy at Bassett & Washburn's store for Easter, with an unusually heavy demand for carnations. Mrs. Washburn gave the regular force a hand during the rush and proved to be an expert in grading roses.

WANTED! To handle on commission, Lilies, Tulips, Jonquils or other Seasonable Stock.


M. C. Gunterberg

—WHOLESALE FLORIST—

158 North Wabash Avenue,

CHICAGO

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

The bodies of two boys were found in the north branch of the river at Miami avenue, March 31. One of them was identified as William Liebermann, 16 years old, 2509 West North avenue, and the other that of Hubert Musselmann, who started out together on a hunting trip, February 24, first mention of which was made in the March 23 issue of THE AMERICAN FLORIST. The funeral of both the boys was held Tuesday, April 2, with interment at Waldheim and Forest Home cemeteries. The late William Liebermann is a brother of Fred Liebermann, of Kennicott Bros. Co.

The Alpha Floral Co. had more business than it could handle for Easter and sold out completely in everything. Plants never sold better, especially lilies, and while a large supply was arranged for it was impossible to meet the demand. Sweet peas never had such a good call at fancy prices as this Easter which also holds true for cut flowers in general. Andrew Chronis was highly elated over the result and had every reason to be for the store was so crowded with customers at times that it was impossible to anywhere near handle the crowd.

Pöhlmann Bros. Co. had a large cut of extra fine roses for Easter this year which cleaned up at an early hour each day not to mention their fancy lilies and orchids. Their Easter trade was very satisfactory considering that a part of the large range at Morton Grove was closed last winter to conform with the wish of the fuel administrator and to meet the coal shortage. The plant department cleaned up completely in all lines of blooming stock especially lilies, which sold like hot cakes.

A. T. Pyfer & Co. had a splendid Easter business due largely to the fact that the Pyfer & Olsem greenhouses at Wilmette were in full crop with roses. Darwin tulips from the same range and their Murphy avenue place in large quantities cleaned up early at good prices.

A. L. Vaughan & Co. enjoyed a very satisfactory Easter business with a heavy out-of-town demand. Several large shipments of southern outdoor stock early in the week came in handy and sold like hot cakes, which helped swell their total sales considerably.

Miss Edna Bauer and Hans V. Yepson were quietly married at Evanston, April 1. The happy couple have the best wishes of their many friends for a safe voyage on the turbulent sea of matrimony. Mr. Yepson is with A. H. Schneider at Oak Park.

Kyle & Foerster had a banner Easter business with the sales showing a great increase over those of 1917. Their total sales for the month of March were the best in the history of the firm.

Fred Longren, representing the Burlington Willow Ware Shops, has an

THE RAPID RAPPER

will be used more than ever this Spring. It will come in handy in wrapping your bulb stock and other plants. Write for free illustrated booklet



Most beautiful ornamental Plant Stand on the market. Write for special price on lots of 50 or more. Good proposition for Agents and Jobbers.

THE RAPID WRAPPER CO.

56 East Randolph Street, CHICAGO

BURLINGTON WILLOW WARE SHOP,
BURLINGTON, IOWA.

Mention the American Florist when writing.

exhibit at the Palmer House this week in room 49 which everyone in the trade is welcome to inspect.

Duncan Robertson received word this week from Uncle Sam announcing the safe arrival overseas of Harry E. Linderall, formerly with Schofield, the North State street florist.

Roland Pöhlmann and Earl Pöhlmann, sons of August and Adolph Pöhlmann, who are students of Professor H. B. Dorner at Urbana, are home on a vacation.

Mrs. Allie Zech's brother, Walter Pagels, left April 1 to join the National army at Rockford.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady.

Sunburst.

Shawyer.

Ward.

Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

DARWIN TULIPS

(Best in Chicago.)

SWEET PEAS

Our famous high quality stock is positively the best obtainable.

Arrange with us for your regular supply—they will be good sellers from now on.

DAFFODILS

Valley.

Callas.

Calendulas.

Cattleyas,

Paper Whites.

White Daisies. Yellow Daisies.

Pansies.

Strawflowers.

Jonquils

Mignonette

Freesias

Tulips

Snappedragons.

GREENS.

Plumosus.

Sprengeri.

Galax, bronze.

Galax, green.

Ferns.

Leucothoe Sprays.

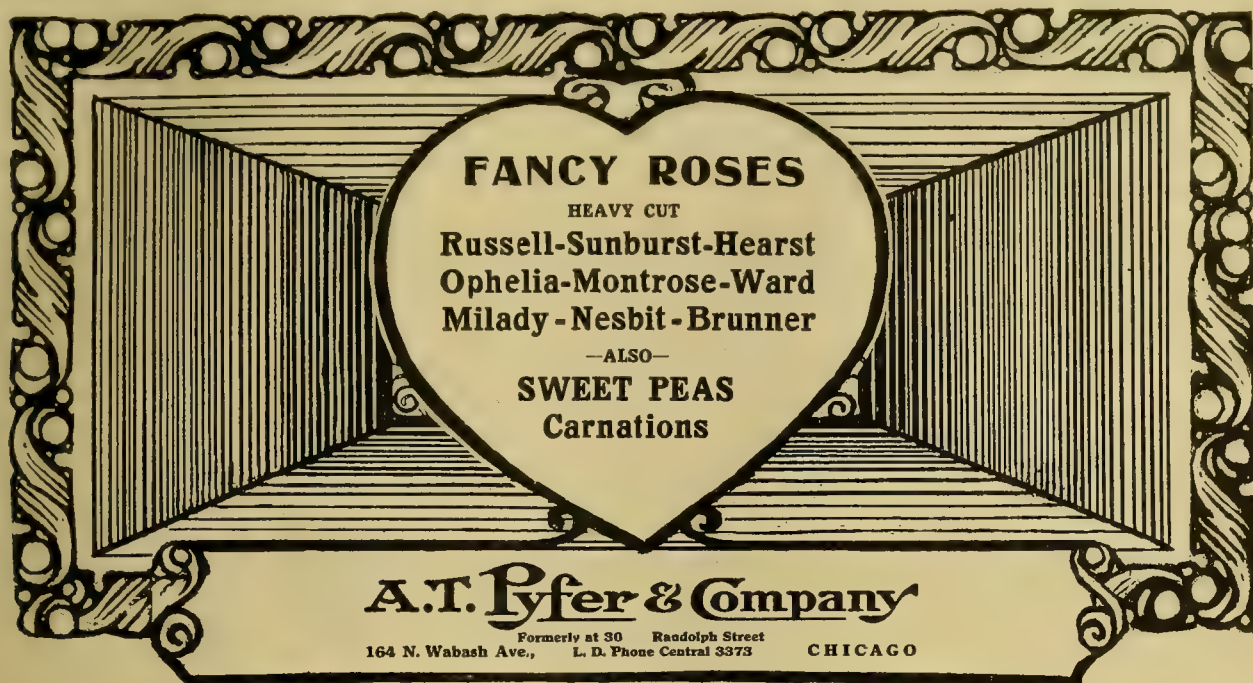
Mexican Ivy.

Smilax.

Adiantum.

Wild Smilax.

Boxwood.



FANCY ROSES
HEAVY CUT
Russell-Sunburst-Hearst
Ophelia-Montrose-Ward
Milady - Nesbit - Brunner
—ALSO—
SWEET PEAS
Carnations

A.T. Pyfer & Company
Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

Mrs. Irene Williams, who has been conducting a retail florist business at 32 East Randolph street under the name of the Atlas Floral Co., has moved to 176 North Wabash avenue in the Le Moyne building after a most prosperous Easter trade. The Atlas Floral Co. was located at 32 East Randolph street for about 20 years and Mrs. Williams' many friends in the trade wish her every success in the new location. There are 20 trade concerns mostly wholesale florists in the building she is leaving compared to six in the one now occupied.

The Batavia Greenhouse Co. never experienced such a brisk Easter demand for American Beauty roses as this year according to O. Johnson, who adds that the fancier grades averaged \$50 per 100, which price has prevailed since the Christmas holidays. George Kaspar, his right-hand storeman, claims that the daily receipts of American Beauty roses during the two weeks before Easter was about 2000 per day.

The Fleischman Floral Co. had a magnificent showing of plants at its East Jackson boulevard store including fancy specimens of rhododendrons and azaleas. Ed. Mallinson and the regular force were assisted by J. F. Eagleston, Dick Parker and several others during the rush.

The Chicago Flower Growers' Association handled a large supply of stock for Easter including roses and cleaned up nicely in practically all lines. The shipping trade was surprisingly brisk and the city demand never was so lively the day before Easter.

Philip J. Schupp has no complaint to make in regard to J. A. Budlong's Easter trade which was exceedingly good considering existing conditions and the general shortage of lilies. Roswell Schupp is serving on the jury for the first time this week.

George Reinberg is in good crop with roses but just missed Easter by a few days like a couple of the other growers, who experienced great difficulty in obtaining coal during the extreme shortage last winter.

The Chicago Florist, 35 East Adams street, reports that his Easter sales were better than those of 1917 with a particularly heavy run on sweet peas and violets.

For YOUR Attention



Buy Cut Flowers Rather Than Grow Them

What you want you can get at the price you wish to pay, which is cheaper than to compete as a retail grower against the greatest cut flower producing center in the world—CHICAGO.

W. J. Kennicott, President

Kennicott Bros. Co.

"Chicago's Most Popular Wholesale House"

Established 1881

CHICAGO

ROSES--CARNATIONS

Tulips -- Calendulas -- Sweet Peas--Narcissi
Stocks--Jonquills--White and Yellow Daisies

FLORISTS' SUPPLIES

Magnolia Leaves-Magnolia Wreaths-Cycas Leaves, Etc.

O. A. & L. A. TONNER
30 East Randolph St., Chicago, Ill.

Mention the American Florist when writing.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Shiller had a most satisfactory Easter trade at both the west and north stores, and, while it has been too early to compare figures with last year, the indications are that the total sales will be fully as good, if not better. Plants, as usual, had the call and it was surprising how many orders there were for corsages, which kept the entire force on the jump at all times to keep pace with the demand. George Asmus was particularly well pleased over the heavy call for corsage work, which has been extremely quiet all season.

Wietor Bros. have booked several large orders for young rose stock the past week, which is now ready for delivery and leads one to believe that many of the growers are going to stay in business for another season even though the past year has been a most discouraging one. Rooted carnation cuttings are also moving nicely.

The George Wittbold Co. reports a very good Easter, with a satisfactory cleanup in all lines. The total sales were encouraging, notwithstanding the limited advertising that this firm did this year, and if their better class of customers had returned from the winter resorts in time this Easter would probably have been a record-breaker.

C. Frauenfelder, 3343 West Madison street, had a heavy run on plants, and cleaned up completely, as usual, in all lines. Corsages were in brisk demand and helped considerably to make the total sales compare favorably with those of 1917. Miss Edna Frauenfelder is now bookkeeper at this establishment.

Peter Reinberg is cutting from a good crop of Champ Weiland roses which are moving well at good prices considering the present market conditions. This house reports that it never had such a heavy call for yellow roses at any Easter as it did this year.

H. N. Bruns featured plants on a large scale at his West Madison street store, and had a heavy run on lilies and hyacinths. Trade in general was good and, as usual, he had a large cut of choice lily of the valley, which sold out early at high prices.

The Bohannon Floral Co. made a beautiful showing of plants at its East Monroe street store all during Easter week and seemed to have its share of business.

Rudolph Virus, 5324 Leland avenue, left April 3 for Portland, Me., with other national army men to join Uncle Sam's coast defenders.

L. Hockner, of the Peter Reinberg force, will open the carnival season with his concessions at East St. Louis this month.

Vaughan's Seed Store reports spring bulbs and general plant stock moving well.

C. O. Wilcox, of the W. W. Barnard Co., is back from a northern business trip.

Visitors: Mrs. William Dittman, New Castle, Ind.; E. W. McLellan, San Francisco, Calif.

WORCESTER, MASS.—The shop of Fisher, the Florist, in the Union depot, has been closed.

HUNTINGBURG, IND.—Peter Morgen has retired from the Huntingburg Greenhouse & Floral Co. and disposed of his interests to George Seubold of Jasper, Ind.

BASKETS

Our new illustrated catalogue should be in the hands of every florist. Write for one now.

Raedlein Basket Co.,

713 Milwaukee Avenue,
CHICAGO, ILL.

Mention the American Florist when writing.

Fort Wayne, Ind.

EASTER BUSINESS GREATEST EVER KNOWN.

Retailers and wholesalers are unanimous in their reports that 1918 Easter's business was the greatest in this city's history. The weather was ideal, all that could be hoped for during the entire week preceding Easter, and business continued until a late hour Sunday afternoon. Easter lilies were in the lead everywhere, and the prices obtained for them were much higher than in other years. Medium sized plants in all varieties were the rule, although there were many fine, large specimens of azaleas, rhododendrons, fine lilac, hydrangeas, deutzias and rambler roses. There was a slight increase in the prices of bulbous stock, including hyacinths, freesias, tulips, jonquils, etc. Cyclamens were conspicuous by their absence. Some fine English primrose plants sold very well, and combination baskets and hampers of blooming plants met with much favor. Corsage work was very heavy, most of the florists' forces working all night for Easter delivery.

NOTES.

"The volume of business was immense" is the report from the W. J. & M. S. Vesey greenhouses. Easter lilies were all sold out here, and bulbous stock went fine. Roses were entirely sold out, and hundreds of orders were refused. A large number of Cattleya Schroderae and C. Trianae and cypripediums were cut for the Easter trade.

"Dutch gardens", lilac plants and rambler roses were featured at the Flick Floral Co. Novelties of Easter Greetings were offered and took very well with the public. Plants and cut flowers were in very heavy demand for this holiday, the volume of business being almost double that of last Easter.

John H. Doswell, of the Doswell Floral Co., said: "I am satisfied that there has been a very great increase in this Easter's business over last years'. Prices for plants and cut flowers here were better than last year, although the medium class of trade was more in evidence this holiday.

Handsome azaleas, the largest ever seen in this locality, were displayed in the A. J. Lanternier store. This firm had large baskets and hampers of tulips, which they featured in both the single and double varieties. Mammoth hydrangeas and rambler rose plants were completely sold out.

The Freese Floral Co. reports business increased half again as much as last Easter. This firm had a wealth of large plants, and prices showed an increase over last year. Corsage work was a leader in the trade, with violets in the heaviest demand.

The New Haven Floral Co. did an immense Easter trade. They were all



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

One Piece Flower Boxes

21x4x3.....\$2.00 per 100
20x4x3..... 1.90 per 100

Sample box sent on request.

THE JOHN HENRY CO.
LANSING, MICH.

Mention the American Florist when writing.

sold out on plants, carnations, and sweet peas, while the roses were just about equal to the heavy demand made upon them.

Comincavish, the Florist, on Spy Run, reports an increase in this Easter's business. His Easter lilies were all sold out. Corsage work was good here, although lilies and jonquils were the leaders.

Although the supply of Easter lilies was much greater this Easter than last year, at Edgar Wenninghoff's store they were entirely sold out. Plant baskets were a speciality here.

F. J. Knecht & Co., wholesale florists, had an unprecedentedly large cut of roses, notably Russell, Shawyer and Ophelia. A splendid crop of carnations went very well here also.

W. D. Bitner, of East Dewald street, sold all the Easter lilies he could get. Prices were good here, roses and carnations selling fine.

H. K.

OPELIKA, FLA.—The Opelika Floral Co., whose sales have been limited only by the production, will erect four additional houses in May.—J. A. Evans, of Richmond, Ind., was a recent visitor.

BALTIMORE, MD.—George J. Muhly has taken the management of the Baltimore Wholesale Florists' Supply Co., succeeding Harry Glick, who with Claymore Sieck, will open a retail store in the near future.

PROVIDENCE, R. I.—The postponed meeting of the Rhode Island Horticultural Society, in conjunction with the state board of agriculture, was held March 25. The feature of the evening was the lecture of W. N. Craig, of Faulkner Farm, Brookline, Mass., on "Planning and Planting the Home Vegetable Garden."

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave. Chicago

Mention the American Florist when writing.

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NATURAL LOG MOSS
Per bag (100 square feet).....\$1.75PERPETUATED SHEET MOSS
Per bag (100 square feet).....\$3.5**E. A. BEAVEN, EVERGREEN, ALABAMA**

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WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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The Largest, Best Equipped,
Most Centrally Located**WHOLESALE****CUT FLOWER HOUSE****IN CHICAGO**

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CENTRAL 1977 and 1978.

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Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

Roses, Beauty, specials.....	\$6.00
" " 49-in.	5.00
" " 38-in.	4.00
" " 30-in.	3.00
" " 24-in.	2.50
" " 18-in.	1.50
" Mrs. Chas. Russell.....	1.00@ 4.00
100	
" Hoosier Beauty	5.00@15.00
" Killarney Brilliant	4.00@15.00
" Killarney	4.00@12.00
" White Killarney	4.00@12.00
" Richmond	4.00@12.00
" Rhea Reid	4.00@12.00
" My Maryland	4.00@12.00
" Mrs. Geo. Shawyer.....	4.00@15.00
" Milady	4.00@15.00
" Sunburst	4.00@12.00
" Mrs. Aaron Ward.....	4.00@12.00
" Hadley	4.00@15.00
" Ophelia	4.00@12.00
" Double White Killarney.....	4.00@12.00
" Mrs. Moorefield Storey.....	4.00@12.00
" Champ Weiland	4.00@12.00
" Stanley	4.00@12.00
" Tipperary	4.00@12.00
" Francis Scott Key.....	4.00@12.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 4.00
Pfirsname	6.00@ 8.00
Our Selection	4.00
Carnations	2.00@ 4.00
Cattleyas	per doz. 6.00@ 9.00
Daisies	1.00@ 2.00
Lilium Harrisii	10.00@15.00
Valley	6.00
Ferns	per 100, \$3.00@4.00
Tulips	2.00@ 3.00
Sweet Peas75@ 1.50
Jonquills	2.00@ 3.00
Snappdragons	per bunch .75@ 1.00
Calendulas	3.00@ 4.00
Mignonette	6.00@ 8.00
Daffodils	2.00@ 4.00

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of..\$4.50

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Wholesale Florists

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Wild Smilax, \$2.50 Per Case

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

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Telephone Central 3284

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PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

BEAUTIES

Although not plentiful we have a better supply of them and we can furnish you Specials at almost any time in quantity. The quality of our Beauties is fine, good sized buds and a splendid color. When it comes to Beauties you cannot do better than place your order with us.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

REUKAUF'S DEPENDABLE FLORISTS' SUPPLIES

Get Ready Now for Memorial Day

Business will be better than ever this year. My stock of Magnolia Leaves, Cycas, Waxed Crepe Flowers, all kinds and colors, Wheat Sheaves, Cape Flowers, all colors, Stemming Sticks and Wired Picks, all new stock, bright and fresh, is ready to go the moment the order comes.

MARTIN REUKAUF,

433 Callowhill St., Philadelphia, Pa.

Philadelphia.

EASTER DEMAND CLEANS MARKET.

He was a wise man who, looking ahead, could read the Easter market this season. We feel safe in saying that at least nine out of ten were agreeably surprised in the demand, which took everything in sight. The fact that prices on the average were 25 per cent higher appeared only to accentuate the buying. Cut Easter lilies reached the extreme high price of \$20 per hundred for the last thousand or two, the bulk of the stock going for \$15. As one dealer put it, "\$20 is a good price, but nobody benefits, as there are none to sell," which was the condition after Friday noon, with the exception of a few on Saturday that were opened with extreme heat and the additional 24 hours. This market was never before so bare of the Easter lily. Roses were also scarce; there were more white than any other color. American Beauties brought \$7.50 per dozen for specials, and not enough of them at that. Good Ophelia commanded \$15 to \$20, as did also Russell, and even higher figures for the specials. Sweet peas, which had been so plentiful, were only in fair supply and jumped to as high as \$2.50 to \$3 for the specials. There was a good demand for violets, both single and double. Locals were not very plentiful, most of the stock coming from New York. There was a good supply of white lilac and also lily of the valley. On these the price was normal. Carnations were offered freely, particularly white, which lagged considerably behind the colored. Prices advanced 25 to 33 per cent. Exceptionally fine larkspur was seen and sold well. Good snapdragons were also a feature. Calla lilies were a quantity flower; \$25 a hundred was the price for the first selection. Many were used in place of Easter lilies. Daffodils had their inning and the quality was fine. They were very popular and sold in large quantities. Cattleyas were seen in all the stocks, and found ready buyers. It was their first good demand since Christmas. Southern asparagus was much in evidence. The stock now coming to this market is very fine. It looks as if the greenhouse space now given to asparagus will have to take on something else. The wholesalers to a man were delighted with the snap and life of the buying demand. One dealer said: "There was no dickering; if the price was not right, well you do not have to take it. There is not enough to go around anyhow; out-of-town buyers will give more for it." "This will teach these retailers who bear the market by holding off until the last minute a lesson. I hope a lot of them got stuck and had to pay two prices

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, April 3. Per 100		
American Beauty, per doz.,	1.00@	4.00
Roses, Killarney	4.00@	8.00
" Mrs. Chas. Russell.....	16.00@	25.00
" Ophelia	8.00@	15.00
" Richmond	6.00@	15.00
" Sunburst	6.00@	12.00
Lilium Giganteum	10.00@	12.50
Carnations	3.00@	4.00
Valley		7.00
Narcissus		2.00
Sweet Peas	1.00@	1.50
Violets50
Daffodils	2.00@	4.00
Tulips	3.00@	5.00

BOSTON April 3. Per 100		
Roses, Beauty	25.00@	75.00
" Killarney Queen	8.00@	12.00
" White and Pink Killarney	8.00@	12.00
" Double White Killarney	6.00@	12.00
" Killarney Brilliant	4.00@	10.00
" Hadley	6.00@	20.00
" Cardinal	6.00@	12.00
" Mock	4.00@	8.00
" Mrs. Chas. Russell.....	3.00@	15.00
" Sunburst	8.00@	20.00
" Taft	4.00@	12.00
" Milady	6.00@	12.00
" Ward and Hillingdon.....	6.00@	12.00
" My Maryland	200@	8.00
Carnations	4.00@	6.00
Violets	1.00@	1.50

BUFFALO, April 3. Per 100		
Beauty Special	40.00@	50.00
" Fancy	25.00@	35.00
" Extra	20.00@	25.00
" 1st	10.00@	15.00
Roses, Killarney	3.00@	10.00
" My Maryland	4.00@	10.00
" Sunburst	4.00@	10.00
" Ward	3.00@	6.00
" Ophelia	5.00@	10.00
" Russell	6.00@	12.00
" Stanley	5.00@	10.00
" Mock	4.00@	8.00
" Shawyer	5.00@	10.00
Lilies	10.00@	15.00
Cattleyas	40.00@	50.00
Carnations	2.00@	5.00
Asparagus Sprengeri..	.35@	.50
Ferns	per 1000,	2.50
Smilax		20.00
Violets60@	.75
Sweet Peas75@	2.00
Daffodils	2.00@	3.00
Tulips	2.00@	3.00
Romans	2.00@	4.00
Paper Whites	2.00@	3.00
Freesias	2.00@	4.00
Calendulas	2.00@	4.00

for their stock," was the comment of a large commission man. The plant men sold out clean. Many of the lily stocks were from three days to a

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H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

BERGER BROS.

Central Market

**ROSES, ORCHIDS, VALLEY
VIOLETS.**

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

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THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St. Philadelphia, Pa.

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Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
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Growers of Quality Flowers.

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C.C. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

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462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

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Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

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—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia.
Carnations, Violets.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

week late. It certainly is hard lines to come so close, and then fail. Those who were able to deliver pots of lilies on Friday or Saturday, with half the flowers open, could easily get 15 cents per bud and flower. Rambler roses were unusually well flowered. Hydrangeas were also good, although another week in the greenhouse would have helped many of them. The bulbous stock was not up to the mark, particularly the hyacinths, which appear to have suffered from the exceptionally hard winter. The left-over azaleas were in very good shape, as were also nursery grown stock of amona and Hinodigiri, demonstrating that these and other late varieties would make excellent material for Easter forcing.

CLUB MEETING.

The feature of the April meeting of the Florists' Club was the illustrated lecture of Professor J. C. Saunders, state zoologist, who enumerated and showed on the screen the great numbers of insect pests which had been imported from foreign countries causing many millions of dollars in damage. All known remedies were described. His plan of killing all palm scale in greenhouses was a revelation to many and will be described in detail in these columns in the near future. He was given a rising vote of thanks for his intensely interesting lecture.

GUST. RUSCH & CO.



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FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, April 3. Per 100		
Roses, Beauty, special	35.00@50.00	
" " fancy	15.00@25.00	
" " extra	10.00@15.00	
" " shorter grades	8.00@10.00	
" Mrs. Chas. Russell	6.00@15.00	
" Killarney	3.00@ 8.00	
" Hadley	6.00@20.00	
" Sunburst	4.00@10.00	
" Wards	3.00@ 5.00	
" Ophelia	4.00@12.00	
Carnations	1.50@ 3.00	
Cattleyas.....each	\$0.35@ .50	
Valley	6.00@ 8.00	
Lilium Rubrum	5.00@ 8.00	
Easter Lilies	10.00@12.50	
Snappdragons	6.00@12.50	
Violets	.50@ 1.00	
Callas	10.00@12.00	
Daffodils	1.50@ 3.00	
Lilacs	per bunch 1.00	
Calendulas	1.00@ 2.50	
Sweet Peas	1.00@ 2.00	
Asparagus.....string or bunch	.35@ .50	

PITTSBURGH, April 3. Per 100		
Roses, Beauty, special	30.00@50.00	
" " fancy	20.00@30.00	
" " extra	12.00@20.00	
" " No. 1	8.00@12.00	
" Killarney	4.00@15.00	
" My Maryland	4.00@15.00	
" Sunburst	4.00@15.00	
" Mrs. Aaron Ward	4.00@15.00	
Cattleyas	50.00@100.00	
Lilium Giganteum	12.00@15.00	
Adiantum	1.00	
Asparagus Sprengeri, bunch	35@40	
New Crop Green Galax per 1000	\$1.25	
Carnations	4.00@ 6.00	
Violets	.75@ 1.00	
Daffodils	3.00@ 4.00	
Freesia	3.00	
Sweet Peas	1.00@ 3.00	
Tulips	3.00@ 4.00	
Valley	10.00	
Calendula	3.00	

MILWAUKEE, April 3. Per 100		
Roses, Killarney, W. Killarney	3.00@ 8.00	
" Ward	3.00@ 8.00	
" Mrs. Chas. Russell	8.00@35.00	
" Ophelia	4.00@10.00	
" Hoosier Beauty	4.00@12.00	
" Bon Silene	2.00@ 3.00	
Carnations	2.00@ 3.00	
Valley	4.00@ 5.00	
Sweet Peas	.50@ 1.50	
Cattleyas	per doz. 4.00@ 6.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, PA.

Mention the American Florist when writing

Fancy Raffia Mats

\$3.00 per doz.

W. Q. Potter Co., 421 High Ave., CLEVELAND, O.

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Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

ST. LOUIS, April 3. Per 100		
Hadley	2.00@ 5.00	
Killarney	2.00@ 4.00	
White Killarney	2.00@ 4.00	
Hoosier Beauty	3.00@10.00	
Russell	4.00@15.00	
Sunburst	3.00@10.00	
Ward	3.00@ 6.00	
Mrs. Sawyer	2.00@ 3.00	
Ophelia	4.00@10.00	
Ferns	per 1,000 3.00	
Violets	.20@ .30	
Carnations	2.00@ 2.50	

WITH THE WHOLESALERS.

The Leo Niessen Co. handled an immense quantity of cut flowers; white lilac, cattleyas, violets, sweet peas, carnations, roses, lily of the valley, and Easter and calla lilies were all quantity stocks, but in none was there any surplus, the cleanup on Saturday taking everything salable. Leo Niessen, stopping for a moment, said: "There is too much business at these holiday seasons; with our experienced force of over 50 employes, we are taxed to the utmost to handle it."

Manager Liggitt, of the S. S. Pennock Co.'s plant department, found a continuous demand for all well flowered Easter plants. Everything in all lines was sold, and thousands of pots of Easter lilies could have been handled had they been obtainable. "I tell you," said Mr. Liggitt, "too many of the trade have gotten cold feet; there is a big demand for the right kind of stock and it would sell on sight if the growers would only produce it."

The Joseph Heacock Co. had a very good supply of roses, particularly Killarneys. A shipment of something over a thousand specials, Hadley, Ophelia and others, was smashed up in the depot just after being loaded on a truck, which getting too close to the edge of the platform was struck by an engine and the boxes demolished. More orders than they could fill, showed the extent of the Easter demand.

Edward Reid said: "We will clean up on everything. Retailers who waited until the last day, thinking to bear the market, lost out this year. Easter lilies ran out on Friday. In fact, it was hard for us to take care of our regulars, so there was little left for the occasional and generally last-minute buyers." Thirty-five thousand double violets and 15,000 lily of the valley were features of the stock.

"We had an exceptionally fine cut of roses, which were in eager demand at good prices," said Manager Miller of the Philadelphia Wholesale Florists' Exchange. Calla lilies, sweet peas and carnations were also features. This has been the best Easter this firm has ever experienced.

Plenty of roses and a splendid market for them, and in fact everything else, was the situation at Eugene Bernheimer's. A very good Easter indeed is reported.

At the Berger Brothers' market, a splendid business was the report: "We could handle more stock in all lines, particularly Easter lilies, if we could only get them."

EASTER TRADE REPORTS.

A very satisfactory Easter business is the report from all branches of the trade. Comparatively little stock was left over, there being a general clean up both in plants and cut flowers. Various members of the trade voiced their experiences as follows:

Jos. Heacock Co.—"More demand than flowers; we could have sold much more. Our March business was the greatest in the history of the company."

London Flower Shop—"Trade very satisfactory. All our fancy novelties and plants sold well. Also a good business in cut flowers."

The retailers were equally well satisfied. George Craig said: "A very good Easter; we cleaned out much better than I expected."

Manager Liggitt of the S. S. Pennock Co.'s plant department handled more plants than ever, particularly medium priced stock.

John Habermehl—"Our plant and basket trade was tremendous. We took a chance, had the stock and sold it."

Robert Crawford, Jr.—"All sold out, except for a few ramblers. I call it a successful Easter."

From Cold Storage

LILIUM GIGANTEUM

7-9 (300 bulbs per case), \$60.00 per 1000.

LILY OF THE VALLEY

Best quality, \$30.00 per 1000.

Chas. Schwake & Co., Inc., 90-92 W. Broadway, New York

Edward Reid—"Everything cleaned up at good prices, although carnations were a bit draggy."

T. Geiger—"All the trade we could possibly handle. Our best Easter for several years."

Charles Stahl—"Never worked so hard in my life. Looks like our best Easter."

Philadelphia Wholesale Florists' Exchange—"A rattling fine business."

The Leo Niessen Co.—"A splendid business; a cleanup in all lines."

Charles Grakelow—"Splendid business—a record breaker with us."

Berger Bros.—"Sold out clean; much better than we expected." K.

New York.

NORMAL START FINISHES STRONG.

Business in the wholesale cut flower district during the early days of the past week was not above normal, but it had a good finish. The light supply of pot lilies and other good plants was favorable to the cut flower dealers; and, further, the supply of cut roses, for such a holiday as Easter, was light and prices soared. The following is a summary: Special American Beauties, \$9 per dozen; such special roses as Ophelia, Mock, Stanley and Killarney Queen, \$25 to \$35 per 100; Russell, special, \$60 per 100; Hadley, special, at the rate of \$75 per 100; cattleyas, \$1 to \$1.25 per flower, wholesale rates; gardenias, \$8 and \$9 per dozen. We know of \$12 per dozen being asked for gardenias at wholesale, but are not certain that it was paid. Carnations ran from \$3 to \$5 per 100, with \$6 to \$8 for very fancy stock. Cut lilies were 20 cents per flower; lily of the valley, \$8 and \$10 per 100. Sweet peas, Spencers, special, \$3 per 100; yellow daisies, \$2 to \$2.50 per 100; violets, \$1 to \$1.25 per 100. A rather unusual feature for Easter was the slow movement in white carnations; they were plentiful, and the taste of buyers seemed to be more favorable to pink and red. Snapdragons were almost unsalable. Callas started well, but were slow at the finish.

April 1.—Business is light today, so is the supply of stock, but as the weather is clear and warm doubtless there will be a good supply before the last of the week. In the wholesale district it is generally agreed that Easter business was excellent, better than it has been for a number of years. Notwithstanding forebodings, there was enough stock to supply the demand; in fact, there were shipments of roses that arrived almost too late to catch the best of the Easter trade. Reports from all of the five boroughs of Greater New York, and from neighboring cities and towns, are to the effect that business was everywhere good.

NOTES.

J. S. Fenrich, 51 West 23th street, had a fine stock of roses from the Duckham-Pierson Co.'s range, Chat-ham, N. J., and many other good features.

William Mackie, 105 West 28th street, had a fine stock of Spencer sweet peas, which sold well. He was also well supplied with carnations.



Mention the American Florist when writing

MY SPECIALTY
SWEET PEAS AND ALL
Flowers of Shipping Quality

Joseph S. Fenrich

51 West 28th Street, NEW YORK

Telephones—420-421-422 Farragut.

Mention the American Florist when writing.

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

Mention the American Florist when writing.



Mention the American Florist when writing.

Telephone Farragut 2287

Nicholas G. Pappas & Co.
Wholesale Florists

112 W. 28th St. NEW YORK

Consignments Solicited.

Mention the American Florist when writing.

John Young & Co., 53 West 28th street, had fine stocks of lily of the valley, sweet peas and carnations.

Hentz & Nash, Inc., with the New York Cut Flower Co., had exceptionally fine Russell roses.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

NEW YORK CITY

Telephone:
8864 Farragut.**GEO. J. POLYKRANAS**

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St.,

NEW YORK

Telephone No. 2264 Farragut.

J. J. COAN, Inc.

WHOLESALE FLORIST

115 West 28th St., New York

Phones 5413 and 5891 Farragut

Everything in Cut Flowers

Walter F. Sheridan

WHOLESALE FLORIST

Telephone Call:
3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

148 West 28th St., NEW YORK CITY

Telephones: Farragut 300 and 301

JOHN YOUNG & CO.

Wholesale Commission Florists

53 W. 28th St., NEW YORK

Telephone Farragut 4336.

WILLIAM P. FORD

WHOLESALE FLORIST

107 W. 28TH ST., NEW YORK

Telephone 5335 Farragut.

Geo. C. Siebrecht

Wholesale Florist

109 West 28th St., NEW YORK

Tel. 608 and 609 Farragut.

CONSIGNMENTS SOLICITED

Telephone Farragut 9761.

Goldstein & Futterman

Wholesale Florists

The Right People to Deal With.

102 West 28th St., New York

Mention the American Florist when writing.

BADGLEY & BISHOP, Inc.

Phones, Farragut 4130-4131

34 West 28th Street, New York

Receivers and Distributors of Choicest Cut Flowers.

Mention the American Florist when writing.

Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

New York, April 3. Per 100		
Roses, Beauty, special.....	40.00@50.00	
" " extra and fancy.....	25.00@35.00	
" " No. 1 and No. 2.....	8.00@10.00	
" Hadley	4.00@40.00	
" Francis Scott Key.....	4.00@25.00	
" Prima Donna	4.00@15.00	
" Alice Stanley	3.00@12.00	
" Mrs. Geo. Shawyer.....	3.00@12.00	
" Double White Killarney.....	3.00@12.00	
" Killarney, Special	8.00@10.00	
" " No. 1 and No. 2.....	3.00@ 4.00	
" " Queen	3.00@12.00	
" " Brilliant	3.00@12.00	
" Aaron Ward	3.00@12.00	
" J. L. Mock	3.00@12.00	
" Ophelia	3.00@12.00	
" Mrs. Chas. Russell	4.00@25.00	
" Hoosier Beauty	3.00@12.00	
Cattleya Orchids, special.....	50.00@75.00	
Rubrams	3.00@ 8.00	
Lilies, Longiflorum and Formosum.....	8.00@12.00	
Lily of the Valley.....	4.00@ 6.00	
Adiantum Croweanum and		
Hybridum75@ 1.00	
Asparagus Plumosus....doz. bchs.	2.50@ 3.00	
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Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

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CHICAGO

The steamship, Nieuw Amsterdam, of the Holland-America Line, sailed from an American port March 28, carrying more than 2,000 passengers, many of whom were officers and sailors of the Dutch ships that were recently seized by our government. The Nieuw Amsterdam has had a varied career. She was held up for a long time last fall and was in Halifax harbor at the time of the great explosion. On her last trip to this country she brought a cargo of plants and gladiolus bulbs.

David Clarke's Sons, Broadway and 75th street, have a large store, and it is always well filled with plants for the Easter trade. They had an exceptionally fine stock of lilies that were grown by A. L. Miller, of Jamaica; good azaleas, grown by Bobbink & Atkins, Rutherford, N. J., and many other plants. A feature not common in retail stores was a large stock of wallflower plants in 8 and 10 inch pots and they were well flowered and attractive.

The Astoria Florist (M. L. Vlachos), 2188 Broadway, had an exceptionally fine stock of plants. At the beginning of business, both his main floor and basement, the latter also being well fitted up as a store, were filled with plants. Noteworthy were genistas grown to standards and of exceptionally large size, Hiawatha and Perkins roses, lilies, azaleas and tulips in pans.

M. Goldstein, who has been three years with Meyer, 1062 Madison avenue, recently underwent an operation at the New York hospital, which was necessary before he could be accepted in the aviation branch of the army. Before he started for camp, Meyer and the staff presented him with a complete outfit and a gold wrist watch.

A leading and noteworthy feature at the store of Malandre Brothers, Broadway and 72nd street, was a collection of large acacias that are cultivated by the growers of this country. These tall and stately plants, well flowered, are an attraction in any situation. Many other good features were noticed at this store.

In our report of the flower show, mention was made of the exhibit of camellia blooms by W. R. Coe, of Oyster Bay, N. Y. His home and conservatory were destroyed by fire March 27, and almost all of his rare plants met destruction. He is a son-in-law of the late H. H. Rogers, of the Standard Oil Company.

The Cadieux Company, 1003 Madison avenue, had for Easter an exceptionally fine stock of pink rambler roses and many other good plants. A pleasing feature of this store is their Japanese room, where they have on exhibition a fine collection of bronze vases and other Japanese novelties.

Meyer, 1062 Madison avenue, carried a fine stock of standard and climbing roses, hydrangeas and other plants. Many baskets of plants, handsomely decorated with pussy willows and ribbon, were noted. A side line of Cupids

The 1st of May Thrift Stamp Day In The U. S. A.

The Active Co-operation of Every Reader of
The American Florist

Is Urgently Requested To Make It a Success

May 1st, 1918, will be observed throughout the United States as Thrift Stamp Day! On that day retail stores everywhere in every line of business will ask customers to take part of their change in Thrift Stamps! It will be patriotic for every man, woman and child to accept at least one Thrift Stamp as change on every purchase made that day—and to make as many purchases as possible on May 1st.

Here is a big, practical way of getting millions of Thrift Stamps into the hands of the people of the United States, and of insuring the success of the Government's War Savings Stamps campaign. Thrift Stamp Day will help everyone. It will prove a tremendous boost to business. On May 1st, 1918, the nation should do the biggest total retail business of any single day in our history! The beneficial habit of Thrift will be sown broadcast among the citizens of the U. S. A.! Most important of all, Uncle Sam will be furnished with the sinews of War and Victory!

American business must go "over the top" at once in a quick drive to make Thrift Stamp Day an overwhelming success. You wholesalers, you jobbers, you salesmen, must talk Thrift Stamp Day among your trade, arouse the enthusiasm of the retailers, the storekeepers, the clerks behind the counters. Uncle Sam needs your help. A practical plan has been prepared showing how each one of you can "do your bit" to make Thrift Stamp Day a red letter day in American business annals. Write for this plan today without fail. Remember, in helping Uncle Sam you are helping business and helping yourselves. Address Mr. W. Ward Smith, National War Savings Committee, 51 Chambers St., New York City.

NATIONAL WAR SAVINGS COMMITTEE
51 Chambers St., NEW YORK CITY

and dolls, cleverly arranged by Mrs. Meyer, attracted much attention.

At the meeting of the Florists' club, which will be held next Monday night, W. H. Elliott, of Boston, Mass., will deliver an address on "Greenhouse Business in Wartime," and Kenneth Gillett, of Southwick, Mass., will have for his subject, "Native Plants."

James G. Carlatas, whose store at the corner of Westchester avenue and the Southern boulevard, is the finest in the Bronx, said that business and prices were as good as last year, and that his only regret was that he did not have more plants.

The Boulevard Floral Co., 2391 Broadway, had a fine stock of lilies, bougainvilleas, azaleas, rhododendrons and other plants. The wife of one of the proprietors and a lady employee are clever decorators of baskets and combinations.

Louis Schmutz, Jr., a well-known grower of Flatbush, Brooklyn, has been very ill with pneumonia. The crisis has been passed and he is now believed to be on the road to recovery.

At Wadley & Smyth's, 491 Fifth avenue, a number of unusually fine stan-

dard plants were noticed in geraniums, fuchsias and heliotropes. This firm had an exceptionally fine business.

We noticed no finer stock of azaleas than that of John Manolos, Columbus avenue and 86th street. Lilies, rhododendrons and a variety of other plants were also noteworthy.

A neat and attractive retail store was opened a week before Easter at 26 East 85th street, near Madison avenue. It has been named the Park Florist.

Young & Nugent, 42 West 28th street, had a fine stock of Easter plants and sold all of them. All the dealers in green goods report good business.

The Dards store, Madison avenue and 44th street, had for Easter a particularly large and fine stock, having many lilies, all of which sold out well.

Malandre Brothers, Broadway and 72nd street, who had an exceptionally fine stock, reported better Easter business than last year.

N. J. Miller, who has a good store and a good family trade at Columbus avenue and 86th street, stated that he had done well.

Many of the retail stores have large plants of marguerite daisies from the range of Madsen & Christensen, Wood Ridge, N. J.

The Drakos Company, which has two stores on Broadway, both near Columbia University, reported an excellent business.

Bougainvilleas from the range of Emil Savoy, Secaucus, N. J., were great Easter attractions in a number of stores.

Pappas Brothers, 2216 Broadway, had a fine and well arranged stock of all seasonable plants.

P. F. McKenney, Fifth avenue and 42nd street, had a very excellent trade.

BROOKLYN RETAILERS.

S. Masur, 256 Fulton street, had a fine stock of bougainvilleas which he said sold better than any other plants. They were in large and small sizes and retailed at from \$5 to \$20. At the beginning of business, they were attractive features of his show windows.

James Conlon, 46 Smith street, had good business. He said that his chief regret was that he did not buy more lilies when he had a chance. The growers were sold out of lilies a week before Easter.

Mrs. Weir, manager of James Weir, Inc., 324 Fulton street, said that their business had been good and buying was active when we called. They carried a good variety of plants.

Joseph F. McCall, who has succeeded the late M. T. Keenan, at 406 Myrtle avenue, said he had good business and sold out well.

Joseph Trepel, who has seven stores here, had fine business and sold an immense quantity of stock.

Hugo Jahn, 710 Nostrand avenue, had a large stock of plants and cut flowers and sold out well.

N. Scoffes, 501 Nostrand avenue, said he had excellent Easter business.

A. F. F.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857



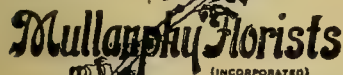
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We are in the Heart of New York
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H. B. WHITTED, Prop.

Careful attention given to all orders for
delivery in the Twin Cities or Northwest

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Established 1874.

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N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Largest Floral Establishment in America.
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Boston, Mass.—Penn, The Florist.
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Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. H. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
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Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
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Chicago—Schiller, The Florist, 2221 W. Madison.
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Only the Best Dunlop's

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R. E. GILLIS, President.
E. P. NEIMAN, Secretary.

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Regular Trade Discount.
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1622 Harney St. Established 1866

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D. J. PAPPAS, Inc.

2751 Broadway, at 106th St.

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FLOWERS OF QUALITY.

C. H. FREY Wholesale
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1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Madison Ave. and 55th St.,
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Summer Season, 110 Bellevue Avenue,
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Send your orders to me for prompt delivery and satisfaction.
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Flowers of Quality

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New Orleans, La.

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Oldest Florist South

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THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

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H. W. BUCKBEE.

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EVENDEN BROS. CO.

Largest Growers in Central Pa.

A. MEYER,

Boston, Mass.

Penn
The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
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Worcester, Mass.

Randall's Flower Shop

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Wm. Schlatter & Son

Artistic Designs and Fresh Cut
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422 MAIN STREET

Greenhouses, 437 Bay Street.

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200 miles in any direction. DULUTH, MINN.
We are the center of the great Northwest. Daily deliveries to Superior, Wis

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1338 O Street, LINCOLN, NEB.

Wholesale and Retail

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Ave. C. at 8th St. EDWARD GREEN, Florist

Telegraph Orders a Specialty.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffman, N. Y.

NEW YORK
1062 Madison Ave., near 80th St.
Phones, Lenox 2352-7019
Satisfaction Guaranteed.

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Central Floral Co.

132 North State St., CHICAGO, ILL.
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Special attention given to Telegraph
and Mail Orders for delivery in
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"Up-to-the-minute" Service and Execution.

Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
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FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

VISITED CHICAGO: Ralph M. Ward, New York; H. W. Buckbee, Rockford, Ill.

J. C. VAUGHAN and wife expect to return from Florida to Chicago this week.

THE Argentine has a wheat acreage of 17,864,412 for the season of 1917-18, against 16,088,967 in 1916-17.

FRENCH BULB growers are very anxious as to whether our government will prohibit importations of their stock.

GRASS SEEDS.—Prices for grass seed on the Chicago Board of Trade April 3 were as follows: Timothy, \$7.00 to \$8.00 per 100 pounds.

At least seven carloads of Japan lily bulbs have been frozen enroute and rejected on arrival at New York during the past three months.

LOS ANGELES, CALIF.—The rainfall of 12 inches in this section, up to March 21, with prospects on that day for more, means millions to the state.

FLORAL PARK, N. Y.—John A. Hoberg, who was foreman for E. S. Miller, at Wading River, has been engaged by John Lewis Childs as farm manager.

CAPITOLA, CALIF.—The Brown Bulb Ranch reports this season's freesia sales exceed those of last year. Tulips, also a specialty of this firm, have done well this season.

ONION SETS in the Chicago district are keeping much better, with prices about the same as last week, \$3.00 to \$3.25 for colors and \$4.50 for whites in 10 to 20 bushel lots.

ROCKFORD, ILL.—R. H. Shumway reports order filling 20 days behind, with 35,000 orders in hand. H. W. Buckbee reports business bountiful, but stock hard to find.

It is generally conceded that the mail orders for seeds for this season reached their apex before March 10, the decline in number and volume having been steady since that date.

SEEDSMEN who have been carrying funds in hand to the credit of German seed concerns have been ordered to turn said funds over to the United States government custodian of alien property and many have already complied.

TOLEDO, O.—March clover, cash, was unchanged April 1, at \$20.10, closing at the same price as on March 30. Receipts were 300 bags, shipments, 147. Timothy lost its earlier gains; old quoted at \$3.67; new, \$3.70; April, \$3.70; September, \$4.35.

MIAMI, FLA.—Truckers in southern Florida who were unable to ship green beans in time last year saved their seed and realized good prices or saved money this year. Encouraged by this, some have bought seed beans to grow seed, while seedsmen locally have given out their surplus stocks to truckers to grow seed beans on shares.

THE Albert Dickinson Co. recently issued an interesting little booklet on farm seeds to which the Country Grain Shipper refers as "The Seed Wheat Gospel According to St. Albert."

THE War Trade Board announces negotiations completed between United States and Japanese shipbuilders for the purchase of 12 Japanese ships of approximately 100,000 tons deadweight capacity.

HERBERT CHASE, president of the Chase & Rupp Produce Co., Delta, Colo., says that business is about at an end for this year. His firm has had fair trade, which speaks well for that territory, many produce men having had hard work to make both ends meet. Present work includes the cleaning and shipping of beans, which will last through April. Mr. Chase is seedsman for his county, looking after the providing of seed for farmers who otherwise would be unable to plant.

Seed and Nursery Stock Exempt.

The director general has issued an order, No. C. S. 1 A, March 25, exempting seeds and nursery stock, under certain conditions, from embargoes, and directing that no embargoes shall be made by the carriers except and until expressly authorized by the director general. On March 19, 1918, all the regional directors were instructed to give special attention to the movement of less than carlot shipments of seeds and nursery stock.

CURTIS NYE SMITH.

Beans Fairly Steady.

Much of the best stock has been bought for army and navy use and remaining supplies show a considerable percentage of weather damage. Growers are still receiving \$12.00 per 100 pounds bulk for pea, medium and Yellow Eye at country elevators. Michigan Navys were quoted \$12.50@12.95 per 100 pounds f. o. b. Grand Rapids, compared with \$13.50 per 100 pounds three weeks ago. Large distributing markets were fairly steady. New York pea beans ranged to jobbers \$13.50@14.00, California whites \$13.75@14.25, Michigan navys \$13.50@14.00 and Colorado Pintos \$9.15@10.25 per 100 pounds sacked.—Market News, March 28.

Seed Plant Taken by Government.

The large Nungesser-Dickinson Seed Co.'s establishment, at Twelfth and Hudson streets, Hoboken, N. J., has been taken over by the government at a price said to be approximately \$900,000. The plant is one of the largest in Hoboken, and is the most extensive of its kind along the entire Atlantic seaboard. It is not thought that there will be any change in management or in the conduct of affairs at the plant. Its machinery and products will most likely be lined up to help the government in its programme of increased food crops, in which seeds play the biggest part. The Nungesser-Dickinson Co. is prepared to help make effective the slogan that "Food will win the war."

Potato Markets Unsettled.

While potatoes made sharp recovery from recent low points in some potato producing sections, not all advances have been maintained and some primary markets, especially the western, have sagged to new low points. Shippers paid growers for No. 1 Whites, bulk trackside, at Presque Isle, Me., \$1.21@1.36 per 100 pounds, closing at the top 40 cents above the low point two weeks ago. Rochester, N. Y., quoted \$1.00@1.18; Grand Rapids, Mich., held about steady at 80 cents; Waupaca, Wis., quoted 65@70 cents, advancing 10@15 cents; Greeley, Colo., was weak at 65 cents; Idaho Falls, Idaho, lost 25 cents, quoting mostly 60 cents; Portland, Ore., declined to 75 cents. F. o. b. sales, usual terms, No. 1 sacked White stock ranged \$1.50@1.65 and bulk \$1.45 at Rochester, N. Y., and \$1.22@1.35 at Grand Rapids, Mich. Shipping markets were generally unsettled and buyers inclined to hold off. Large supplies were offered for sale, but car shortage kept shipments down to within the recent range of 2,700 to 3,100 cars per week. Total movement was 2,978 cars, including Minnesota 551, Maine, 440, Wisconsin, 419, Colorado, 327 cars. The large city markets, after recovering somewhat, have followed an uneven trend with a lower general jobbing range of \$1.25@2.00 per 100 pounds for No. 1 sacked white stock. Price fell to \$1.25 in St. Louis and held near \$2.00 in New York, the range being highest in the east and south and lowest in the southwest and northwest. Best sacked round white stock ranged \$1.90@2.00 in New York and in Boston, \$1.50@1.70 in Baltimore, and southern markets ranged \$1.40@1.75. Carlots of whites, sacked, fell back to \$1.00@1.10 in Chicago. Minneapolis and St. Paul, Colorado whites ranged \$1.50@1.70 sacked in southwestern markets and inferior carlots of Colorado McClures sacked fell to 60 cents per 100 pounds in Kansas City. Wisconsin and Michigan sacked stock ruled generally \$1.35@1.60. Carlots of Minnesota Red River Ohios sold in Kansas City at \$1.75 per 100 pounds sacked.—Market News, March 28.

FREESIAS in California promise a large crop this season, double former averages.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

Choice Flower Seeds FOR FLORISTS

Cineraria, prize strains mixed, tall and semi-dwarf.

Alyssum: Little Gem.

Calendula: Orange King; Lemon Queen.

Snagdragon: Silver Pink.

Begonia: Vernon.

Delphinium Newport Rose, finest Pink Larkspur, at 80c per oz.; \$2.25 per ¼ lb.

J. M. THORBURN & CO.
53 Barclay Street, - New York

Import Embargo.

A special Washington dispatch published in the Journal of Commerce, March 23, has the following, in part:

"Constituting the first step in the direction of a radical curtailment of imports, the War Trade Board has promulgated a list of restricted imports of 82 commodities falling into the 'less essential' category. The saving in tonnage which will be effected under the new order is estimated officially at 1,500,000 deadweight before October next, which means several hundred thousand tons of ships will be freed for other service. This first list is to be followed gradually by five or six others, but in cases where doubt exists of the wisdom of embargo, or where important interests are affected, hearings will be held by the board before action is determined upon.

"With the primary motive to release tonnage for urgent war needs, it is planned to extend the ban with minimum inconvenience of the people, of interference with industry or business, and with a maximum of consideration for the interests of allies and neutrals. All shipments leaving foreign ports prior to April 15 are permitted to come forward for the purpose of subjecting contracts to as little interference as possible. As this is an important matter, it should be understood that under certain conditions return cargoes from the other side of the Atlantic may be permitted.

"The prohibition set up is absolute for ocean-borne traffic, except that imports are permitted unless specifically ruled against as a return cargo from Europe. This is explained by the fact that, owing to the heavy movement of materials eastward across the Atlantic, there is more available cargo space on the return voyage. As it is essential to keep ships moving to Europe as rapidly as possible, the board will take into consideration as a matter of prime importance the possible delay in loading the return cargo in granting licenses for imports from Europe.

"Included in 'List No. 1' are the following: Agricultural implements, all acids, all salts of soda (except nitrate of soda and cyanide of soda), manure salts, manufactures of vegetable fibers and textile grasses (except jute, assumed to include raffia), plants, trees, shrubs and vines, beans and lentils from Europe only, dried peas either in their natural state or prepared or preserved, including all from Europe.

"It should be borne in mind by importers that the publication of the list in no wise relieves them of the necessity of applying for license to import articles not on the list, as all commodities require an import license except such as are now permitted to be imported under general licenses."

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzel, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

Lily of the Valley

Best Holland Grown — From Cold Storage

\$25.00.....per 1000

13.00.....per 500

3.00.....per 100

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Phone, Kedzie 1196

Growers and Specialists Beans, Peas and Sweet Corn

Write us now for contract prices for
CROP OF 1918

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Branch Office: Millington, Mich.

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FLOWER, VEGETABLE AND FARM

Send your inquiries to

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The Premier British Wholesale
and Exporting Seed House.

74 YEARS UNRIVALED REPUTATION.

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SEEDS WHICH SUCCEED

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Farm.

Bristol, Pa.

Mention the American Florist when writing.

Import Specialties

Write for import prices upon
DRACAENA CANES.
JAPANESE LILY BULBS.
KENTIA and other palm seeds.
PAPER WHITES and **ROMANS.**
DRIED ADIANTUM FRONDS.
JAP BAMBOO STAKES.
KENTIAS, for growing on.
FERNS IN FLATS.
NURSERY STOCK, from all sources.
AUSTRALIAN GRASS SEEDS.

Correspondence invited.

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The Import House
 95 Chambers Street, NEW YORK

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
 Growing Crops Given Personal Attention.

THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
 Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

THE C. HERBERT COY SEED CO. VALLEY, Douglas County, NEB. CONTRACT GROWERS OF HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin, Sweet, Flint and Dent Seed Corn.

Grass Mixtures

FOR

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
 CHICAGO, ILL.

We carry a reserve stock of the important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
 231-235 W. Madison St., Chicago, Ill.

I. N. Simon & Son Garden Seeds

438 MARKET STREET
 Philadelphia, - Pa.

Arthur T. Boddington Co. Inc.

SEEDSMEN

128 Chambers St., New York

Michell's Special Offer to Florists

Forcing Stock is scarce. It will pay you to lay in a supply of the following and have them ready for **Decoration Day.**

DIELYTRA Spectabilis. (Bleeding Heart). Always commands a ready sale. Easy to handle and brought in bloom quickly. Fine fresh healthy clumps, per doz., \$1.50; \$10.00 per 100.

SPIRAEA Princess Mary. (New). By far the finest of all the Pink Spiraeas. Forces quickly and can be had in bloom by Decoration Day. Strong clumps, per doz., \$2.75; \$15.00 per 100.

HARDY LILIES.

Always sell well, potted and as cut blooms.

	Doz.	100	1000
LILIUM Auratum. Fresh and plump, 8x9..	\$1.20	\$ 7.50	\$ 67.50
9x11	1.60	11.50	105.00
LILIUM Album (Praecox), extra fine, 8x9..	1.50	10.00	92.50
Extra fine, 9x11.....	2.00	14.00	135.00
LILIUM Rubrum, extra fine, 8x9.....	1.30	7.75	72.50
Extra fine, 9x11.....	1.75	12.00	107.50

HENRY F. MICHELL CO., 518 MARKET STREET, PHILADELPHIA

Seed Packets for 1919

ORDER NOW

for early delivery, and avoid delays, freight congestions, express charges, shut downs and loss of business. We can fill your orders promptly now, but not next December.

THE BROWN BAG FILLING MACHINE CO.
 FITCHBURG, MASS.

HOLLAND BULBS AND PLANTS

GERRIT SEGERS, Tromp's Nurseries, Lisse, Holland

"None But The Best." Correspondence until May next may be addressed to my representative:

G. OVERDUIN, care of Maltus & Ware, 14 Stone Street, NEW YORK CITY

CARNATIONS

Rooted cuttings, strong clean stock, \$25.00 per 1000. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon, Windsor.

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Mention the American Florist when writing.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato, Vine Seed and Field Corn.
 Correspondence Solicited.

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Before Placing Orders for
 SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
 Contract Seed Growers
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ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

EDGAR F. HURFF

SWEDSBORO, N. J.

Grower of High Grade Seed.
 TOMATO, Pepper, Egg Plant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn, on Contract.

CORRESPONDENCE SOLICITED

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Grown for the Wholesale Seed Trade.

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SANTA ANA, CALIFORNIA

Henry Fish Seed Co.

Bean Growers for the
 Wholesale Seed Trade
 CARPINTERIA, CALIF.

Rooted Carnation Cuttings

	Per 100	Per 1000
Thenanthos.....	\$2.00	\$18.00
Beacon.....	2.50	20.00
Alice, (Light Pink).....	2.00	18.00
Herald.....	2.00	15.00

ROSE PLANTS, 2½ in. Pots

	Per 100	Per 1000
Ophelia.....	\$5.00	\$45.00
Champ Welland.....	5.00	45.00
Sunburst.....	5.00	45.00
Pink Killarney and My Maryland...	5.00	45.00

	Per 100	Per 1000
Ward.....	\$2.00	\$15.00
White Enchantress.....	2.50	20.00
Rose Pink Enchantress.....	2.50	20.00

BENCH PLANTS

	Per 100	Per 1000
Milady.....	\$6.00	\$50.00
Maryland.....	5.00	45.00
White Killarney.....	5.00	45.00

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WHOLESALE FLORIST

2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

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WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

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Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

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Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery. Write for Prices.

Yokohama Nursery Co., Ltd.

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BURPEE'S SEEDS

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High Class - PALMS

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Market and 49th Sts., Philadelphia, Pa.

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Roses, Rhododendrons, Boxwood

Spring importation of Holland stock now ready: Baby Rambler Roses, two year field grown. We have regraded these and are shipping out as No. 1 grade only such plants as you should have for pot plant and best retail sales.

	Per 100
Baby Rambler, (Mme Norbert Levavasseur) Crimson.....	\$20.00
Baby Tausendschon, pink; Baby Dorothy, deep pink; Ellen Poulsen, light pink; Erna Teschendorf, dark red; Greta Kluis, deep rose; Jessie, bright rose; Mrs. Cutbush, light pink; Orleans, bright rose; Triumph de Orleans, bright red.....	18.00
Baby Ramblers, same varieties as above, in medium or No. 1½ grade, a little lighter plants, suitable for smaller pots, or outside planting.....	14.00
Hybrid Tea Roses, two year field grown; Arthur R. Goodwin, Bessie Brown, Betty, Edw. Mawley, Farbenkonigen, Gen. McArthur, Grus An Teplitz, Kaiserin Augusta Victoria, Killarney, Lady Ashtown, Lady Alice Stanley, Lady Hillingdon, La France, Mad. A. Chatenay, Mad. Caroline Testout, Mad. Leon Pain, Mad. Ravary, Mrs. A. Ward, Prince of Bulgaria, Johnkeer Mock.....	20.00

RHODODENDRONS.

Fresh, clean looking stock in best possible condition, 18 to 24 inches high, 8 to 12 buds, at.....	85.00
24 to 30 inches high, 12 to 16 buds, at.....	115.00

Hardy Hybrids in all colors, only such sorts as are hardy in America.

BOXWOOD.

Ball shaped bush and pyramidal forms; bright foliage and up to grade, all balled and burlaped.

Bush Shape—	Per 100	Pyramid—	Each
15 inches high.....	\$50.00	30 inches high.....	1.05
18 inches high.....	75.00	36 inches high.....	2.00
30 inches high.....each	1.75	42 inches high.....	2.25
Globe or Ball—	Each	48 inches high.....	3.25
12 by 12 inches through..	1.75	54 inches high.....	4.00
15 by 15 inches through..	2.25		
18 by 18 inches through..	3.75		

Kalmia Latifolia—	Each
18 to 24 inches.....	\$1.00
24 to 30 inches, heavy bushy.....	1.50
Acuba Punctata—24 inches.....	1.00

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

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CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.

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GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St, NEW YORK and ORANGE, CONN.

Mention the American Florist when writing.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

RECENT cabbage shipments from the east coast of Florida are double those of last year.

UNDER the title, "The Farm Garden of the North," the United States department of agriculture has issued for free distribution Farmers' Bulletin 937, particularly for use in northern and western states. Another Farmers' Bulletin available for distribution is No. 856, "Control of Diseases and Insect Enemies of the Home Vegetable Garden."

Truck Crops Condition.

The semi-monthly report of the United States department of agriculture issued March 23 shows the condition of truck crops on March 15, based on the reports of a large number of correspondents throughout the southern growing sections: Cabbage, 72; celery, 66; onions, 75; early Irish potatoes, 85; tomatoes, 74; snap beans, 81; cucumbers, 80; lettuce, 69; green peas, 73; strawberries, 81.

Prices of Indoor Fruits and Vegetables.

Chicago, April 2.—Mushrooms, home-grown, No. 1, 20 to 25 cents per carton; lettuce, box, 25 to 30 cents; radishes, 35 to 60 cents per dozen bunches; celery, \$2.00 to \$2.25 per box; tomatoes, per 6 baskets, \$3.50 to \$5.00; cucumbers, per box, \$2.75 to \$4.00.

New York, April 1.—Celery, per crate, \$1.25 to \$2.00; cucumbers, \$1.25 to \$1.75 per dozen; mushrooms, 60 cents to \$2.00 per 4-pound basket; tomatoes, per pound, 12 to 35 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$2.50 to \$5.00.

Florida Soil and Climate.

E. Stanley Brown, proprietor of The Dahlia Farm, East Moriches, N. Y., who has spent his winters at Miami, Fla., for a number of years, writes interestingly of that section in a recent communication, the difference in growing conditions between the east and the west coast being remarkable. The soil on the west coast and in the central part of the state, he reports, is splendidly adapted to truck gardening, as is evidenced by the immense acreage devoted to celery, cabbage and onions, while at Plant City it is said that 200,000 quarts of strawberries were being shipped daily during the last week of March. The soil seems to be of a heavy clay nature, and runs in spots or selected areas. The east coast, from Jacksonville south, is inclined to be more sandy, with a gradual inclination to rock as one goes deeper. In Dade county it is rock on the surface, and in excavations this formation is noted as deep as 20 feet. The east coast has the advantage in climate, taking Miami for example, there being no fogs or damp atmosphere at night, while the balmy breezes from the ocean prove cool and refreshing.

Vegetables Under Glass.

When planting tomatoes, either in solid beds or in benches, bear in mind that it is doubtful if anything is gained by reducing the spacing below 24 inches each way. Tomatoes, being a fruit-bearing plant, require ample supplies of phosphate; hence, to a liberal supply of manure add bone-meal to balance up the plant food.

Fumigation by tobacco smoke is very dangerous to tomatoes, and also to radishes. Greenfly on lettuce can be controlled by spraying with nicotine. Double the ordinary formula, spray in the evening when the outside air is quiet, and shut down your ventilation for several hours, or all night. If well done, every fly will be killed, whether you hit him or not, as the air will act as a carrier. This method permits local applications without fumigating the whole house or range.

Those who wish to try cucumbers should go slowly to start plants, as 30 days are about all that are needed to produce good plants in 60°, and less than that is not good for this plant. Where whitefly bothers cucumbers and tomatoes, it is also well to know that no tobacco spray or fu-

migant is a control. Cyanide of potassium fumigation is the present remedy.

Where cauliflower is forced, no lack of water should be permitted. This crop is extremely sensitive to dryness—even for a few hours. When sunshine follows a dark spell, and the foliage is soft and wilts during the noon hours, sprinkle several times, either with the mechanical line or use the hose. Cauliflower is a seashore plant and enjoys a frequent "dip."

For producing cabbage plants for outdoor use, select the coolest spot, as the seedlings are easily ruined by moisture, heat and plant food. Just as soon as the seedlings are erect, withhold water entirely. This is true also of tomato and lettuce seedlings—grow them dry, and let them hunt for food and moisture. Thus strong plants with good roots are grown, such as can resist outdoor reverses.

When testing seeds for vitality, always try them in a proper temperature and in sandy soil or pure sand. Such subjects as corn, beans, cucumbers, melons, tomatoes, eggplants, peppers, etc., should not be expected to show up a true stand in a temperature below 60°.

MARKETMAN.

TWENTY MILLIONS FROST-PROOF CABBAGE PLANTS READY

Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier.
From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

CABBAGE PLANTS

FROST PROOF, READY NOW.

Fine large field grown plants, Early Flat Dutch, Chas. Wakefield, Sure-head, Succession, All Seasons, \$1.00 per 1000, by express.

TOMATO PLANTS, Earliana, Prolific and New Stone, \$1.25 per 1000.

SWEET POTATO PLANTS, The Wonder Triumph and Porto Rico, ready April 20th to May 1st, \$1.50 per 1000.

ONION PLANTS, Australian Brown, \$1.50 per 1000; ready April 25th.

Send in your orders and get the best.

CODEN NURSERIES, Coden, Ala.

TO SEEDSMEN ONLY

R. A. van der SCHOOT, Hillegom, Holland

Begs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

Inquiries and quotations may be addressed to the undersigned, who is the American representative of the House, and ready to furnish all information.

No retail trade solicited. We believe we are the only Holland House whose business in the United States is "STRICTLY WHOLESALE."

A. M. van der SCHOOT

Room 1600, Consumers Building,

CHICAGO, ILL.

LEADING ROSES FOR FLORISTS.

Own Root or Grafted

	Graft		Own Root	
	Doz.	100	Doz.	100
Columbia, the great new				
American Rose.....	\$4.50	\$35.00	\$4.00	\$30.00
Hoosier Beauty	2.00	15.00	1.25	8.00
Mrs. Chas. Russell.....	2.25	16.00	1.75	12.00
Ophelia	2.00	15.00	1.25	8.00
Killarney Brilliant	2.00	15.00	1.25	8.00
Killarney Pink	2.00	15.00	1.25	8.00
Killarney White	2.00	15.00	1.25	8.00

Polyantha Roses

2 Year Dormant

	Each	Doz.	Per 100
Baby Rambler30	3.00	20.00
Echo35	3.50	25.00
Erna Teschendorff30	3.00	20.00
Ellen Paulsen35	3.25	22.00
Jessie30	3.00	20.00
Phyllis35	3.25	22.00
Triumph Orleanaise.....	.35	3.50	25.00

Climbing Roses

2 Year Dormant

	Each	Doz.	Per 100
Climbing American Beauty.....	\$0.25	\$2.50	\$18.00
Dorothy Perkins20	2.25	16.00
Excelsa20	2.25	16.00
Flower of Fairfield30	3.00	20.00
Tausendschon30	3.25	22.00
White Dorothy25	2.50	18.00

Standard Roses.

White, Pink and Red.....	\$0.75	\$8.00	\$60.00
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Two Year Dormant Hybrid Perpetuals.

	Each	Doz.	100
American Beauty	\$0.20	\$2.00	\$15.00
Anna de Diesbach25	2.50	18.00
Alfred Colomb25	2.50	18.00
Baron de Bonstettin25	2.50	18.00
Coquette des Alps.....	.25	2.50	18.00
Clio25	2.50	18.00
Earl of Dufferin25	2.50	18.00
Fisher Holmes25	2.50	18.00
Frau Karl Druschki30	3.00	20.00
General Jacqueminot25	2.50	18.00
Geo. Arends30	3.00	20.00
Hugh Dickson25	2.50	18.00
Margaret Dickson25	2.50	18.00
M. P. Wilder25	2.50	18.00
Mme. G. Luizet25	2.50	18.00
Magna Charta25	2.50	18.00
Mrs. John Laing25	2.50	18.00
Paul Neyron25	2.50	18.00
Prince Camille de Rohan25	2.50	18.00

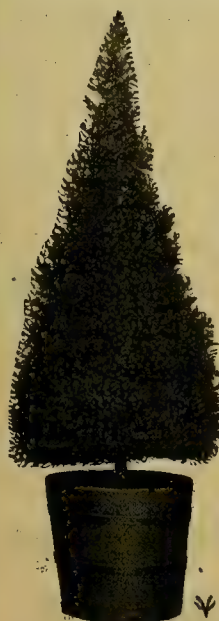


Hybrid Tea Roses

	Each	Doz.	Per 100		Each	Doz.	Per 100
Betty	\$0.35	\$3.50	\$25.00	J. B. Clark.....	\$0.25	\$2.50	\$18.00
Caroline Testout30	3.00	20.00	Jonkheer J. L. Mock..	.30	3.00	20.00
Captain Christy30	3.00	20.00	Kaiserin A. Victoria..	.30	3.00	20.00
George Dickson30	3.00	20.00	Killarney White30	3.00	20.00
General McArthur35	3.50	25.00	Lady Hillingdon35	3.50	25.00
General Supt. Janson..	.35	3.50	25.00	Mabel Morrison25	2.50	18.00
Glory Lyonnaise30	3.00	20.00	Mrs. Aaron Ward35	3.25	22.00
Gruss an Teplitz.....	.30	3.00	20.00	Rayon D'Or.....	.35	3.50	25.00

BOX AND BAYS.

New Imported Stock in Green Painted Tubs.



	Each	Pair
Pyramid 2 1/2-ft.	\$2.60	\$ 5.00
" 3-ft.	3.00	5.50
" 3 1/2-ft.	4.20	8.00
" 4-ft.	5.40	10.00
Standards, 12-inch crown, 12-inch stem	1.50	2.75
Globe, 15-inch crown, 15-inch stem	4.20	8.00
Globe, 18-inch crown, 18-inch stem	6.00	11.50
Globe, 22-inch crown, 22-inch stem	8.00	15.00
Bush Shaped (not in tubs)		
12-inch	\$0.45	\$ 4.50
18-inch75	7.50
24-inch	1.25	12.00

FERNS

All Bushy, Well Furnished.

	Each	Doz.	100
Boston, 4 in..	\$3.50	\$35.00	\$250.00
5-in.....	\$0.50	5.00	40.00
6-in.....	.75	8.00	60.00
7-in.....	1.00	10.00
8-in.....	1.25	14.00
Teddy Junior			
4-in.....	.50	5.00	25.00
5-in.....	.75	8.00	40.00
6-in.....	1.00	10.00	60.00
7-in.....	1.25	14.00
Bird's Nest			
5 in	1.00	10.00

CARNATIONS

Various Colored.

	100	1,000
Laddie	\$12.00	\$10.00
Cottage Maid	6.00	50.00
Albert Roper	6.00	50.00

White.

Matchless	3.00	25.00
White Wonder....	3.00	25.00
White Enchantress.	3.00	25.00

Red.

Nebraska	3.50	30.00
Belle Washburn....	3.50	30.00
Beacon	3.00	25.00
Champion	3.00	25.00

Pink.

	100	1000
Enchant. Supreme..	\$3.00	\$25.00
Enchantress	3.00	25.00
Rose Pink Enchantress	3.00	25.00
Alice	3.00	25.00
Mrs. C. W. Ward.	3.00	25.00

Yellow.

Yellow Prince	4.00	35.00
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Variegated.

Benora	3.50	30.00
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Crimson.

Pocahontas	3.50	30.00
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Dracaenas.

We Are Noted For These.

	Each	Doz.
Amabilis, 5-inch....	\$1.00	\$10.00
6-inch	1.50	15.00
Baptisti, 5-inch....	1.00	10.00
Fragrans, 5-inch....	.75	7.50
Massangeana, 5-inch	1.00	10.00
6-inch	1.50	15.00
Terminalis, 4-inch..	.45	4.50
5-inch75	8.00

Aucuba Japonica

	Each	Doz.	100
12-inch	\$0.50	\$ 5.00	\$40.00
18-inch75	7.50	60.00
24-inch	1.00	10.00

Crotons.

	Doz.	100
All Well	3-inch \$ 4.00	\$30.00
Colored	4-inch 5.00	40.00
	5-inch 10.00	75.00

Caladiums.

	Doz.	100
Finest Fancy-leaved Sorts,		
Named Varieties	\$2.00	\$15.00

For Full Lists of Cannas, Roses, Dahlias and other seasonable stock see our Spring "Book For Florists."

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VAUGHAN'S SEED STORE,

NEW YORK

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

EAST MORICHES, N. Y.—E. Stanley Brown, proprietor of The Dahlia Farm, who has spent the winters at Miami, Fla., for several years past, will return home about the middle of April.

Hamamelis Mollis.

The history of this beautiful witch hazel, which was awarded the R. H. S. first class certificate March 12, 1918, is interesting. The species was discovered and introduced in 1879 by Charles Maries when travelling in China on behalf of James Veitch & Sons. Plants were grown in the Coombe Wood nursery of the firm for 20 years or so without attracting particular attention. Eventually the late George Nicholson, of Kew, brought the shrub prominently into notice, and there was soon a considerable demand for Hamamelis mollis, as the beauty of the older kinds of Asiatic witch hazel had by that time led to their being extensively planted. Though all the species are beautiful, H. mollis is generally regarded as the finest. It is remarkable that a large number of winter or very early spring flowers are yellow. For example, besides this hamamelis we have barberries, forsythias, Jasminum nudiflorum, the winter aconite, narcissi and crocuses, all with yellow blossoms.—W. T. in London Gardeners' Chronicle.

National Association of Gardeners.

BOSTON CONFERENCE, APRIL 18.

The next gardeners' conference under the auspices of the National Association of Gardeners will be held in Boston, Thursday afternoon, April 18. The programme is being worked out by the local committee and will be announced shortly.

At the request of the Nassau County, N. Y., Horticultural Society, attention is again directed to the following resolution introduced by it:

"A member of a horticultural society removing to another locality, and being desirous of associating himself with the horticultural society in the locality to which he has gone, should become eligible to full membership therein if he is in good standing, without the payment of dues to the end of the fiscal year, and vice versa. In other words he would simply be transferred from one society to another without any extra monetary charge whatsoever."

The following societies adopted this resolution at the time it was submitted and it is now operative between them:

Nassau County, N. Y., Horticultural Society.

Oyster Bay, N. Y., Horticultural Society.

Southampton, N. Y., Horticultural Society.

Dutchess County, N. Y., Horticultural Society.

Tuxedo, N. Y., Horticultural Society.
North Westchester, N. Y., Agri. and Hort. Society.

Westchester and Fairfield Horticultural Society.

Morris County, N. J., Hort. Society.
New Jersey Floricultural Society.

Paterson, N. J., Floricultural Society.
Connecticut Horticultural Society.

Newport, R. I., Horticultural Society.
Rhode Island Horticultural Society.

Florists and Gardeners' Club of Rhode Island.

Gardeners and Florists' Club of Boston (adopted by it without voting power until dues are paid in club.)

Cincinnati Florists' Society.

Los Angeles County Horticultural Society.

Menlo Park, Calif., Horticultural Society.

Societies favoring this resolution, but who have not yet adopted it, can do so now, and advise the undersigned accordingly,

NATIONAL ASSOCIATION OF GARDENERS,
M. C. Ebel, Sec'y., Madison, N. J.

Toledo.

EASTER BUSINESS WONDERFUL.

Easter week dawned bright and clear, and from Monday morning to Easter Sunday night the sun did not cease shining. This kind of weather, considering the unusually early Easter, was what florists had been praying for and the result of it was that blooming plants that had been a little backward came to full beauty at the psychological moment. Stock of all kinds never looked better, and the business enjoyed was simply wonderful. Bulbous stock, due to the fine weather, was sufficient even for the extraordinary demands. Lilies, however, were inadequate but it was easy to sell other plants. The demand for azaleas was light and the supply was limited. Hydrangeas were plentiful and took the place in favor formerly occupied by the azalea. Tulips were seen in great quantities and were favorites with the buying public. Daffodils and hyacinths ranked next. There were scarcely enough cut flowers to supply the heavy demand occasioned by the fine weather. Sweet peas were much sought after, as were violets, but the stocks were soon exhausted. Carnations were in good supply, as were Killarney and Ophelia roses. American Beauties were hard to get. All in all, this Easter was the best week the trade has ever enjoyed in this city.

NOTES.

The La Salle-Koch Flower department put on one of the biggest and finest Easter flower shows ever seen in this vicinity. The entire auditorium on the eighth floor was devoted to this purpose and it was a beautiful sight. A striking feature was a large bed of daffodils and another of hyacinths. Here too were to be seen the largest flowering hydrangeas in the city. The department did a big business throughout the week.

Mrs. J. B. Freeman, back on the job again after a two weeks' illness, transacted the biggest Easter business of her long and successful career. Her display window was very attractively arranged and the interior of her store was full to the brim with beautiful plants. Large hydrangeas enjoyed special favor at her store.

Schramm Brothers had a magnificent display of blooming plants, taking up two of their largest houses on Cherry street. Tulips, hydrangeas and daffodils were featured in this display and were sold in great quantities.

Harry Heintz was the grower of the splendid specimen hydrangeas that were so much admired in flower shops.

Harry had great success with his plants this Easter, and as a result sold out completely at an early hour.

Krueger Brothers, East Toledo growers, had their new store at Clark and Nevada streets, as well as the two houses destroyed by the blizzard this winter ready for the big Easter rush and sold out completely.

Other florists who report the biggest trade on record are Miss Helen Patten, Helmer Flower Shop, Scottwood, Greenhouses, Max Spanner, Mrs. E. Sander, and Feniger's Flower Shop.

Metz & Bateman made good use of their large basement for a flower show of unusual completeness. The firm reports a tremendous Easter trade.


Koelker Brothers not only enjoyed a fine trade at their St. Clair street store, but also cleaned up a big cut of sweet peas to other florists.

A. C. K.

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The **CONARD & JONES CO.**  **WEST GROVE PENN'A.**
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

THE WORLD'S BEST

DAHLIAS

Best new and standard varieties, strong well ripened field-grown roots, at right prices. Send for special wholesale list. We can make prompt shipments, or will reserve for spring delivery if desired.

SPRING LAKE DAHLIA FARM
P. O. Box 332, SPRING LAKE, N. J.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown June., N. J.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404. DUNDEE, ILL.

Mention the American Florist when writing.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO



D. HILL—The Evergreen Specialist.

Since the days when I used to dig and pack every order myself, my business has grown, but my policy remains the same—“Give every customer complete satisfaction.”

Hill's Evergreens

AND OTHER CHOICE NURSERY STOCK

Since 1855

For over half a century our main business has been to give satisfaction.

Many Florists are pushing the Landscape feature of their business with increasingly profitable results.

As this branch of your business develops, draw on us for your requirements in choice ornamental Evergreens and other Nursery Stock, either developed specimens for immediate results or small plants for lining out.

Send us your want list for pricing. Make up your order now and send it in at once. Planting season is near at hand. Please note the following:

Hill's Evergreens

	10	100	1000
Abies Balsamea (Balsam Fir)			
10-12 in.	\$ 1.40	\$ 9.00	
12-18 in.	1.70	12.00	
Abies Tsuga Canadensis (Hemlock)			
6-10 in.	\$ 1.30	\$ 8.00	
10-12 in.	1.60	12.00	
3-4 ft. B&B.	20.00		
Abies Concolor (Silver Fir)			
4-8 in.	\$ 2.00	\$ 12.00	
10-12 in.	\$ 1.50	10.00	
2-3 ft. B&B.	12.50		
Abies Douglasi (Colo. Douglas Fir)			
4-8 in.	\$ 2.00	\$ 12.00	
12-18 in.	\$ 1.70	12.00	
18-24 in.	2.50	20.00	
3-4 ft. B&B.	15.00		
Juniperus Communis (English Jun.)			
3-6 in.	\$ 2.50	\$ 15.00	
6-10 in.	\$ 2.00	15.00	
Juniperus Hibernica (Irish Jun.)			
6-8 in.	\$ 3.50	\$ 30.00	
Juniperus Virginiana (Red Cedar)			
2-4 in. Seedlgs.	\$ 1.50	\$ 9.00	
6-12 in.	\$ 1.40	9.00	80.00
12-18 in.	2.30	18.00	
Picea Alba (White Spruce)			
4-8 in. Seedlgs.	\$ 1.85	\$ 14.00	
12-18 in.	\$ 1.40	9.00	
18-24 in.	1.70	12.00	

	10	100	1000
Picea Canadensis (Black Hill Spruce)			
Excellent bushy type from Black Hills, S. D.			
6-10 in.	\$ 1.30	\$ 8.00	
10-12 in.	1.50	10.00	
Picea Excelsa (Norway Spruce)			
4-8 in. Seedlgs.	\$ 1.75	\$ 9.00	
6-10 in. Seedlgs.	2.00	12.00	
12-18 in.	\$ 1.10	6.00	
18-24 in.	1.50	10.00	
Picea Pungens (Colorado Blue Spruce)			
3-6 in. Seedlgs.	\$ 2.50	\$ 15.00	
6-10 in. Seedlgs.	\$ 1.50	10.00	
10-12 in.	2.50	20.00	
12-18 in.	3.50	30.00	
Pinus Austriaca (Austrian Pine)			
12-18 in.	\$ 2.00	\$ 11.00	
18-24 in.	2.50	16.00	
Pinus Mugho (Dwarf Mountain Pine)			
6-10 in. Seedlgs.	\$ 2.25	\$ 15.00	
8-10 in.	\$ 2.40	15.00	
10-12 in. XX.	3.00	20.00	
12-18 in. XX.	3.50	25.00	
Pinus Resinosa (Red or Norway Pine)			
12-24 in.	\$ 2.50	\$ 16.00	
2-3 ft.	3.20	22.00	
Pinus Sylvestris (Scotch Pine)			
6-12 in. Seedlgs.	\$ 1.75	\$ 12.00	
12-18 in.	\$ 1.70	8.00	
18-24 in.	2.10	12.00	
Retinospora Plumosa			
6-8 in.	\$ 3.50		

	10	100	1000
Sequoia Gigantea			
1-3 in. Seedlgs.	\$ 1.50	\$ 10.00	
Taxus Canadensis (American Yew)			
6-12 in.	\$ 8.00	\$ 65.00	
12-18 in.	12.00		
Taxus Baccata (English Yew)			
6-10 in.	\$ 7.50	\$ 65.00	
Taxus Cuspidata (Japanese Yew)			
6-10 in.	\$ 1.50	\$ 10.00	
Thuja Biota Orientalis			
3-6 in. Seedlgs.	\$ 2.00	\$ 11.00	
6-12 in. Seedlgs.	2.50	16.00	
12-18 in.	\$ 1.70	12.00	
18-24 in.	1.90	14.00	
Thuja Occidentalis (Am. Arbor Vitae)			
4-8 in. Seedlgs.	\$ 2.00	\$ 12.00	
6-10 in.	\$ 1.10	6.00	50.00
10-12 in.	1.30	8.00	70.00
12-18 in.	1.60	11.00	
18-24 in.	2.30	18.00	
Thuja Compacta (Compact Arbor Vitae)			
6-8 in.	\$ 3.50		
Thuja Globosa (Globe Arbor Vitae)			
4-6 in.	\$ 4.00		
Thuja Pyramidalis (Pyr. Arbor Vitae)			
4-6 in.	\$ 3.50	\$ 30.00	
6-8 in.	3.75	35.00	
Thuja Wareana Siberica			
4-6 in.	\$ 3.00		

Deciduous Trees and Shrubs

STRONG, CLEAN, THRIFTY YOUNG PLANTS, SUITABLE FOR LINING OUT

	100	1000.
Acer Saccharum (Hard Maple)		
12-24 in.	\$ 2.25	\$ 13.50
2-3 ft.	3.00	20.00
Crataegus Crus Galli		
6-12 in.	\$ 2.00	\$ 14.00
Crataegus Mollis		
6-12 in.	\$ 2.25	\$ 18.00
Juglans Nigra (Black Walnut)		
12-18 in.	\$ 1.75	\$ 15.00
Malus Coronarius (Wild Crab)		
6-12 in.	\$ 2.50	\$ 20.00
Ulmus Americana (Am. White Elm)		
12-24 in.	\$ 1.50	\$ 6.00
2-3 ft.	1.75	9.00

	100	1000.
Berberis Thunbergi (Jap. Barberry)		
6-15 in.	\$ 1.50	\$ 9.00
12-24 in.	2.50	16.50
Forsythia Fortunei		
6-15 in.	\$ 2.00	\$ 16.50
Forsythia Intermedia		
6-15 in.	\$ 2.00	\$ 16.00
Ligustrum Amurense (Amoor River-North)		
6-12 in.	\$ 2.00	\$ 15.00
12-18 in.	2.25	18.00
Ligustrum Iboia (Ibota Privet)		
6-12 in.	\$ 1.25	\$ 10.00
Lonicera Morrowi		
8-15 in.	\$ 2.00	\$ 15.00

	100	1000
Pachysandra Terminalis		
4-8 in.	\$ 2.50	\$ 20.00
Rosa Setigera		
4-8 in.	\$ 1.75	\$ 15.00
Rosa Multiflora		
6-12 in.	\$ 1.75	\$ 12.00
Spiraea Van Houttei (Bridal Wreath)		
6-15 in.	\$ 2.00	\$ 15.00
Symphoricarpos Alba (Snowberry)		
6-15 in.	\$ 1.75	\$ 15.00
Syringa Vulgaris (Purple Lilac)		
6-15 in.	\$ 1.50	\$ 12.00

Complete Wholesale Price List on Demand

THE D. HILL NURSERY CO., Inc.

EVERGREEN SPECIALISTS

LARGEST GROWERS IN AMERICA

Box 404,

Dundee, Illinois

These Prices Are Intended for the Trade Only.



St. Louis Snap.

After growing this wonderful Snap, for the past three years, we have decided to put it on the market, and as a duty to your business you should have some to grow this coming season.

In color it is all that can be desired in a lavender pink. In growth it is no doubt the strongest growing commercial variety ever put on the market. We are now cutting strong spikes from four to six feet long. The heads of blooms are twelve inches long or more. The color does not fade and the spike keeps longer than any Snap we have ever grown. Above all, it is a great winter bloomer. We have cut constantly through the past winter months. Any St. Louis florist will testify to the above—Ask them about Rowe's St. Louis Snap.

2 1/4-in. pots for April and May delivery.

\$10.00 per 100; \$80.00 per 1000

25 at 100 rate

250 at 1000 rate.

W. A. ROWE FLORAL CO., Kirkwood, Mo.

CHRYSANTHEMUMS

Elmer D. Smith & Co., Adrian, Mich.

SEE CLASSIFIED ADVERTISEMENT.

GERANIUMS

ROOTED CUTTINGS.

S. A. Nutt.....	per 1,000,	\$12.50
Ricard and Poitevine.....	per 1,000,	15.00
Asparagus Plumosus, 2 1/2-in.....	100,	3.00
Asparagus Sprengeri, 4-in.....	100,	7.50

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing.

Orchids

If you want Orchids for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Mention the American Florist when writing.

ROSES

2 1/4 and 4-inch Pot-grown. Hardy Climbing Field-grown.

Spring Price List, 400 best new and standard sorts, on own roots, from summer propagation.

THE LEEDLE FLORAL COMPANY, SPRINGFIELD, OHIO.

Mention the American Florist when writing.

Spring Stock

Write for List of Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower, PEK N. ILL.

Mention the American Florist when writing.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty
Mention the American Florist when writing.

CIBOTIUM SCHIEDEI

4 to 5 foot spread, \$5.00 each.

These plants are particularly good value. Write for prices of Kentias.

JOSEPH HEACOCK COMPANY, Wyncote, Pa.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

Mention the American Florist when writing.

Bargain in California Privet

Can ship now or hold in storage until spring.

6-12 inch.....	\$ 6.00 per 1000
12-18 inch.....	10.00 per 1000
18-24 inch.....	12.50 per 1000

SOUTHERN NURSERY CO.

WINCHESTER, TENN.

Mention the American Florist when writing.

DAISIES

Our Stock Has Been Carefully Selected.

Mrs. F. Sander, 2-in.....	Per 100 \$2.00
Boston Yellow, 2-in.....	3.00
Alyssum, Giant Double, 2-in.....	2.00
Geraniums, Labeled, 2-in.....	2.00
Vinca Variegata, 2-in.....	1.75

ELMER RAWLINGS, Allegany, N. Y.

Trade Directory

PRICE: \$3.00 POSTPAID

American Florist Co.

440 S. Dearborn St.,

Chicago

MISCELLANEOUS STOCK

Abundance of Spring Stock. Empty Greenhouses do not pay; fill them up. We have the stock. Liberal extras for early orders.

	Size of Pot.	per 100	per 1000
Ageratums, white, light and dark blue.....	2 1/4-in.	\$2.50	\$22.50
Asparagus Plumosus and Sprengeri.....	2 1/2-in.	3.00	27.50
Asters, white, pink and lavender.....	2 -in.	2.25	20.00
50,000 Cannas, King Humbert, Conard, etc., 15 var.....	3 -in.	6.50	60.00
10,000 Cannas, Yellow, King Humbert.....	3 -in.	7.50	70.00
Centaurea, Dusty Miller.....	2 1/4-in.	3.00	25.00
Coleus, Verschafeltii and Golden Bedder.....	2 1/4-in.	2.75	25.00
Cupheas, Cigar plant (3-in. 5c).....	2 1/4-in.	2.50	22.50
Cyclamens, 8 varieties.....	2 1/2-in.	5.50	50.00
Cyclamens, 8 varieties.....	3 -in.	7.50	70.00
50,000 Dracaena Indivisa, 4, 5, 6-inch.....		\$20.00, \$25.00 per 100.	\$150.00
Fuchsias, 12 fine varieties.....	2 1/4-in.	\$3.00	\$25.00
75,000 Geraniums, all standard varieties.....	2 -in.	2.75	25.00
Heliotropes, white, light and dark blue.....	2 1/4-in.	3.00	27.50
Marguerites, white, yellow, and Mrs. Sanders.....	2 1/4-in.	3.50	30.00
Marguerites, white, yellow, and Mrs. Sanders.....	4 -in.	7.50	70.00
Salvia, Bonfire, or Splenden.....	2 1/4-in.	3.50	30.00
Snappdragons, white, pink, yellow.....	3 -in.	6.50	60.00
Stocks, Prince, Alice or Beauty of Nice.....	2 1/4-in.	2.50	22.50
Verbenas, Fancy, mixed.....	2 1/4-in.	3.00	25.00
Vinca, Variegata.....	4 -in.	7.50	70.00

Also abundance of other stock, and sizes. Correspondence Solicited. Please note all stock such as Geraniums, Fuchsias, Heliotropes, Marguerites, Salvias, etc., from 2 and 2 1/4-in. pots, if transplanted into 3 1/2 and 4-in. pots at once will make fine stock for Bedding and Memorial Day sales. Try some.

ALONZO J. BRYAN

WHOLESALE FLORIST

WASHINGTON, NEW JERSEY.

Ready Reference Section.

10 CENTS PER LINE, NET.



AGERATUMS.

Ageratums, white, light and dark blue, 2½-in., \$2.50 per 100, \$22.50 per 1000. Alonzo J. Bryan, Washington, N. J.

ASPARAGUS.

ASPARAGUS PLUMOSUS. Extra fine, 3-in., \$5.00 per 100; 4-in., \$8.00 per 100. Sprenger, 4-in., \$7.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus Sprenger, 200 four-in., good plants, \$10.00 per 100. Plumosus, 600 three-in., \$5.00 per 100. Cash please. EDGAR EASTER-DAY, Nokomis, Ill.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprenger, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Asparagus plumosus and Sprenger, 2½-in., \$3.00 per 100, \$27.50 per 1000. Alonzo J. Bryan, Washington, N. J.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus plumosus, 2½-in., per 100, \$3.00; Sprenger, 4-in., per 100, \$7.50. Albert M. Herr, Lancaster, Pa.

BEGONIAS.

Ten thousand extra fine Begonia Luminosa. These are extra large plants, 6 inches high, 4 to 5 branches, now in 2½-in. pots, but fit for four. Several thousand in 3-in. pots, stand 12 inches high, 6 branches. Price, 2½-in., \$4 per 100, \$45 per 1000; 3-in., \$8 per 100, \$75 per 1000. 500 at thousand rate. JACOB BECKER, 52nd and Market Sts., Philadelphia, Pa.

Begonias, Gracilis Rosa, Erford and Vernon type, 2-in., \$2.00 per 100; 3-in., \$3.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Begonias, transplanted seedlings, Vernon and Prima Donna, \$2.00 per 100. Wilmette, Ill. Ernest Rober.

BOXWOOD.

Boxwood, Ball-shaped, bush and pyramid forms, bright foliage and up to grade, all balled and burlapped. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Box and Bays. New imported stock in green painted tubs. Pyramid, standards, globe and bush shaped. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Lily bulbs. For immediate use or later delivery. Lilium Giganteum, L. Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

BULBS.

GLADIOLI.

We irrigate our gladioli, they always have the right amount of water. Longer growing and curing season, therefore more matured and better than Holland or Eastern bulbs. Try them.

Express or mail paid by us, if cash with order. Price of all following sorts, true to name and in separate packages, 1st size, doz., 50c; 100, \$2.50. 2nd size, guaranteed to bloom, doz., 40c; 100, \$2.00. Baron J. Hulot, America. Mrs. F. King, Mixture of all our better sorts, No. Am. King or Hulot.

Prices of following, 1st size, doz., 75c; 100, \$3.50. 2nd size, doz., 60c; 100, \$2.75. Príncipe. Alice Cary, Lily Lehman, Príncipe and Cracker Jack, 2nd only. Willy Wigman, Salmon Queen, Chicago Wh., Sul. Queen, Panama. Kunderdi, Ruffled Glory, Mixture of about 50% Peace, rest such as Niagara, Lehman, Pendleton, War.

Prices of following, 1st size, doz., 90c; 100, \$4.25; 2nds, doz., 75c; 100, \$3.25. Mrs. F. Pendleton, Ida Van, Niagara, Peace, L. Lehman, Gl. of Holland, Norma de Childs, War.

BROWN BULB RANCH.

Capitola, Calif.

Hardy Lilies. Lilium Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Bulbs, Dahlia, whole field clumps, \$5.00 per 100 to \$1.00 each. R. Vincent, Jr., & Sons Co., White Marsh, Ind.

CALCEOLARIA.

Calceolaria, 2-inch, \$6.00 per 100; 4-inch, \$15.00 per 100. ERNEST ROBER, Wilmette, Ill.

CALLAS.

CALLA LILIES. Extra quality started 2½-in. pots, \$4.00 per 100; 5-in. coming in bud, \$2.00 per doz. THE WAGNER PARK NURSERY CO., Sidney, O.

CANNAS.

Cannas, dormant roots, 2-3 eyes. Austria, yellow, J. D. Biele, red; David Harum, red, brown leaves, \$2.00 per 100, \$18.00 per 1,000. Cash, G. E. BERTHOLD.

Nebraska City, Neb.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock, ready for immediate delivery.

	100	1,000
Carnegie	\$2.00	\$15.00
Victory	2.00	15.00
Bonfire	2.50	20.00
Matchless	3.00	25.00
Alice	2.00	18.00
Pink Enchantress	2.00	18.00
White Enchantress	2.00	18.00
Ward	2.50	20.00

VIETOR BROS.
L. D. Phone 2081.

162 N. Wabash Ave. Chicago.

Rooted carnation cuttings. Thenanthos, Beacon, Alice, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2.00 per 100, \$15.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

CARNATIONS.

ROOTED CARNATION CUTTINGS.

Superb	100	1,000
Ench. Supreme	\$6.00	\$50.00
Alice	3.00	25.00
Matchless	3.00	25.00
Wh. Wonder	3.00	25.00
Aviator	3.00	25.00
Wh. Enchantress	2.50	20.00
Enchantress	2.50	20.00
Mrs. C. W. Ward	2.50	20.00
Mrs. Akehurst	2.50	20.00

CHICAGO CARNATION COMPANY.

Joliet, Illinois

ROOTED CARNATION CUTTINGS.

White Enchantress	100	1,000
Good stock. Cash please.	2.50	20.00

DES PLAINES FLORAL CO.

Des Plaines, Ill.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

Carnation rooted cuttings, strong clean stock. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon and Windsor, \$25 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnations. All first-class stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

The Coal Saving Crop.

The stock and labor involved is the entire cost of producing the early varieties.

We will gladly supply a list of the best. Maturing from September to last of October.

Our 1918 trade list mailed on application.

ELMER D. SMITH & CO.,

Adrian, Mich.

CINERARIA.

Cinerarias, 2, 3 and 4-in., \$6 and \$10 per 100. Ernest Rober, Wilmette, Ill.

CLEMATIS.

LARGE FLOWERING CLEMATIS.

Heavy, well rooted, one-year field-grown, in fine condition. 40% Jackmanii, purple; 30% each Henryii, white, and Villa de Lyon, red. Price to close them out quickly. \$8.00 per 100. Must be ordered in above proportions. Cash please.

THE TEMPLIN-CROCKETT-BRADLEY CO.,
Sta. A. Cleveland, O.

COLEUS.

COLEUS. Fine 2-inch stock, best bedding varieties, \$2.00 per 100. Cash, please. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

CYCLAMEN. 3-in., \$10.00; 4-in., \$20.00 per 100; 5-in., 35c to 50c each; 6-in., 75c to \$1.00 each. Larger plants, \$1.50 to \$2.00 each. Good colors. With buds and bloom. HENRY SMITH, Grand Rapids, Mich.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CYCLAMEN.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Cyclamen in 8 varieties, 2½-in., \$5.50 per 100. \$50 per 1000; 3-in., \$7.50 per 100, \$70 per 1000. Alonzo J. Bryan, Washington, N. J.

Cyclamens, 3 and 4-in., \$8 and \$20.00 per 100. Alonzo J. Bryan, Washington, N. J.

DAFFODILS.

Daffodils—Cut blooms, \$2.50 per 100. GEORGE LAWLER, Tacoma, Wash.

DAHLIAS.

Dahlias. Best new and standard varieties; strong, well ripened field-grown roots, at right prices. Send for special wholesale list. Spring Lake Dahlia Farm, Box 332, Spring Lake, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

DRACAENA INDIVISA, 4-in., \$12.50 per 100. 5-in., 20c and 25c; 6-in., 50c. Ernest Rober, Wilmette, Ill.

FERNS.**—FERNS—**

Roosevelt, 2½-in.	Per 100	\$4.50
Boston, 2½-in.		4.50
Scholzeli, 2½-in.		4.50
Teddy, Jr., 2½-in.		5.00
Roosevelt, 4-in.		18.00
Boston, 4-in.		18.00

THE REESER PLANT COMPANY, Springfield, Ohio

Ferns. Boston, fine stock, 4-in., \$2.50 per doz., \$16 per 100; heavy bushy plants, 5-in., \$3.50 per doz., \$22.50 per 100; 2½-in., extra good quality, \$5.50 per 100; \$50 per 1,000. THE WAGNER PARK NURSERY CO., Sidney, O.

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. Aspidium, Holly, Mayil, Wilson and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

FERNS. Adiantum Cuneatum, 2-in., \$3; 3-in., \$5 per 100. Croweanum, 2-in., \$6; 3-in., \$8 per 100. Cyrtomium Rockfordianum, 4-in., \$15 per 100. Assorted table ferns, 2-in., \$3 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. All bushy, well furnished. Boston, Teddy Junior and Bird's Nest. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. Table ferns, \$3.50 per 100. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsias. Extra heavy summer propagated ready for shift. Black Prince, Minnesota, Souv. de H. Henkel (bronze foliage), 3-in., \$3.00 per 100; 2-in., \$2.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Fuchsia (Un. variegata)—2 to 5 eyes, \$10.00 per 100. Ernest Rober, Wilmette, Ill.

GERANIUMS.**ROOTED GERANIUM CUTTINGS.**

The "Big Four" Bedders. Strong, selected top cuttings only. S. A. Nutt, Gen. Grant, Mme. Buchner, \$1.50 per 100, \$14.00 per 1,000; Beaute Poitevine, \$2.00 per 100, \$18.00 per 1,000. The W. T. Buckley Co., Springfield, Ill.

GERANIUMS. Special this week. 10,000 Poitevine, 2½-in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks. \$2.50 per 100, \$25.00 per 1,000. Other standard varieties same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

GERANIUMS.

Geraniums. 5-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings, S. A. Nutt, \$12.50 per 1,000; Ricard and Poitevine, \$15 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums, 2½-in., S. A. Nutt, extra heavy, \$3.00 per 100, \$27.50 per 1,000. ERNEST ROBER, Wilmette, Ill.

GLADIOLUS.**MASSACHUSETTS GROWN GLADIOLI.**

All Prices Are Quoted per 1,000

	1½ in.	1½ in.	1-
	and up	and up	1½ in.
America, light pink	\$18.00	\$12.00	\$ 9.00
Augusta, white	15.00	12.00	9.00
Brenchleyensis, scarlet....	15.00	12.00	9.00
Cameo, white	15.00	12.00	9.00
Empress of India, dark red	25.00	20.00	15.00
Glory of Holland, white....	25.00	20.00	15.00
Chicago White, white....	25.00	20.00	15.00
Halley, salmon pink....	15.00	12.00	9.00
Independence, scarlet....	15.00	12.00	9.00
Mrs. F. King, salmon pink	15.00	12.00	9.00
Mrs. F. Pendleton, pink....	45.00	36.00	27.00
Mary Fennell, lavender....	75.00	60.00	50.00
Peace, white	30.00	24.00	18.00
Exhibition Mixed	12.00	10.00	8.00
Extra Choice Mixed	10.00	8.00	6.00

Correspondence solicited on other varieties, smaller sizes or bulbets.

CENTRAL GLADIOLUS GARDENS.

JELLE ROOS MILTON, MASS.

GLADIOLUS AMERICA.

8000, 1½ to 2 -in.,per 1000 \$12.00
5000, 1 to 1½ in.,per 1000 6.00
Warranted true to name and sound. The lot \$105.

H. O. MARTIN What Cheer, Iowa.

GLADIOLUS.**America.**

1½-in.	\$14.00	¾ to 1-in.	\$6.00
1¼ to 1½-in.	12.00	½ in. and under.	3.00
1 to 1¼-in.	9.00		
Klondike 1¼ to 1½-in.	14.00		
Good Mixed, 1st. size	10.00		
H. HILLS, Bristol, Ind.			

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladioli. For varieties, sizes and prices see advertisement on front cover page of this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Gladiolus. The Bride. Splendid early forcing white, \$7 per 1,000, \$13 per 2,000. Vaughan's Seed Store, Chicago and New York.

GREENS.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HARDY PERENNIALS.

Hardy field-grown perennials. Hardy Carnation, Campanula, Shasta Daisy, Delphinium, Digitalis, Gypsophila, Hollyhock and many others at from \$8.00 to \$12.00 per 1000. Send for list. JOHN F. HAUSER, R. R. 1, Bayfield, Wis.

HYACINTHS.

Hyacinths, in pots, pans and boxes, 10 cents per flower. Ernest Rober, Wilmette, Ill.

HYDRANGEAS.

HYDRANGEA, Otaksa, 3-in., \$5 per 100. HENRY SMITH, Grand Rapids, Mich.

LANTANAS.

Lantana, mixed varieties, pink, yellow and red, 2-in., strong plants, \$4.00 per 100. Ernest Rober, Wilmette, Ill.

LILY OF THE VALLEY.

Best Holland grown. From cold storage, \$25 per 1,000; \$13 per 500; \$3 per 100. H. N. Bruns, 3040 W. Madison St., Chicago.

Easter Lilies, 18 to 30-in. high, 12½¢ to 15¢ per bud. Ernest Rober, Wilmette, Ill.

LOBELIAS.

Lobelia, transplanted clumps, dark blue and light blue—\$1.50 per 100.

Ernest Rober,

Wilmette,

Illinois.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

PALMS. Belmoreana, heavy plants from 4-in. pots, 5 to 6 leaves, 2 to 2½ ft. high, \$1.00 each, \$10.00 per dozen; 5 to 6 leaves, 2½ to 3 ft. high, \$1.25 each, \$13.50 per dozen. From 5-in. pots, 2 to 2½ ft. high, \$1.35 each, \$15.00 per dozen; 2½ to 3 ft. high, \$1.50 each, \$17.00 per dozen. This is all extra fine stock of our own growing and not imported stock as frequently offered. THE WAGNER PARK NURSERY CO., Sidney, O.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Cibotium Schiedel, 4 to 5-foot spread, \$5 each. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansies. October sown, cold frame grown. Paris market and separate colors, \$3.50 per 1,000; Chicago Parks Bedding, in bud and bloom, 80c per 100, \$7.00 per 1,000. ODOR GREEN-HOUSES, Iola, Kansas.

Pansies. 5000 fall transplanted in bud and bloom. Mastodon strain. \$1.00 per 100, \$10.00 per 1000. Cash please. EDGAR EASTERDAY, Nokomis, Ill.

PANSIES—August seedlings, good, stocky plants in bud, \$3.00 per 1,000. H. HILLS, Bristol, Ind.

PRIMULAS.

PRIMULA Obconica, 2½-in. strong, \$4; 4-in., \$12.50; 6-in., \$25 per 100; Chinensis, 4-in., \$12.50; 6-in., \$25 per 100; Malacoides, 2½-in., \$3; 4-in., \$10; 6-in., \$20 per 100. 4 and 8-in. well in bloom. All varieties. HENRY SMITH, Grand Rapids, Mich.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4, \$7 and \$15 per 100. Ernest Rober, Wilmette, Ill.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

RHODODENDRONS.

Rhododendrons. Fresh, clean looking stock in best possible condition. 18 to 24 in. high, 8 to 12 buds, \$85 per 100; 24 to 30 in. high, 12 to 16 buds, \$1.15 per 100. The Storrs & Harrison Co., Painesville, O.

ROSES.**ROSES.**

Strong one-year-old bench plants, grafted. 1,000 Mrs. Aaron Ward, \$8.00 per 100. 100 Titania, \$20.00 per 100. 100 Collette Martine, own root, \$20.00 per 100. 250 Golden Gem, own root, \$20.00 per 100.

DAILEDLOUZE BROTHERS.

Lenox Road and Troy Avenue. N. Y. Brooklyn,

ROSES.

EXTRA FINE 2½-INCH ROSE PLANTS.

	100	1000
Ophelia	\$ 6.00	\$50.00
Russell	10.00	90.00
Killarney Brilliant	5.00	40.00
White Killarney	4.00	35.00
Pink Killarney	4.00	35.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
Mrs. George Elgar	4.00	
Baby Doll	4.00	

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162 N. Wabash Avenue, Chicago.
L. D. Phone, Randolph 2081.

FINE BENCH ROSE PLANTS.

	100	1000
1800 Tipperary	\$6.00	\$50.00
2000 Ward	6.00	50.00
Choice 2½-inch pot plants.		
Ophelia	\$6.00	\$50.00
Sunburst	6.00	50.00
Milady	6.00	50.00
White Killarney	6.00	50.00
Cash with order.		

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Roses. Own root 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney and Sunburst, \$7.50 per 100, \$70 per 1000. Milady and Richmond, \$7 per 100, \$65 per 1000. Russell, \$10 per 100, \$100 per 1000. 3½-in. stock, \$35 per 1000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

Rose Plants, 2½-in. pots, Ophelia, Champ Welland and Sunburst, \$5.00 per 100, \$45.00 per 1,000. Bench plants, Maryland, Ophelia, Milady, \$6.00 per 100, \$50.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses. Own root and grafted. Polyantha, climbing, standard, hybrid, perpetuals and hybrid tea. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

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\$5.00 per 100; \$40.00 per 1,000.

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Maywood, Illinois

Roses. Both baby and bench-grown varieties. For list of varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Roses. Own root, 3-in., ready now. Ophelia, Sunburst, Collette Martinette, Baby Doll, Cecile Brunner and Primrose, \$100 per 1,000. Charles H. Totty Co., Madison, N. J.

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FOR SALE. Excellent bench plants of White Killarney and Nesbit roses, \$4 per 100; \$35 per 1000. Cash please. ALBERT F. AMLING CO., Maywood, Ill.

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Roses, in bud and bloom, 50c, 75c and up to \$2.00 each. ERNEST ROBER, Wilmette, Ill.

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SALVIA. Bonfire and Splendens, vigorous 2-in. established stock, \$2.50 per 100; \$20.00 per 1,000. THE WAGNER PARK NURSERY CO., Sidney, O.

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SCHIZANTHUS. Best colors, fine plants, 2½-in., \$4.00; 4-in., \$12.50; 6-in., \$25.00 per 100. HENRY SMITH, Grand Rapids, Mich.

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Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Pansy, glg. finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fireball, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

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SEEDS.

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Seeds, growers for the trade; Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

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Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

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Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

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SNAPDRAGONS. Seedlings. Keystone, Pink and White, 2½-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPIREA.

Spiraea, Princess Mary. Finest of all pink spiraeas. Strong clumpers, per doz., \$2.75; per 100, \$15.00. Henry F. Mitchell Co., 518 Market St., Philadelphia, Pa.

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Tulips. In pans and boxes, 5 cents per flower. Ernest Rober, Wilmette, Ill.

VERBENAS.

Transplanted Verbenas. Separate colors, \$1.50 per 100.

Ernest Rober, Wilmette, Ill.

VEGETABLE PLANTS.

For Sale. Charleston, Wakefield, Copenhagen Market cabbage plants; strong, transplanted, ready for field March 15, \$2.75 per 1,000; not transplanted, \$2.00 per 1000. Pepper. Vaughan's Magnum Dulce, strong seedlings, ready to transplant, \$2.50 per 1000. Tomato. Earlianna, Stone and Ponderosa, strong seedlings, \$2.00 per 1000. ODOR GREENHOUSES, Iola, Kan.

Cabbage plants, frost-proof Jersey, Charleston, All-Head, Sure-Head and Early Flat Dutch varieties at \$1.30 per 1,000 in 5,000 lots and up. Ozark Seed & Plant Co., Nashville, Ark.

VINCAS.

100,000 extra strong Vinca variegata ready for a shift from 2-in. pots, \$1.75 per 100, \$17.00 per 1,000; 10,000 year-old cut back, 4-in. pots, \$5 per 100. Elmer Rawlings, Allegany, N. Y.

VINCAS. Variegated, fine 2-inch stock, \$2.50 per 100. Cash, please. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Model Extension 'Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Wandering Jew, variegated, 2-inch, strong plants, \$3.00 per 100.

Ernest Rober, Wilmette, Ill.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Glass cloth. A transparent, waterproof fabric for hotbeds, coldframes, etc. Sample 3x6 feet, 60c., prepaid. Turner Bros., Bladen, Neb.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

One piece flower boxes, 24x4x3, \$2 per 100; 20x4x3, \$1.90 per 100. Sample box on request. The John Henry Co., Lansing, Mich.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

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Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

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Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

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Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Everything the best in florists' supplies. H. Zayersdorfer & Co., 1127 Arch St., Philadelphia.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge plain, 4-in. and 6-in. chiffon. Jos. Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 So. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

POTS AND PANS.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

POTS AND PANS.

Neponset Flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Red pots. Before buying write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

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Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

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Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

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Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 95c; per 500, \$4.00; \$6.50 per 1,000.

Pipe stems, 4 to 6 feet, per 100, 70c; per 1,000, \$4.00. Vaughan's Seed Store, Chicago.

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Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

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Labels for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

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Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., New York.
Erne & Company, Chicago.
Fenrich, Joseph S., New York.
Fexy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Freres-Windler Co., The, Chicago.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Growers' Cut Flower Co., Inc., New York.
Gunterberg, M. C., Chicago.
Hart, George B., Rochester, N. Y.
Hentz & Nash, Inc., New York.
Hoerber Bros., Chicago.
Holton & Hunkel Co., Milwaukee, Wis.
Kasting Co., Wm. F., Buffalo, N. Y.
Kennicott Bros Co., Chicago.
Kervan Co., The, New York.
Kessier, Wm. A., New York.
Kruchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
Kyle & Foerster, Chicago.
Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.
Meconi, Paul, New York.
Miller & Musser, Chicago.
N. Y. Cut Flower Exchange, New York.
Niessen Co., The, Leo, Philadelphia, Pa.
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Pierson, A. N., Cromwell, Conn.
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Polykranas, Geo. J., New York.
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1000, 75c. postpaid. Samples free.

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No 2**



Model Extension Carnation Support.

Made with two or three circles. Endorsed by all the leading carnation growers as the best support on the market. Pat. Jly. 27, '97; May 17, '98. Galvanized Wire Rose Stakes.—Write for prices before ordering elsewhere. Prompt shipment guaranteed.

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Keep Summer With You The Whole Year Round.

On account of their sturdy, special construction, which permits of great strength without the need of heavy shadow casting supports, these houses are so warm and sunny that they are filled with a riot of bloom and fruit when Jack Frost has stripped the garden of its beauty. The ventilating and heating systems are the result of years of experience in building for professional growers. Things just have to grow in a King.

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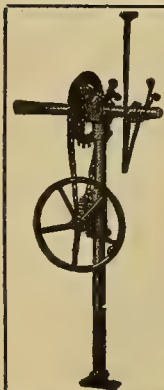
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Aetna Brand Tankage Fertilizer

is the best balanced fertilizer manufactured.
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Rochester, N. Y.

EASTER TRADE SHOWS INCREASE.

Easter lilies are very scarce and there were not enough of them to supply the demand for the large holiday call. They were also much higher in price than in previous years, retailing at \$4 per dozen blooms or 35 cents per bud and flower. Bulbous stock, spring flowers, roses and carnations were plentiful. Sweet peas were excellent and brought good prices. Azaleas and rhododendrons were very scarce, but lilies and deutzias took their place. Baskets and birchbark boxes of growing plants were as popular as ever. Business was very good; in fact greater than last year.

NOTES.

Hugo Teute had planned a bumper crop of lilies, but they failed to materialize on time this year. He had, however, excellent Darwin tulips in pots and a fine cut of carnations.

H. E. Wilson is showing attractive displays of daffodils, pussywillows, etc., in boxes with designs painted in natural colors. Miss Hattie Ellis is the designer.

Edwin C. Kaelber, now in the government service at Washington, visited this city on a furlough during the past week.

J. B. Keller Sons are featuring very attractive baskets of lavender cinerarias and genistas. CHESTER.

Omaha.

EASTER DEMAND AS GOOD AS EVER.

The Easter trade was in full swing, and florists were well satisfied with the volume of business. Lilies were more plentiful than the florists a few weeks ago expected them to be. For a time it looked as though they would be scarce here, and the rumor was persistent that one Council Bluffs, Ia., florist was seeking to corner the market. Apparently, he did not succeed, for all the local florists had great quantities of them and were able to make some excellent special displays. Carnations were a little scarce and sold for \$1 a dozen, such as were on hand. There was no indication of retrenchment on the part of the flower-buying public, and the demand was equally as good as ever before. Extra help had to be employed in some of the local shops, and by the middle of the week the stores were crowded. Lilies were in special demand for decorating the churches. A. E. L.

USE WIZARD BRAND CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
CATTLE MANURE
Pulverized
SHEEP MANURE

The Florists' standard of uniform high quality for over ten years. Specify **WIZARD BRAND** in your Supply House order or write us direct for prices and freight rates.

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No. 32 Union Stock Yards, Chicago.

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Easily mended.
No tools required with

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CARNATION
STAPLE**

The Original Patented
Article

"They are all right; best on the market."
Baumer Bros.

"They are all that is claimed for them."
Geo. E. Lasher.

1,000 for 35c; 3,000 for \$1.00, postpaid.

I. L. PILLSBURY, Galesburg, Ill.

SUB-IRRIGATE

You should investigate the continuously perforated cement tile system. The Turner Tile Machine makes the tile right in the ditch, 100 feet per hour. Machines \$20 and \$25.

GLASS CLOTH

A transparent waterproof fabric as efficient as glass for hotbeds, coldframes, etc. Sample 3x6 feet, prepaid 60c. Try one or more samples now and be convinced.

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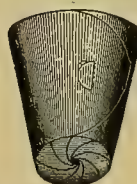


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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. L.

CHICAGO AND NEW YORK, APRIL 13, 1918.

No. 1558

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SUGGESTIONS FOR PLANT GROWERS.

Early Roses.

The rose bed should be pruned and then spaded as early as possible after the ground has opened and if the canes have been buried the covering should be removed and the canes cut back. To properly prune a bed of hybrid perpetual roses is a careful, painstaking piece of work. This work is too often done in a careless, haphazard manner, and by many every variety is cut back alike. To get the best results, a study of the varieties is necessary; for instance, strong growing varieties like General Jacqueminot and Magna Charta can be cut back and the small wood cut out much more severely than Prince Camille de Rohan of Mme. Gabriel Luizet. When pruning it is first necessary to determine whether quantity or quality is the most to be desired. If quantity is wanted, more wood can be left and six to eight eyes left on the canes. If quality is the main object, this must be obtained at the expense of quantity, and the strong canes only retained and these cut to two or three eyes, depending on how the eyes are located. The top eye that is left should be pointed out from the main stem so that when the growths start they will not crowd toward the center. This will allow plenty of room for development and a good circulation of air through the plant. After the bushes are pruned the soil should be spaded good and deep and leveled off.

Bedding Stock.

The general florist will now have his hands full with bedding stock, which should now be spread out and given the necessary room. The geraniums should be spaced, and if any have grown too tall to make shapely plants the tops should be cut back, but at the present day the trade wants a geranium in bloom at bedding time, and very little pinching should be done after the first of April, for it will take from then until the first of June to produce a new branch with a flower. Ageratums, alternantheras, alyssums,

heliotropes and like blooming plants should be kept on the move and be given good light positions. Salvia should be kept pinched back until the latter part of the month, which should produce fine, shapely plants. The coleus should be rooted and the top rubbed out as soon as established in the pots. Seedlings should be potted or flatted, the former preferred if a price can be obtained commensurate for the extra labor, but if flatted give them room enough to develop properly. Cannas will now require a warm, light location and plenty of root room. The one great factor in growing good bedding stock is, at this season, to keep the plants moving and never allow them to get a check, for if once severely checked a good plant is an impossibility.

Potting Young Stock.

At this season of the year the plant grower will have thousands of young seedlings to pot or place in flats and as many more to shift from a small pot to a larger size, and it does not seem that any instruction in potting should be necessary, but we chanced not long ago to see a boy potting and wondered if the plants would live and we then saw in the houses many of the plants which had been potted struggling for existence. It seems to be the general idea with the young gardener that the one that can pot the most plants in a given time is the smartest, regardless of how well it is done and how the plants afterward grow. The young man whom we saw would fill the pot full and then make a hole in the soil with his finger, place the seedling in the hole and then press the top soil around the stem. The chances were that the roots of many of these plants were still hanging in an enclosed hole in the center of the pot, for the soil should have been firmed around the roots. That he could handle a large number of plants in a given time was no question, but a much better plant can be grown if the soil is made firm around the roots first

and then the top firmed down. The same thing happens in transplanting where the loose soil is thrown around between the plant and the pot and the top then firmed down. A little soil should be first thrown in the bottom of the pot and the plant placed in this, then a little soil around the plant, which should be firmed down, then a little more soil, which can be pressed down from the top. This will take longer, but the plant will live and grow enough better to pay for the extra pains.

Peonies.

As soon as the frost is out of the ground the peony beds should be forked over and the manure mulch that was placed on them last fall should be forked or spaded in, but let this be done by a careful man, or at least not by help that knows nothing about this work. The young growths start very early and are very tender, so it is best not to fork too close to the crowns, but loosen up all the soil around the plants. It is also well to leave the stems covered as deep as they have been all winter, for a sharp frost may injure a stem that has been protected through the severe winter and then subjected to sharp cold. But the loosening of the soil to good depth will conserve the moisture and allow the air to get into the soil. If the plants were not mulched with manure in the fall, it is well to spread some old manure, not fresh, on the beds before spading and fork it in.

Although the fall is the best time to transplant peonies, yet if not done and it is desired or necessary to move them, they can be transplanted early in the spring, but this must be done before the growths are above the surface of the ground and as much soil left about the roots as possible. These plants make their young roots in the fall, and if any attempt is made to shake the soil off the roots will be broken doing this. Divisions must therefore be carefully made, so as to disturb the roots as little as possible. The dry roots that are purchased at this time are much better planted in pots or boxes until the roots are formed in the soil and later transplanted to the ground. It cannot be expected that plants of this kind will produce any flowers this year, for it will only be possible to get them established in their new location the first season.

Flowers Relieve War Shadows.

Even though we are in a great war, that is no reason for taking all the joy out of life. Every little while an eminent dollar-a-year or stay-at-home patriot rises in his place and asserts that "Flowers are not a necessity." A great poet once wrote:

"Hold thou the good; define it well:
For fear divine Philosophy
Should push beyond her mark and be
Procureess to the Lords of Hell."

Therefore we hold that anything that is altogether good, and with no taint of evil, is necessary. We see soldiers by the thousands; we read, think and dream of war; therefore, more than ever, we occasionally need flowers and other beautiful and uplifting gifts to temporarily take our minds from the sadness and wickedness of the world. Remember, there is a time to rejoice as well as a time to mourn. If we mourn continually we are getting in the shadow of the madhouse.

A. F. F.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

It is but just a month until Mothers' day comes again. The thousands and thousands of young men who have gone from home to fight for their country should give the celebration this year an added significance. Their thoughts will be of home and mother, and their mothers will certainly have them constantly in mind. It is none too soon to begin to feature the day. At first, just a good sized card with "Mothers' Day, May 12, the second Sunday in May," should be displayed in both window and store.

It is now window box time; push the sale of these gay window ornaments. Many orders can be received if the proper energy is put into hunt-

COAL FACTS.

At the April meeting of the Chicago Florists' Club well known coal experts predicted a shortage of coal the coming winter and gave substantial reasons for it.

The coal men further said it is comparatively easy to get coal now and advised florists to put in their supplies of the best grade obtainable without delay.

In addition it was emphasized that good coal takes no more storage space than the poorer grades and that the good coal lasts longer.

The government is not likely to seize coal in storage as long as there is any on track.

ing up possible openings. To be successful, however, one must have enthusiasm for the idea, believe in it, be prepared to talk to anyone interested, or even indifferent people, in such a convincing manner that they will see how much better the house will look, the pleasure they will get out of the flowers, and the satisfaction it will be to them to help in making the "city beautiful."

Flowers will be cheaper now, and special sales will be in order to help keep up the interest in the store; \$1.00 boxes, or tumbler baskets at \$1.00 to \$1.50, can be featured in the window and sold in quantity at a very good margin. Aside from the immediate profit, there is also an advertising value that follows such display. Many persons will speak to one another of the window, or of the baskets or boxes as wonderful bargains in flowers. It is sure to attract and draw business from people who have much more to spend, but are on the lookout for the full worth of their money. If possible, secure regular orders for week-end delivery of such articles, and thus use up regular stock that might go to waste. Pans of English daisies, pansies or forget-me-nots are good at this time. Do not be afraid to run a quantity as a

special. A block together makes a good show that draws attention, while just a few are hardly noticed. Trim the pans up with paper—they will look much more inviting.

Always be prepared for funeral orders, the great mainstay of the business. Many an order has been missed because it could not be turned out at once. Cycas or magnolia wreaths, finished in themselves, or ready with a few minutes work with cut flowers to look much more elaborate, are lasting and should be on hand at all times. A well made wreath or two of galax are always good ornaments for the refrigerator or flower case, and bring in many a dollar that would not otherwise be landed. Be on the job when a committee calls who have charge of selection of funeral pieces. They have likely been elsewhere, but it is up to you, however, to land the order and it can be done if you show in your preparedness that you make this work a specialty. Tact in finding out how much they have to spend is of assistance.

Mothers' Day.

Plants and flowers have at all times an elevating and refining influence. With their beautiful and great variety of form, color and delightful fragrance, they present the highest type of beauty. All sentiments of love and adoration are associated with flowers as being the most appropriate and beautiful of the gifts of Nature.

When Miss Anna Jarvis resolved to devote one day each year, the second Sunday in May, to the adoration and memory of her mother, who had passed away, flowers were at once associated with this observance; and, as the white carnation was her mother's favorite flower, she placed a vase filled with them by her portrait and also wore some in her honor.

The sentiment, the adoration and love of mother, which is inherent in the hearts of all, has from the first been glad of the opportunity offered to use flowers to give expression to this feeling, in gifts of plants and favorite blossoms to the living mother, also to be worn in her honor, or that of the dear one who has passed away.

It is an old story—how quickly the beautiful custom became popular and spread to every part of the country, until now it is one of the recognized annual floral events, of great importance to the trade. The greatest observance of the day, particularly in connection with the use of flowers, has been in the communities where there exists the greatest co-operation of the trade to encourage the use of flowers in the observance of the day. It is this co-operation, this getting together, of the trade to arouse the sentiment for the proper observance of the day, that is of the greatest importance.

The possibilities of this day are great; as before mentioned, in some localities it has become a great factor, but in others its influence is scarcely felt, the difference being in the lethargy of the trade. The love of mother is just as great in Philadelphia as in Cleveland, but the sale of flowers for this occasion in the Ohio city, with one third the population of the Quaker City, is more than four times as great, solely because the florists of Cleveland are alive to the opportunity. They believe in the day, are enthusiastic, they see its possibilities, and work (both individually with their talents and together with their money) to mold public opinion through the news

and advertising columns of the public press.

Mrs. Ella Grant Wilson's publicity campaign, which has been so successful, has been financed by the Cleveland Florists' Club, which spends over

than nothing, but is still a very feeble attempt at publicity. There should be an efficient display of everything pertaining in any way to mother love. All the art stores carry pictures of mothers with children. Whistler's pic-

ers' day last year, contained a number of photographs of handsome, elderly, motherly looking women, which he had been able to secure. These, together with a large etching of Whistler's mother, appropriate window cards and a decorative setting of plants and flowers, in which there were no carnations, attracted great attention.

"Flowers for May 12, Mothers' Day." "Honor Your Mother or Her Memory With Flowers." These are good window cards. Use the cards and the literature of the national publicity committee of the S. A. F. Help them in this campaign, which is solely for your benefit. All the work done is a labor of love. No one profits, except as it comes over his own counter. Put their plans to work as you would a new employee. Add a contribution to your next salary list and send it to Secretary John Young, 1170 Broadway, New York. It will work, not only one week, but pull for you all the year.

Mothers' Day Window Display.

Holm & Olson, prominent St. Paul, Minn., florists, call attention to what should be a capital idea for stimulating Mothers' day business by members of the Florists' Telegraph Delivery by the use of appropriate window displays a short time before the day and specially featuring the occasion. A further suggestion in connection with the plan is that the F. T. D., and perhaps the publicity committee of the S. A. F., be asked to offer cash prizes as an incentive so that not only members of the F. T. D. but all florists in all sections of the country would do their best in what would be a wonderful advertisement for the trade in general, and prize winning displays and others possessing originality could be published in the trade press, in order that the St. Paul florist could get new ideas from his brother craftsman in New York, and even Boston might get a few pointers from a window display in Denver.



CRIB OF SWEETHEART ROSES.

\$2,500 in this work during the year, and receives 10 times the publicity ordinarily obtained from such expenditure. In an educational campaign of this kind, the use of flowers for this or that occasion is encouraged until the increased demand is felt by the whole trade.

AGGRESSIVE METHODS.

The greatest benefit, however, comes to those who, by their individual efforts, original ideas in window display, great variety of stock, improved service and aggressive business methods, are the best equipped and most ready for the demand. It is this individual action and efficiency that counts. If everyone in the trade would take it upon themselves to exploit the day, the results would be wonderful. So many, however, do nothing to encourage or make new business, being satisfied to take what comes along. Some even go so far as to discourage the movement, saying: "Why advertise the day and make a demand for white carnations so that I have to pay three prices for them? It only makes trouble for me with my customers, and hurts my business."

The white carnation feature should always be kept in the background. This selection of color in white or bright flowers for mother, living or passed away, is a great mistake. Please your mother or honor her memory with her favorite flower, or with any—for all are beautiful and appropriate. Plants, "gifts that will grow," are just as appropriate as flowers and often more acceptable.

It is of the greatest importance that the day be featured long in advance. To put a few flowers in the window a day or two before, together with a card announcing the day, is better

ture of his mother is considered ideal. Hovenden's "Breaking Home Ties" is another of national fame, showing a mother giving her son her last admonitions as he is leaving home. Henry Penn's window, in featuring Moth-



CRADLE OF SWEETHEART ROSES.

EASTER TRADE.

Additional Reports Most Gratifying.

Since our summary of the Easter demand for 1918, based upon reports received from all parts of the country up to the time of going to press last week, and which were published in part on pages 573-574 of that issue, many expressions supplementing the feeling of satisfaction of the trade in general have been received. Instances where the volume of business this year was not as good as in 1917 are exceptionally rare, and are easily accounted for in nearly every case by a supply inadequate to meet the unusually strong demand. In addition to the condensed reports previously published, the following will doubtless be of interest as evidence of the splendid trade in all sections:

WASHINGTON, D. C.—According to George C. Dahlglish, the Easter demand in this city was about 50 per cent better than a year ago with an increase in the price of bulbous stock, other offerings being about the same as in 1917. The supply of small plants was not equal to the demand and high priced stock did not move any too fast. In cut flowers, the supply was ample except in sweet peas and violets, and everything in the shops sold readily. It was one of the best Easter trades ever experienced in this city, resulting in a general cleanup.

SALT LAKE CITY, UTAH—D. E. Law experienced a 25 per cent decrease in this year's Easter demand, with prices about the same, except in lilies, which were 10 cents higher per bud and bloom than in former years, even though of poor quality. Rose plants and cinerarias enjoyed a good sale. Tulips and daffodils moved slowly. The supply of cut stock was good. Customers were willing to pay good prices but insisted on quality in proportion. Mediocre stock was refused at any figure; several stores failed to clean up for this reason.

COLORADO SPRINGS, COLO.—The Pike's Peak Floral Co., with last year's prices prevailing, had practically the same volume of business as at that time. Excepting lilies, the supply of both pot plants and cut flowers was equal to the demand. In the former, the big call was for lilies and bulbous stock. Carnations, roses, violets and sweet peas were leaders in the cut stock class. Sales were more numerous than last year, but the amounts, individually, were somewhat less.

DAYTONA, FLA.—The Royal Art Floral Co. enjoyed an increase in its Easter business of about 20 per cent, as compared with the corresponding period of 1917. All flowering plants were cleaned out by Saturday night, with lilies, roses and spring flowers most called for. Hydrangeas did not move very fast. In cut stock, there was a shortage of lilies and violets. During the week preceding Easter Sunday this firm filled 138 telegraph and mail orders.

OMAHA, NEB.—Hess & Swoboda had a better Easter trade than a year ago, although there was a shortage of both cut flowers and plants, especially lilies, which were sold out the day before Easter. Roses and medium priced baskets moved well. Snapdragons had a good call at \$3 per dozen, and yellow callas sold well as a novelty. Bulb-

ous stock was inferior, compared to other years, due to late arrival and planting. The weather was of the finest.

TERRE HAUTE, IND.—At the establishment of N. B. & C. E. Stover Easter sales exceeded those of last year by about one fourth and prices were about 20 per cent better. The plant supply was far short of the demand, and in consequence everything sold well. There were plenty of cut flowers. The weather was all that could be desired, and, with money plentiful among the middle class, a general cleanup is the report from all sources.

PROVIDENCE, R. I.—Macnair, Florist, reports Easter business for 1918 about 25 per cent better than a year ago with prices much more satisfactory. The supply of both plants and cut flowers was equal to all requirements. In plants, there was small demand for foliage varieties, but bulbous stock moved especially well. Violets and sweet peas led in popularity in their class. The call for roses and carnations was weak.



Iris Tingitana.

Flowers Six Inches in Diameter.

FREDERICKTON, N. B.—J. Bebbington & Son report an increase in the volume of Easter sales of about 25 per cent as compared with last year, with prices very little better on some items, the call being for medium priced stock. More pot plants could have been sold, especially daffodils. In cut flowers, there was a heavy demand for roses and carnations. Money seemed to be plentiful and there was an early cleanup.

BANGOR, ME.—An increase of 10 per cent in the volume of sales, with prices about the same as last year, is reported by Adam Sekenger. In plants, the supply of lilies was ample, but there was a shortage of rambler roses and azaleas. In cut flowers, violets were the only short item; everything else enjoyed about an even sale. High priced rose bushes moved slowly. Lilies had the call.

BRISTOL, TENN.—Fairmount Gardens had an excellent Easter demand with

prices and volume of sales better than last year. The supply, both in plants and cut flowers, was not quite equal to requirements. Lilies, geraniums and primulas sold well. Enough cut flowers could not be secured to meet the demand. Prices were excellent, but in plants the call was for medium price offerings.

WASHINGTON, D. C.—Gude Bros. Co. states Easter trade this year was twice as good as that of 1917, with prices also better. The plant supply was ample, with the exception of lilies, which led the demand, after which everything found ready sale. The cut flower supply was excellent. The quality of the stock was better than a year ago, and there were more satisfied customers.

LAWRENCE, KAN.—A. Whitcomb & Son report Easter prices were slightly better than a year ago, but the volume of business done was 50 per cent greater. Pot plants, with the exception of lilies, were plentiful, and everything in bloom sold well. Cut stock also sold out clean, and more lilies could have been disposed of by them had they been on hand.

BUFFALO, N. Y.—At the establishment of S. A. Anderson, an increase in Easter business over last year of about 20 per cent, with prices 15 to 25 per cent better than a year ago, is the report. The supply of both pot plants and cut flowers was adequate. In the former, medium priced stock was most in demand; in the latter, stocks, calendulas, snapdragons, etc., were popular.

COLUMBUS, O.—With prices ranging about one-third better on stock in general and lilies leading at an advance of 70 per cent, an excellent supply of both pot plants and cut stock moved well, the total sales being about 25 per cent better than a year ago. Sweet peas and violets were favorites and in plants, hyacinths, tulips and the more common varieties sold best.

OKLAHOMA CITY, OKLA.—Furrow & Co. experienced an Easter trade 25 per cent greater in volume than last year with prices also more satisfactory. Buying started early, many orders being placed two to three weeks in advance. Easter lilies were most called for, but rose bushes met with poor demand. Everything in cut stock sold well.

PORTLAND, ORE.—Clark Bros. report 1918 Easter trade showed an increase of about 25 per cent in money value with prices slightly advanced over last year. With the exception of lily plants, the supply in all lines was ample. Corsage flowers were in exceptionally strong demand. Carnation sales lacked vigor. The weather was ideal for business—the best in many years.

PEORIA, ILL.—With the supply in all lines, except lilies, equal to the demand. R. Juergens reports the Easter trade of 1918 about the same as last year with little difference in prices. In plants, the more expensive varieties were in least demand, while in cut stock there was a most satisfactory sale of tulips, jonquils, lilies, callas and carnations.

SEATTLE, WASH.—Paul E. Lange reports Easter business this year about 30 per cent greater than in 1917. Prices were also better, especially on lilies which advanced about 30 per cent, and led the demand. The supply in general was plentiful. In cut flowers, daffodils were most popular, and also cheapest in price.

CLEVELAND, O.—The J. M. Gasser Co. reports slightly better prices and a greater volume of Easter business as compared with sales in 1917. The supply of plants, especially in the medium sizes, was not quite up to requirements. Large baskets and high-priced plants went slowly. Cut flowers were plentiful and sold well.

NEW YORK—Chas. A. Dards reports prices and volume of Easter business were no better than last year, with a limited call for high priced stock, both in plants and cut flowers. Many society people had cards printed asking their friends not to send plants or flowers, on the ground that it was "not patriotic."

ATLANTIC, IA.—The Atlantic Greenhouses had a 10 per cent better business than in 1917, with prices somewhat advanced. The supply in all lines was good. Blooming plants took the lead, and there were also good sales of cut lilies, carnations and sweet peas. Plant sales were greater than in any previous year.

GREELEY, COLO.—The Gardner Floral Co. reports better prices with about the same volume of Easter business as a year ago. There was a shortage both in plants and cut flowers especially in lilies. Had the supply in this item been adequate, business would have shown an increase of about 40 per cent over 1917.

HAVERHILL, MASS.—While prices were better than a year ago, W. F. Abrams reports the 1918 Easter trade not up to standard. The supply of plants, especially lilies, was not equal to requirements, although the stock of cut flowers was ample. The outlook for the spring trade, however, is very promising.

TAMPA, FLA.—Although prices were a trifle better than a year ago, The Tampa Floral Co. reports sales about on an average. The supply of plants was ample, and the same may be said of cut stock, with the exception of lilies. Lilies, as usual, were the favorites, although all blooming plants sold well.

SAVANNAH, GA.—A greater Easter business by about 10 per cent, with prices about on a par with last year's, is reported by A. C. Oelschig & Sons. With lilies most in demand, there was a shortage in the plant supply. There was a heavy call for corsages, and a generous offering of cut flowers sold well.

WATERTOWN, N. Y.—Owing to a shortage of lilies and azaleas, even though the price on the former was increased from 25 to 35 per cent over those of a year ago, this year's Easter trade was not quite as good in volume, according to Fred A. Avery. Sweet peas were also a short item.

BERKELEY, CALIF.—With a plentiful supply and prices about as usual, J. A. Carbone's Easter sales showed quite an increase over those of 1917. Fine weather helped business wonderfully. Lilies were most in demand, with roses least salable.

MIDDLETOWN, N. Y.—Edward Lorentz reports an excellent trade, with a cleanup in all lines. Business was as good as, if not better than, last year. Much time will now be devoted to gardens.

FARGO, N. D.—The Easter display of Smedley & Co. was one of the finest ever seen in this city. Hundreds of visitors were attracted to the store during the week.



IRIS TINGITANA.

With Acacia Pubescens and Orange King Calendulas in Japanese Basket.

Iris Tingitana.

One of the most beautiful forcing cut flowers introduced in recent years is *Iris tingitana*, the first flowers of which were offered in the market in the winter of 1916. In effect, it is a glorified Spanish iris, the flowers being much larger and borne on long, stiff stems from 18 to 36 inches in length. The color is a beautiful blue, shading to lilac. Nicholson describes it as lilac purple. A bright yellow spot covers half of the surface of each of the three broad petals. The flowers are five to six inches in diameter and almost the same in depth, are quite lasting, and with their long stems very decorative in basket and vase arrangements. If the stems are well in water and the flowers not subject to drafts they will last for several days. With its beautiful shades of blue and orchid-like formation, it holds a place of its own during January and February, or until in March, when the larkspur, with its long, light blue spikes, makes a formidable competitor.

Extra strong bulbs can be brought in for Christmas, but they must be on hand early and started at once to make the holidays. The percentage of blooms will not be very large in the first batches. The bulbs are treated much the same as the Spanish iris, planted in flats and kept under the

benches in a cool house and afterwards moved for forcing into a temperature of 50° to 55° at night. They will not stand frost, as their native habitat is in Tangiers in Northern Africa. They were introduced into Europe in 1873. Good, strong bulbs or corms only should be forced. The best stock comes from France. Holland grown bulbs have not been found as productive as the French. There is but a limited stock of this fine variety, but a number of growers are working it up as fast as possible. There are many varieties of iris, and the favor with which *tingitana* has been received will no doubt result in the trying of a number, in the hopes of finding others equally as good. The flowers in the accompanying illustration were six inches in diameter.

K.

DETROIT, MICH.—Robert M. Rahaley has been elected to membership in the Detroit Athletic Club.

BALTIMORE, MD.—Sieck & Glick report excellent opening business at their new store at St. Paul and Center streets.

NASHVILLE, TENN.—T. H. Joy spent his Lenten vacation at Clearwater, Fla., where several generations of Joys have maintained a winter home.

THE CARNATION.

Care of the Cuttings.

The care of the young plants for next season's planting is one of the very important parts of a carnation grower's work at this time. As soon as the cuttings become rooted, they should be taken from the sand and either potted, boxed or benched, according to the method best suited to the conditions under which the grower has to work. Some growers pot their rooted cuttings into 2½-inch pots, then when they outgrow this size, give them another shift into 3-inch, which carries the young plants along in good shape until it becomes time to plant them out into the field, and when a grower has plenty of bench space at his command, this plan is the best to follow. The plants then have every chance to make good and grow into strong, sturdy, well-branched plants for planting out. Another good plan is to transplant the cuttings from the sand into shallow flats, set the flats on shelves near the light, and then after the young plants have made a good growth, pot them up into 2½-inch pots so as to give them four to five weeks in the pots before it becomes time for transferring them to the field. This will give the roots time enough to form into a ball that will not be pot-bound, but free enough for the roots to start out quickly, directly after planting in the field. To keep the plants in active growth without a check from the time the rooted cuttings are taken from the sand until they are planted into their permanent quarters in the houses, is a very important part of successful carnation culture. Once the plants receive a check and the main stem takes on a hard bark, the shoots do not break away as freely.

Cuttings taken from the sand and transplanted into shallow flats early in the season, and left there until planted in the field, get so matted with roots that when it becomes time to separate the young plants for planting out, it is impossible to do so without damaging a lot of the roots, thereby giving the plants a severe check. The plan of transplanting the rooted cuttings from the sand into shallow beds of soil on the greenhouse bench, is a better plan than putting them in flats, provided the bench is so situated that the young plants get plenty of light and the temperature held to a moderate degree so that there will be no danger of the young plants becoming infested with red spider during the bright warm days of early spring.

The soil best suited for young carnation plants is a fresh loamy soil that does not contain enough manure or vegetable matter to cause the plants to make a rapid, soft growth, and one that has texture enough to hold the root ball together without baking into a solid lump after the plants are transferred to the field. After the cuttings are potted or planted from the sand, it will be necessary to watch them closely for a few days to prevent their wilting down too much. This can be done by laying some paper over them when the sun is shining brightly. After a few days they will stand up all right, and when the indications are for a bright day, they can be given a light spraying about 10 o'clock in the

morning. Close attention should be given against extremes of dryness or moisture. The young plants will do very much better when the soil at their roots is held to a moderate degree of moisture than if allowed to get to either extreme. As they become firmly established, an occasional syringing two or three times a week will be beneficial to the growths and keep the young plants clean.

The one very important work in the care of these young carnation plants is the topping back of the growths to enable the plant to grow into sturdy, branchy plants. The habit of the plant and the result of the crop next winter depends so greatly on the care given this work during the time the cutting becomes established—as a young plant early in the spring, throughout its existence in the field, and up to the time as a matured plant, it is allowed to start into bloom in its permanent quarters in the greenhouse bench. I can not urge too strongly the importance of this part of the work.

Commence the topping as soon as the young plant becomes firmly established at the roots and has made top growth enough to allow for a clean cut to be made. This is important, because if the top is not made clean, the center shoots out again and the work has to be done all over. It is well to bear in mind when doing this work that the principal object is to throw the strength of the plant into making side growths. Any further propagating still to be done should be pushed along without delay. Every day it is put off after we get into March makes the chances of a successful stand of cuttings so much less. We may now reasonably expect warmer days, when less steam will be used and a great deal more ventilation have to be given. These conditions will be very much better for the plants in bloom on the benches and the young established plants, but it works just the opposite for the propagation of cuttings. Those put in from now on will have to be more closely shaded and kept from cold currents of air blowing directly on them so as to guard against their wilting. They should also be given more frequent sprayings to aid them in remaining plump and hasten rooting.

Keep a sharp lookout for aphids, and do not allow these pests to get a foothold on any of the plants whatever their stages of growth may be. The only way to do this is to attend to the fumigating regularly.

C. W. JOHNSON.

Hydrangea Otaksa Pruning.

In forcing *Hydrangea Otaksa* for use in tubs and boxes out-of-doors, is it necessary to cut them back severely when they are brought into the greenhouse in the spring? Last year, when we brought the plants in after having been wintered in the cellar, we cut them back rather severely, but out of 20 plants, did not get more than four or five heads of bloom, although the soil was good; they were well watered and properly cared for, and were given bone meal and manure water. If the plants are not cut back they will be very large, but in any event we would like to have blooms. Can you tell us what to do to bring about this result?

A. D. B.

Iowa.

A. D. B. makes a great mistake in cutting his plants into shape in the spring. Specimen hydrangeas, grown in tubs or vase pots for flowering during the summer, should be pruned and trimmed into any desired shape as soon as their flowering period is over. It is on the new growth, made after this, that the next season's flowers are set. As the wood matures in the fall, water should be withheld, so that the growth is checked and the shoots become firm and well ripened. Care should be taken that they do not get so dry as to shrivel. They can be wintered in a cool shed, cellar or pit. When brought into heat, they should be top dressed; any pruning at this time would mean a flower lost for every shoot taken. After strong growth has started, they can be given any liquid manure solutions required. They will need but little forcing, and are best brought on slowly, so as to make a sturdy, stocky growth clothed with heavy foliage, which supports the large heads of bloom and gives the whole plant a symmetrical appearance.

While the ideal and natural color of *Otaksa* is pink, it can be made to come a clear blue by mixing in the soil, equal parts of crushed alum and iron filings; about a five-inch potful to a wheelbarrow of earth. To get a good clear color, this mixture must be in every batch of soil used, after and including the first potting.

The newer French sorts are rapidly replacing the *Otaksa*. Among the conspicuous varieties are: *Lillian Mouillere*, pink; *Mme. Mouillere*, large white; *Mme. Chautard*, a free flowering pink, and *Viscount Bitraye*, a beautiful shade of pink.

R. C.

Hydrangeas which are grown and flowered in tubs and boxes for use on lawns and other decorative effects out of doors should be pruned or cut back during the summer, immediately after they are through flowering. They then make the wood on which is set the next year's flowers. It is not wise to give stimulants at this time, as these induce a soft, spongy growth. When the plants have matured, it is well to withhold water and keep them on the dry side, so as to thoroughly ripen the flowering shoots. They should not, however, be allowed to go so far as to shrivel. These can be wintered in a cool shed, cellar or cold north house. When brought into a warm house, they can then be top-dressed and, after starting, given any required liquid stimulant. No pruning should be done at this time, however, as to do so would destroy and cut away the flowers which are set in the terminal buds of all the well ripened shoots.

W. K. H.

NEW BRUNSWICK, N. J.—A flower show will be held here April 5-7, under the auspices of the *Sunday Times*.

PROVIDENCE, R. I.—Fire, March 9, caused a small amount of damage at the range of John Marshall in Centerville.

ST. LOUIS, Mo.—The Kalisch Bros. Floral Co. discontinued its retail business April 1 and will devote its entire time to the growing business hereafter.

CLEVELAND, O.—The flower store and range of J. W. Mokrol on Quincy street has been purchased by Martin Janoch. The former has been called for military service.

FLORISTS' PALMS.

Spring Work.

With the constantly increasing cost of palm stock imported from Europe, and the uncertainty of ocean transportation, it seems probable that the arrivals for the year 1918 will fall far below the usual average, if indeed any are received. And this means that the stock now on hand in this country must necessarily be depended upon to supply the demand for such plants, so in a measure the ultra-protective idea will have an opportunity for demonstration, although the war, rather than legislation, is the high-tariff measure that has brought about such a condition.

Under such conditions, the growers will doubtless make an effort to meet the demands of the market in sizes and quality and, in order to do this, will make an effort to do up the spring work in the palm houses at the proper time to take advantage of a long season of growth. With this in view, the spring overhauling in which are included cleaning, repotting, rearranging and all the details connected therewith, should not be delayed, for by this date practically all the trade species of palms are beginning to grow.

Kentias continue to be the favorites with the trade, and the combination plants composed of three or four plants of various sizes, put together in one tub, are undoubtedly the most satisfactory for the decorator and continue to be the most popular. The comparative scarcity of such material, combined with the greatly increased cost of tubs and labor, compels the grower to do one of two things—either he must increase the price of the plants or else he must reduce the size and quality, and in choosing between two evils it would seem the part of wisdom to stick to quality and to adapt the price to such a standard.

Coal will doubtless continue to increase in price this season, if, indeed, we are able to secure it; and in this climate we cannot grow palms without coal, and, in such a winter as the present one, it has required a mighty good supply to maintain a temperature of 60° in a large palm range. Of course, one may cut a few degrees from this temperature in a range containing well established plants, and thus conserve the coal supply in some degree, and this has been the practice of some growers during the present season, but when kept at 50° at night the stock is very nearly dormant and is liable to lose color, or, in the case of cocos and arecas, may go backward to such a degree that the following summer will not make up for the loss.

There is, however, the one comforting feature now in view, namely, that the winter is drawing to a close and that the sun is gaining in strength daily, with the usual result, that the plants are showing renewed coloring, the roots are moving and young leaves are to be seen in increasing numbers. These influences affect the evaporative capacity of the palms very greatly, and more water, both at the roots and overhead, is needed each day to keep them in condition. Vigorous syringing is also essential in order to discourage the attacks of insects, the high temperature due to sunshine being just the condition that thrips and red spider enjoy.

Day temperatures of 75° to 80° will do no harm to the plants, provided that a moist atmosphere is maintained, but without the latter attending condition much trouble may easily arise from insects and sunburn. This brings us back once more to a reminder of the necessity for shading on the palm houses, this operation being needed on the south side of the houses or on the side nearest to the south, by the middle of February, and on the opposite side by about the first of March or soon after. This does not mean that a heavy shade should be applied at this time, but enough to cover lightly and to protect the plants from defective glass. White lead and gasoline is a good mixture for this purpose, and is easily applied with a spray pump.

In regard to soils for growing the trade species of palms, it may be said that the best foundation for such a compost is rotted sod from a heavy pasture, if such may be obtained, and to this is added various quantities of good stable manure, the latter preferably a mixture of horse and cow manure. If the soil is very heavy, some lighter material may be added for the benefit of the less vigorous rooting subjects, of which the cocos and livistonas are examples. As is natural to soils including much manure, the palm soil will include a good many worms, and it is a good time to remove some of the worms when repotting the plants, giving the benches a good dusting with lime at the same time. A sprinkling of cyanide of sodium solution will also drive out many of the worms from a bench, but the writer is not entirely satisfied that a solution of cyanide of sodium is quite harmless to the plants, and therefore does not recommend it for driving the worms out of the pots.

Palms in general prefer firm potting and, with this in view, the soil should not be too wet at the time of giving a shift, else the water will not penetrate properly afterward. Moderation in watering for the first few weeks after repotting is a safe proposition, but do not carry the moderation too far or some plants may afterward be found too dry for satisfactory progress.

W. H. TAPLIN.

National Publicity for Flowers.

The promotion bureau feels somewhat elated over the manner in which florists throughout the country have co-operated with the bureau service in the effort to direct the publicity secured through the national magazine advertising to their own establishments. Hundreds of electrotyped newspaper advertisements appealing for Easter trade have been sent out, and their use, as evidenced by the clippings received, has been timely, and well planned. These electrotypes featured as nearly as possible the magazine Easter advertisements appearing in the Woman's Home Companion and Literary Digest, which together reach nearly 2,000,000 homes, suggesting flower buying expectancies. The promotion bureau can do a great deal for the many, but it is quite obvious that the individual must, either through direct advertising or newspaper aid, look out for himself if he wants the maximum benefit of this publicity. That is why this electrotype service was instituted—it identifies an establishment with this

national publicity, and links up his local effort with the national effort.

"MOVIE" SERVICE.

The bureau has received a good many inquiries for a service of lantern slides for projection in moving picture theaters, and in response to this demand it has produced a set of four, in colors, which feature as nearly as possible the magazine advertisements, and each slide carries the name and address of the florist projecting it. These slides are to be sent out at the price of \$2 for the set, postpaid and safe arrival guaranteed. The titles are: "Mothers' Day," "Beautifying the Home," "On Her Birthday," and "The Wedding," and their issue is concurrent with the appearance of the advertisements in the magazines.

GLASS AND TRANSFER SIGNS.

All orders received so far for the glass sign "Say It With Flowers" have been filled, as well as the decalcomanie signs of the same slogan. Orders for decalcomanie signs can now be filled from stock on hand. The manufacturers of all these signs have been seriously handicapped in the fulfillment of orders through conditions now generally prevailing, but the bureau has made the best deliveries possible under the circumstances.

STICKERS IN COLORS.

The bureau has arranged to supply gummed labels, or "stickers," which are miniature reproductions, in colors, of the slogan, "Say It With Flowers." These are for use on boxes, packages, stationery, and in other ways to keep the slogan before the public. They will be available in sizes 2 in., 4 in. and 6 in. long.

THE SUBSCRIPTION LIST.

Probably due to the Easter rush, subscriptions have been rather slow in the last 10 days. The bureau has published in booklet form a list of the subscribers to the publicity campaign fund arranged by states, and it furnishes some interesting statistics. The following is a synopsis:

	Subscribers	Amount
Society of American Florists....		\$5000.00
Florists' Telegraph Delivery		2500.00
Alabama	2	30.00
Arkansas	1	5.00
California	5	296.00
Canada	9	163.00
Colorado	27	321.00
Connecticut	35	2070.00
District of Columbia	3	130.00
Delaware	1	5.00
Florida	2	60.00
Georgia	11	95.00
Kansas	5	50.50
Kentucky	2	7.00
Idaho	1	5.00
Illinois	84	3073.50
Indiana	23	323.00
Iowa	19	270.00
Louisiana	5	25.00
Maryland	22	388.00
Maine	4	45.00
Montana	3	7.00
Massachusetts	35	1222.00
Michigan	23	1076.50
Minnesota	9	95.00
Missouri	29	1095.00
Nebraska	14	447.50
New Hampshire	2	20.00
New Jersey	32	1281.00
New York	135	6506.00
North Dakota	3	25.00
North Carolina	6	149.00
Ohio	49	1387.00
Oklahoma	6	90.00
Oregon	15	117.50
Pennsylvania	60	3119.00
Rhode Island	3	13.00
South Carolina	3	55.00
South Dakota	3	20.00
Tennessee	2	75.00
Texas	24	395.00
Utah	3	45.00
Vermont	3	13.00
Virginia	3	40.00
Washington	12	100.00
West Virginia	5	125.00
Wisconsin	11	238.00
Wyoming	2	15.00

It is obvious that the local committees in some of the states have done some active work. But why wait for approaches by local organizations? The fund is wide open. Can anyone interested in his own welfare afford to stand aloof?

JOHN YOUNG, Sec'y.

Did You Have An Easter Rush?

How many of us, in all sincerity, can fail to realize the importance our publicity campaign has had in stimulating more sales this Easter than ever we had before, in spite of the fact that we are having the greatest world's war ever chronicled? Those of us who have had the far-sightedness to conceive the benefits by tying up locally to our slogan, "Say it with Flowers," must have reaped a full harvest as never before, and all this in a most trying period of depression against so-called luxuries, to have the greatest rush ever known, must feel keenly the benefits obtainable by our publicity movement.

Located as we are here in Boston, on one of the most important corners in our city, it gives me a wonderful opportunity of studying conditions pertaining to our business, and I can see innumerable new faces continually, which proves the necessity of more publicity to create new buyers for sale of more flowers, and am convinced, beyond shadow of doubt, that the more uses made of local advertising to our national campaign will continue to give more new business to those live wires who are optimistic enough to take up with it that their volume of business will accumulate beyond expectation.

As for myself, our Easter was the largest we have ever experienced and must confess that the two most important reasons were: confidence and securing plenty of choicest available stock in anticipation of the biggest Easter, and secondly, buying plenty of advertising space, telling the people of Boston and New England that we had the stock, and securing, thereby, the greatest number of sales, both in volume and customers. This proves that our publicity campaign has been a stimulus, and we believe in taking the same kind of medicine we are handing out to our friends, as evidence of its worth.

What pride and pleasure it must give to those who have contributed to our national campaign fund to feel that in the short two months in which our publicity copy has appeared we have been able to show such wonderful progress as to cause favorable comment the country over. To those who have as yet not responded to our cause, may I add that you are missing something; that something that makes better and bigger men, by contributing to a cause that helps all connected, and getting returns tenfold in the long run.

HENRY PENN, Chairman.
S. A. F. Publicity Committee.

Falling Trade Balance.

Washington, April 1.—America's falling trade balance, while far from the point where imports equal exports, is being studied intently by officials to see if the unfavorable effect on foreign exchange may not be offset and the dollar restored to a parity in those neutral countries where it is worth less than 100 cents. Some of the loss in the exchange rate may be made up by the restriction on imports recently inaugurated by the War Trade Board, and which will be extended by lists of other prohibited articles to be issued soon.

Value of A College Education.

Address by H. B. Dörner, Professor of Floriculture, University of Illinois, delivered at the annual meeting of the Illinois State Florists' Association, Urbana, March 5-6, 1918.

The question is often asked, "Of what value is a college education to the florist? Would not the young man do better to enter a commercial establishment and so learn the profession more quickly and thoroughly?" There is no doubt that a man, if he has the proper spirit and a liking for his work, can enter this profession at the bottom and gradually work his way up until he is rated as a successful florist. The real question is, would he have been a more successful man, a greater influence in the profession, if he had had a college education? There is no doubt but that he could have reached his goal sooner and easier.

When a student enters the floricultural course he is told that the university cannot send him away, at the end of four years, as a full-fledged florist. The university is not an old-time apprentice school, for it requires that the student become more than the old-time gardener with his knowledge of floriculture and little else. The college graduate must have a broader training, so that he may take his place in the world as a man among men.

The most that the university can do is to give the student a foundation upon which he can build. Whether he becomes a successful florist or not, depends upon the kind of superstructure he places upon this foundation. When the graduate leaves the university he is in a position to begin where the man in the commercial establishment did, but equipped to forge ahead more rapidly.

In what way, then, is the college education to be of value? It may be said that it gives the student a foundation based upon a theoretical knowledge of his subject. Whether this theoretical knowledge is to be of use depends upon other lines of work taken in conjunction with it. It is often said that too much theory is taught. This is not so, if at the same time, the student is taught to apply the theory to practice.

If the theory of the chosen work and its application to practice is all that the student is to get, then there may well be doubt as to the wisdom of a college course. In addition to the professional work, the student should have a broad training in the sciences. This should be for two reasons. First, a knowledge of the sciences is necessary for a full understanding of the theory. If agriculture, and floriculture as merely a branch of it, were to be dissected, it would be found to be nothing more than an application of the so-called fundamental sciences. Floriculture, as an example, may be said to be based primarily upon botany, but a knowledge of chemistry and the other sciences is necessary for the best understanding of the subject. The student very often fails to see the connection between these lines of study and his chosen work, and often the instructor fails to assist him to this knowledge. Second, the study of the sciences teaches the student methods of work and trains him for greater accuracy. Where the value of this training often fails is in the inability of the student to transfer these methods to his professional work.

In addition to his professional and scientific courses, the student also

studies what might be called "cultural subjects." These tend to broaden his horizon and to teach him to think and reason clearly. This knowledge applied to his professional work prevents him from going at it blindly; he begins to see why things should be done just so in order to get certain results.

At the end of four years, the graduate has the advantage of the apprentice in a better knowledge of theory and its application and of the sciences upon which the practice of floriculture is based, a broader horizon to make him a much better citizen and the power to think and reason clearly. The young man who has received four years' training in the commercial establishment may have greater knowledge of the practical side of floriculture, but he lacks the other training which would develop him more rapidly. Some of this lack of training on the part of the apprentice may be overcome by judicious reading and studying, but the weariness after a day's labor and the lack of specific direction make it uphill work.

There is no doubt in the mind of the speaker that of two men equally well equipped mentally and physically, the one with the college training will forge 'way ahead of the one who receives his training by the old apprentice method. What has been said concerning the student in floriculture, applies equally well to all other lines of agricultural work. Study other than agricultural subjects, become a leader in your chosen work, and a power in your community.

Flower-Pots in England.

For several years prior to 1914 the garden and flower-pot industry in Great Britain was in a deplorable state owing to the cutting of prices and German commercial invasion, consisting of the organized attempt to "dump" the Teuton surplus stocks in England and, later, to introduce German pot-manufacturing machines. From the outbreak of the war, therefore, until quite recently the supply of such pots has been considerably in excess of the demand, and nearly all manufacturers have accumulated abnormally large stocks; and even in the absence of official restriction on flower growing a diminishing consumption of pots, due in part to lack of growers and the urgency of growing vegetables and fruit, has made but slight inroads on the surplus stocks on hand.

The demand in 1916 was approximately one-fifth of the demand in 1914; the demand in 1917, one-sixth. Manufacturers are therefore turning out about 12 per cent of the unusual pre-war quantity, and it is believed that the present supply would last for some time should further manufacture entirely cease.

Inasmuch as garden and flower-pots are customarily by-products of an earthenware factory in which jars, crocks and pots generally are manufactured, it is difficult to accurately ascertain the total national production of red earthenware flower-pots. A few firms, like Richard Sankey & Son (Ltd.), of Bulwell, Nottingham, are employed solely in the production of these pots and have a yearly output in times of peace of about 28,000,000; but, so far as is known, none of the firms so engaged paid a dividend on ordinary stock either in 1916 or in 1917.—Commerce Reports, April 1, 1918.

Boston.**AFTER EASTER SUPPLY SHORT.**

Market conditions have changed the past week. Stock picked so close for the holiday trade has shortened up everything in both plant and flower lines. Although prices of cut flowers have dropped, they are cleaned up every day at a fair figure.

NOTES.

The parade introducing the Third Liberty Loan drive helped business a great deal. Quite a few of the large stores closed at noon to allow the men to march. Floats were decorated with palms and ferns and a large number of girls carried bunches of flowers. Some of the stores made special features of their windows. Among the most artistic was Carbone's, where two large American eagles perched high on pedestals with a large painting of George Washington between them, with a large American flag dropped from the ceiling and large plants of pink rhododendrons at the base.

A farewell dinner was given to Joseph Sherman, former shipper at H. M. Robinson & Co., who has joined the navy. Twenty boys in uniform, who came from different camps around Boston, representing the florist trade, entertained the gathering until midnight. Mr. Sherman was surprised with a token that he will always remember.

At Henry Comley's store, business has been very good with a large number of orders arriving for window boxes which he makes a specialty of. He closed Saturday on account of the parade. A service flag is raised over his door with one star for his son, who is at the front with a hospital unit.

Wm. Walke, of Salem, is cutting some very good Hadley Roses; also he is sending to market French hydrangeas, and Tausendschon and Dorothy Perkins rose plants.

From the Thos. Roland greenhouses at Revere, large shipments are daily arriving of Ophelia, Killarney Queen, Ward, George Elgar and a new Pink Ophelia rose.

J. K. Chandler, of Tewksbury, is sending some very good Spanish iris, ranunculus, anemones and wallflowers, which sell readily at a good figure.

H. M. Robinson & Co. report the best Easter trade ever and had a large demand for lily of the valley, orchids and American Beauty roses.

Mann Bros. raised a service flag over their stall in honor of one of their salesmen, Nathan Seigel, who has joined Camp Devens.

Esty Bros. have a fine cut of anemones, irises and sweet peas. They expect in 10 days' time to have ranunculus and ixia.

E. Brigham still continues to pick violets and English primroses and has 10,000 tomato plants ready for market.

Welch Bros. Co. had a good week. The shortage of flowers out of town caused a large demand in shipping.

B. A. Snyder & Co. report good business and are very much pleased with the holiday trade.

Thomas Cox, of Dorchester, is cutting very good smilax, which is in good demand.

S. K. G.

Pittsburgh.**HEAVY SUPPLY AND LIGHT DEMAND.**

Prices have dropped during the week on account of the large amount of stock received and very little business being done. The weather has been very favorable with plenty of sunshine which gives the war gardeners a good chance to prepare their plots for vegetables. There are very few vacant lots that are not being worked in this

manner and early vegetable plants should be in demand. The seed stores have been rushed getting out orders and many have disposed of their supply already. Bulbous stock of all kinds that should have been in for Easter is now flooding the market along with roses and sweet peas. There are more roses on the market now than there have been at any time this year. Prices range from \$2 to \$8 per 100. Sweet peas, which are about over, are now coming in large quantities with very little demand. There is not the amount of carnations that is usually expected in glut season, and they are about the only flowers that clean up well each day. American Beauties are also arriving in large quantities, with very little demand. The glut was expected and the drop in prices also. Every retailer had a very good Easter and can stand a slump in business. There is very little going on in society, except for a few small weddings. The landscape men are very busy and several large contracts are being completed.

NOTES.

The retail florists' association held its weekly meeting at the Seventh Avenue hotel and outlined an advertising campaign for Mothers' day. The newspaper ads that have been printed have already shown results.

Shelby Griffith, who conducted a flower store in Monessen, Pa., is in the front line trenches. "Somewhere in France," with the Fifth United States Engineers.

D. W. Ludwig has returned from his visit to Camp Hancock, Augusta, Ga., where his brother, Edward, is with the ambulance division of the national army.

Oliver Langhans writes from Oregon that he has gained 25 pounds in weight since enlisting in the foresters regiment.

M.

DANVILLE, ILL.—The Garden Club will hold a flower and early vegetable show, July 2.

PORTLAND, ORE.—Owing to a scarcity of labor, August Zitzewitz has discontinued business temporarily.

DORRANCETOWN, PA.—The range of Benjamin Dorrance, well-known rose grower, has been closed.

WOOSTER, O.—Henry Hefacker is erecting one house on his property on North Bever street.

PERU, ILL.—R. E. Simmen has purchased the Orsinger building, which he has occupied for 11 years.

KINGSTON, N. Y.—Valentin Burgevin has added a commodious, well-equipped office to his establishment.

LOUISVILLE, KY.—F. C. Haupt, West Jefferson street florist, has been elected director of the Ten Broeck Tyre Co.

STEUBENVILLE, O.—Adolph Kneuffers, formerly manager of Huscroft's Flower Shop, has opened a retail store here.

CANNONBURG, PA.—Three hundred lights of glass at the range of J. B. Murdock & Co. were broken during a windstorm, March 16.

SCOTLAND, ONT.—S. Hunter has discontinued business here, much of his stock being disposed of to the John Cannon Co., Ltd., of Hamilton.

ELK, WASH.—The H. L. Olson Co. has bought the range of H. M. Sanders and will add same to its new establishment at Moran Station.

DETROIT, MICH.—Herman Rogers, formerly of Chicago, has opened a flower department in the S. S. Kresge store, Woodward avenue and State street.

Liberty Bonds.

War is a glutton that lives on lives and riches. There is no limit to the devouring greed of War. As long as there is an unconquered life, or an undevoured dollar, War is hungry. When War attacks a nation there is no choice—every able-bodied man knows that he must fight—now or later. Selective drafts may miss a man here and there for a few months, but if the War goes on, a time comes when every man who can walk and carry a gun must go to the colors and fight for the very life of his country, his family, himself.

When War attacks a nation there is no choice—every dollar is subject to the call of mobilization. Some of the dollars escape for a time and stay in their safe investment places earning profits for their owners. But if the war goes on long enough, every dollar must come out and enlist under the colors. In time of War, when the very life and death of a nation are being decided on bloody fields, money has no choice between courage and cowardice. Every dollar must fight or be classed as traitor and put in the outlaw list.

Remember these things. The nation has a right to take absolutely every dollar of property in the United States for the life and death War against tyranny, autocracy, slavery and foreign aggression and vassalage. But the nation does not intend to exercise that final and desperate right. No! The government says: "The nation is fighting for its life. Lend us your money. We will give you Liberty Bonds, secured by all the wealth and sovereign taxing power, bearing 4½ per cent interest, and protected by a good sinking fund, with tax exemptions to make the loan better. Avoid the extreme necessity. Invest in all the Liberty Bonds you can."

Official Bulletin Saves Correspondence.

Owing to the enormous increase of government war work, the governmental departments at Washington are being flooded with letters of inquiry on every conceivable subject concerning the war, and it has been found a physical impossibility for the clerks, though they number an army in themselves now, to give many of these letters proper attention and reply. There is published daily at Washington, under authority of and by direction of the President, a government newspaper—The Official United States Bulletin. This newspaper prints every day all of the more important rulings, decisions, regulations, proclamations, orders, etc., as they are promulgated by the several departments and the many special committees and agencies now in operation at the national capital. This official journal is posted daily in every postoffice in the United States, more than 56,000 in number, and may also be found on file at all libraries, boards of trade and chambers of commerce, the offices of mayors, governors and other federal officials. By consulting these files most questions will be found readily answered; there will be little necessity for letter writing; the unnecessary congestion of the mails will be appreciably relieved; the railroads will be called upon to move fewer correspondence sacks, and the mass of business that is piling up in the government departments will be eased considerably. Hundreds of clerks will be able to give their time to essentially important war work, and fundamentally patriotic service will have been performed by the public.

QUINCY, ILL.—The Gentemann Floral Co. supplied many handsome decorations used at the recent automobile show.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO.

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DRAFTING the Irish for war!

ELSEWHERE on this page, will be found an item of vital interest to the horticultural trade, and users of imported stocks.

GLADIOLUS MYETLE spikes received in Chicago from California this week show unusually large size and vigor, quite unlike the almost miniature type familiar to eastern growers.

THE Mayflower, or trailing arbutus, has been adopted by the school children of Massachusetts as the official state flower in a contest conducted by the board of education of the commonwealth. The water lily was second and the daisy third.

CANCELLATION of all contracts for coal outstanding April 1, when the new zone system of distribution becomes effective, is under consideration by the fuel administration. This would eliminate all high price contract coal and place the country's entire production under control of the fuel administration. Most contracts now in existence will expire with the beginning of the new coal year, April 1.

Florists' Telegraph Delivery.

COMPETITION CLOSING TIME EXTENDED.

The time of closing the competition in the award for the Florists' Telegraph Delivery emblem has been extended to May 1, 1918.

F. C. W. BROWN, Chairman
Emblem Committee.

Chrysanthemum Society of America.

The Pittsburgh Florists' and Gardeners' Club having decided not to hold a flower show this fall, the annual exhibition and meeting of the Chrysanthemum Society of America has been transferred to New York, and will be held in conjunction with the American Institute of the City of New York, November 6-8.

CHAS. W. JOHNSON, Sec'y.

Personal.

Frederic W. Taylor, who formerly resided in Denver, Colo., has now located his home at Los Angeles, Calif. Mr. Taylor is engaged on an irrigation project at Tucson, Ariz. His eldest son is a lieutenant at American Lake, and a son-in-law is a naval surgeon stationed at Guam in the Philippines.

Peter Bisset, plant introducer of the department of agriculture, Washington, D. C., stopped off at Chicago, April, 7-8, en route to the Pacific coast, where he will inspect the bulb and other crops of the department.

Embargo on Horticultural Imports.

JAPANESE STOCKS SHUT OUT.

Referring to the list of restricted importations printed on page 605 of THE AMERICAN FLORIST of April 6, we are advised Item 61 is intended to cover all horticultural products, plants, trees, shrubs, vines and bulbs. Applications for license to import the articles appearing on the list will not be granted except under the following circumstances:

"When coming by rail from Mexico or Canada, when the goods in question originated in those countries, or in others from which such goods are being licensed for import."

"When coming as a return cargo from European points, and then only (a) when coming from a convenient port, (b) when loaded without delay, and (c) when the importation from Europe is not specifically prohibited in said list."

It will thus be seen that every shipment must be licensed and that the license itself does not insure the coming forward of the goods, except under the above difficult conditions.

A telegram from William F. Gude, Washington representative of the Society of American Florists, brings the following additional information:

"All bulbs, plants and roots are included in embargo except European countries where they may ship under special permit. Nothing from Japan."

It will be seen from this that no bulbs, shrubs, trees or plants will come forward from Japan.

The Late Joseph Heacock.

PHILADELPHIA FLORISTS' TESTIMONIAL.

A special meeting of the Florists' Club of Philadelphia was held March 19, on the call of President Adolph Farenwald to take action on the passing away of Joseph Heacock at which a committee was appointed and presented the following resolutions which were unanimously adopted:

Resolved, That the Florists' Club of Philadelphia hereby expresses its deep sense of loss in the death of Joseph Heacock, whose long and faithful service in every phase of the club's activity, social and executive, has always been highly conspicuous and deeply appreciated by all the members, and

Resolved, That we hereby put on record the universal feeling of the horticultural world in general for his high character, sterling business integrity and genial helpful disposition for every progressive movement. He was outspoken, honest and fearless, but with malice in his heart towards none, and we all delighted in his well doing and success, and feel deeply that in losing him we have lost a friend indeed, and further be it

Resolved, That this testimonial to his memory be duly enshrined in the annals of the club and that we all hereby bind ourselves to keep same everlastingly green and fragrant in our hearts.

SAMUEL S. PENNOCK,
ROBERT KIFT,
GEORGE C. WATSON
Committee.

Detroit Convention Garden.

The principal reason for selecting the convention city for our national society two years in advance is to gain the time necessary to prepare and plant the convention garden and to give the hardy plant exhibits two seasons' growth before the convention. Detroit, our 1919 convention city, offers great inducements for a successful convention garden. Arrangements have been made with the fair grounds authorities for the necessary grounds next to the convention and trade exhibition buildings, and the garden will be under the competent management and supervision of Wm. Dilger, former superintendent of Belle Isle park. In order to enable the committee and management to prepare plans and grounds, it is necessary for us to know how many growers will avail themselves of the opportunity to place exhibits in this garden.

The price of space rental will be governed by the total space taken, and will not exceed 10 cents per square foot for bedding plants to be planted in the spring of 1919 and five cents per square foot for hardy plants, trees, shrubs, evergreens, perennials, etc., to be planted this spring and fall. The rental price may be less, and will be established by the executive board of the society at its next meeting.

The committee on convention garden, consisting of Theodore Wirth, Minneapolis, Minn.; Philip Breitmeyer, Detroit, and Clarence L. Brock, Houston, Tex., requests that all contemplating making an exhibit in the garden kindly furnish, as soon as possible, information regarding the character of the exhibit, approximate amount of space required, etc., in order that such information may be compiled and a plan prepared and sent to all applicants, giving further detail information as to space available, conditions and price. Prompt action on the part of exhibitors will facilitate the work of the committee and assure success in the undertaking.

INCONVENIENCES of the past winter due to loss of time and scarcity of fuel will soon be forgotten in the one great game of floating, over-successfully, the Third Liberty Loan.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
 Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By expert florist and gardener, 25 years' experience. Private or commercial place near Chicago. Married, one child. Address

Leopold Romansky,
 11829 Wallace St., Chicago.

Situation Wanted—As first-class gardener to take charge of gentleman's private estate or public institution, by a middle aged man (Scotch); thoroughly familiar with the routine of work in either place; forcing of flowers and vegetables; also fruits; a good knowledge of perennials, trees and shrubs; a good landscape gardener. Best of references. Apply

W. M. S., 3238 Second Ave., S.,
 Minneapolis, Minn.

Help Wanted—Two glaziers. Apply
George Reinberg,
 2057 Balmoral Ave., Chicago.

Help Wanted—Rose grower; state wages wanted; can come at once.

Wm. Dittman, New Castle, Ind.

Help Wanted—Gardener for place near Chicago.

Key 886, care American Florist.

Help Wanted—Experienced saleslady for retail store. Lakeside Flower Shop, 4700 Sheridan Road, Chicago. Phone Edgewater 2670.

Help Wanted—Apprentices for orchids, roses and pot plant department.

Poehlmann Bros. Co.,
 Morton Grove, Ill.

Help Wanted—Men for greenhouse work at Edgebrook, Ill., with board and room. Address

George Wittbold Co.,
 745 Buckingham Pl., Chicago.

Help Wanted—At once; all round grower of cut flowers and pot plants; must be good on roses and capable of taking full charge; state particulars.

Beaver Avenue Floral Co.,
 3422 Beaver Ave., Des Moines, Ia.

Help Wanted—Single man, who understands gardening and growing of potted plants and general greenhouse work. Address

E. A. Moore, 207 W. Burbank St.,
 Harvard, Ill.

Help Wanted—Willing worker for store, one who can wait on trade, get the prices, know the value of flowers, write plain, be polite, make artistic corsages and bunches. Paid every Saturday evening when the hands on the clock are straight up and down. Gentleman or lady. Answer with reference and salary. Will wire acceptance.

W. G. Matthews, Florist,
 Dayton, Ohio.

For Sale—A good air motor windmill with tank; both in good condition. Address

3744 N. Lamon Ave., Chicago.

For Sale—Heating system for three greenhouses, except boilers. Houses 22x100. Call on

O. W. Farley, Administration Bldg.,
 Zion City, Ill.

For Sale—Greenhouses, about 20,000 feet of glass. 10 squares from Court House; city of 40,000 population; good retail and wholesale trade. Just the time for spring trade but must sell to settle estate. Liberal terms; write for particulars. **Riverside Floral Co.,** W. A. Richison, Admr., Muncie, Ind.

Help Wanted

An experienced plant grower for large commercial place. Must come well recommended. State salary expected in first letter. Answer quick.

Key 889, care American Florist.

Help Wanted

At once, young greenhouseman with some experience in carnations, roses, chrysanthemums and pot plants, to work under foreman. \$15 per week to start. Good chance for advancement to steady reliable man. Give experience, references, etc., to

Millers' Greenhouses, Muncie, Ind.

For Sale or Rent

A bargain. Three large greenhouses, living, packing and salesrooms attached, with good and growing local business. Only florist in high grade North Shore Chicago suburb of 3,500 people. For terms, address

Key 888, care American Florist.

For Sale

Good paying Chicago retail store in desirable location with very little competition. Easy terms to right party. This is a chance of a lifetime. Address

Key 890, care American Florist.

For Sale

B. Schroeter's Greenhouses

\$2,000 takes 16 greenhouses (29,000 sq. ft. of glass), with sheds, barn, boilers, etc., in Detroit, Mich. Lease on property for 5½ years. These greenhouses are for sale only because of the death of the owner. For particulars address,

MRS. B. SCHROETER
 397 Helen Avenue, DETROIT, MICH.

WANTED

By large eastern seed establishment experienced buyer of Clovers, Grasses and Grains. Exceptional opportunity for capable man. Address

Key 877, care American Florist.

For Sale

200 boxes of greenhouse glass.

PETER REINBERG

30 East Randolph Street, CHICAGO

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

Gardeners' Service Bureau.

We beg to call attention to the accompanying announcement of the National Association of Gardeners, which appeared in the March number of the Journal of the International Garden Club. The work of the Service Bureau of this association, it should be clearly understood, is educational as well as serviceable. It does not confine its energies merely to procuring positions for members who may apply for them or bringing to the attention to those who may require such, men efficiently qualified for the position, but it is also one of the aims of the association, through the systematic organization of the Service Bureau, to weed out of the profession, the interlopers who pass under the guise of gardeners without the proper knowledge to fit them for the position.

The purpose of the announcement is to secure the co-operation of country estate owners in the work the National Association of Gardeners is undertaking. A number of estate owners have already enrolled in the association as sustaining members since at the last convention it was decided to create this class of membership.

As stated in the announcement, the Service Bureau makes no charge for its service, being maintained entirely at the expense of the association. Those desirous of availing themselves of such service may apply to M. C. Ebel, secretary, National Association of Gardeners, Madison, N. J.

St. Louis.

MODERATE BUSINESS FOLLOWS EASTER.

The market was crowded with stock of all kinds the past week. Business was only fair, which left a lot of flowers to be sold at cleanup prices. Roses are coming in fine; in fact, better than they have for some time. The next few weeks should show big crops of them in this vicinity. Russell, the Killarneys and Opheila are the leaders. Carnations have not let up cropping for some weeks, but with a continuance of the warm weather we have been having, they will start to get poor. Sweet peas are coming in plentifully, but, despite the heavy cut, move fairly well at fair prices. Darwin tulips are in strong supply and have a poor call. Jonquils are nearing the end of their season. Lilies and rubrums have a fair demand. Greens, with the exception of string smilax, are equal to requirements.

NOTES.

The joint publicity committee held its semi-monthly meeting last week and the secretary made his report of expenditures for Easter publicity. A programme of advertising was also laid out for advertising the next month, including Mothers' day. The committee also reported having disposed of 20 sets of window signs reading "Say It With Flowers." Many of the florists bought these signs direct from the national committee. Another feature of advertising brought up was the continual advertising of birthday flowers. It was felt that this was one of the biggest fields they could work in for a continuous business the year round.

The April meeting of the florists' club will be held at the Missouri Botanical Garden. This should be quite interesting, in view of the fact that the garden's bulbous display is at its best just now. They have also arranged a special show of all seasonal plants.

The landscape gardeners have ideal weather to go ahead with their work. Planting no doubt will start strong this month on account Easter being so

early. The plantsmen are getting in shape to take care of the rush.

A large bank opening the day after Easter used up an enormous lot of stock, both cut and plants. Conspicuous among the outlay were the large number of rhododendron and St. Louis snapdragons. J. J. W.

Fort Wayne, Ind.

FUNERAL WORK HEAVY.

The cool, dark weather of the past week has not affected the demand, as there has been a considerable quantity of funeral work, which has kept all the store forces busy. There have been few dances after Easter, contrary to the usual custom, and the corsages in demand for these have been few and far between. The demand for flowering plants and cut flowers, particularly bulbous stock for hospitals, has been unusually large. Pot plants have been decidedly scarce since Easter, particularly in the medium sizes.

Of Interest to
Country Estate
Owners

The National Association of Gardeners takes this opportunity to introduce its Service Bureau to the owners of country estates and to place it at their disposal when requiring thoroughly competent gardeners—in the capacities of superintendents, head gardeners or assistant gardeners—thoroughly qualified in every particular to assume the responsibilities the positions call for.

The Association seeks the cooperation of every country estate owner in its endeavor to establish a reliable source to which they can apply with every confidence to secure the services of gardeners truly efficient in their profession.

This Bureau is maintained entirely at the expense of the association and makes no charge to the employer it may serve, or to the gardener it may benefit.

Those desiring to avail themselves of the services of this Bureau may apply to—

M. C. EBEL, SECRETARY

National Association of Gardeners

MADISON, N. J.

NOTES.

There were a number of very striking window decorations April 6, the day of the Liberty Loan celebration. Many of the florists' windows were patriotic in color and scheme. The Freese Floral Co. had a very attractive window.

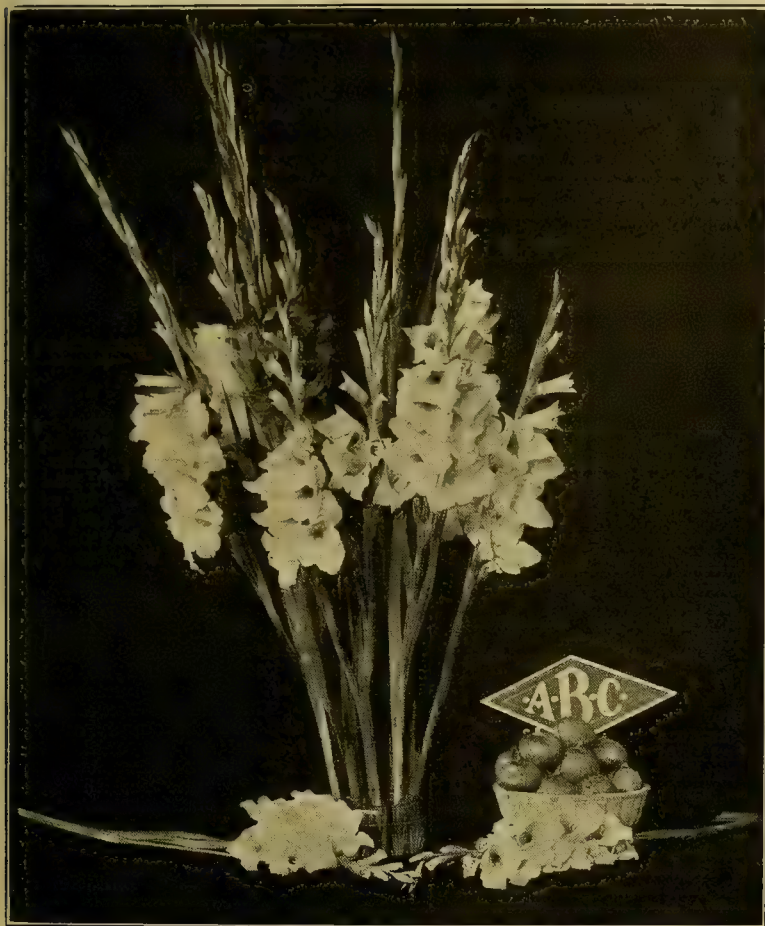
Most of the downtown retailers, and a number of the wholesalers, donated flowers to the "All-Girl Revue," a Red Cross benefit. The flowers were sold at the theater between acts.

Private Kurt Jaenicke, of the 138th Infantry, died two weeks ago at Fort Sill, Okla. He was a son of Park Superintendent Adolph Jaenicke, and was but 23 years of age.

The Flick Floral Co. is displaying some handsome lilac plants and baby ramblers. Funeral work has been very heavy at this store since Easter.

A. T. Hey, representative of A. L. Randall Co., Chicago, called on the craft here last week. H. K.

GLADIOLUS BULBS



370,000 yet to sell, all in fine condition and strictly first size, 1½ to 2-in.

We have delivered, January to April, over a half million Gladiolus Bulbs.

ORDER NOW

All bulbs are 1st size, 1½ to 2-inch, except where noted.

We offer the following for prompt shipment. First Size Bulbs, 1½ to 2-inch.

	Per 1000		Per 1000
Brenchleyensis	\$18.00	Princeps	\$20.00
Antonio	27.50	Hollandia	30.00
Jean Barth	20.00	Lily Lehman	20.00
Standholder	32.50	Washington	35.00
Niagara	35.00	Panama	30.00
Augusta	18.00	America	18.00
Faust	20.00	Francis King	18.00
Electra	40.00	Glory of Holland	25.00
Hulot	18.00	Willy Wigman	30.00
Halley	20.00	Non Plus Ultra	25.00
Annie Wigman	20.00		

We also offer 2nd size bulbs in the following varieties:

	Per 1000
America, 1¼ to 1½-inch	\$14.00
Chicago White, 1¼ to 1½-inch	17.00
Mrs. Pendleton, 1¼ to 1½-inch	45.00
Klondyke, 1½-inch and up	18.00
Klondyke, 1¼ to 1½-inch	15.00
Florist Mixture, 1½-inch and up	15.00
Contains some of the best named varieties.	
Florist Mixture, 1¼ to 1½-inch ..	12.00

You will make no mistake in ordering these bulbs—Note what those who HAVE bought and received them say:

"I congratulate you on the very fine quality of bulbs you sent on order. Thanking you for the attention, I am, etc."

Charles M. Weaver, Ronks, Pa.

"Can use 5000 more Gladiolus bulbs at same quality and price."—Telegram from Wm. L. Rock Flower Co., Kansas City, Mo.



ONE OF OUR GLADIOLUS FIELDS IN MICHIGAN.

AMERICAN BULB CO.,

172 N. Wabash Ave.,

Phone Randolph 3316

CHICAGO

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Two Big Floral Holidays

Mothers' Day, May 12th---Memorial Day, May 30th.

Be prepared with a full line of our goods for these busy days, display them and attract the business.

WHITE CARNATIONS FOR MOTHERS' DAY, perfect imitations.

Metallic Designs in great variety, flowers and foliage true to name. Magnolia, Cycas and fancy foliage Wreaths, decorated or plain; Magnolia Leaves, green and bronze, in carton and bulk. Waxed Crepe Flower Roses, Dahlias, Chrysanthemums, Cape Flowers, all colors; Wheat Sheaves. Send orders today, have the goods on hand, work them up, be ready to go over the top when the call comes.

Send for our Illustrated Price List.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

Detroit.

NO LULL AFTER EASTER RUSH.

The quiet period usually following Easter failed to develop this year, as nearly every florist had a good trade, but chiefly in funeral work. There is a good supply of nearly every seasonable flower and an excess of roses and sweet peas, the bulk of the latter two items being disposed of chiefly by the special sales at low prices, but thousands sold at the attractive prices they were offered at. Bulbous flowers were hard to move, and the sale of these were out of proportion to the immense stock to be seen in all the stores and the quality most excellent, due largely to the cool weather prevailing throughout the week.

NOTES.

Echos of the Easter trade discloses a fatigued body of florists who never before were pushed so nearly to the point of exhaustion in their efforts to satisfy the big demand that everyone enjoyed, and yet probably never before was the public so satisfactorily served and the Easter stock, as big as it was, so completely sold out and at prices that all hold were quite remunerative to both growers and retailers.

J. F. Sullivan is now located in his new store, 361 Woodward avenue. Here a greenhouse 20x80 feet is an attractive feature. A capacious garage at the rear of the greenhouse affords facilities for the delivery machines and admirably completes the equipment of the place for handling the maximum of business that can be reasonably hoped for.

J. F. S.

Wichita, Kan.

PLANTS LEAD EASTER CLEANUP.

The early spring has started things moving with a rush for the florists, and those who do shrubbery and similar planting are pushed to the limit. The prospects for the spring season are good with a fair supply of stock to draw from. March probably broke all records for the month, and Easter all records for the day. Although cut flowers sold clean, it surely was a plant Easter. Lilies, as usual, led and were cleaned up by Saturday morning. Made up baskets of plants sold better than ever, while roses, hydrangeas, primulas and even geraniums cleaned up close. About the only items left were extra large hydrangeas and some fine azaleas, but they were worth their price for their show effect. Bulbous stock was light in supply and moved slowly in the

plant section but cleaned up good in cut flowers. A close scrutiny of prices might show a little scaling upwards compared with previous Easters, although nothing was quoted at really high figures, except possibly lily of the valley, which cuts little figure nowadays.

NOTES.

F. Kuechenmeister has sold his residence, built only a few years ago, and is erecting another one on lots adjacent to his greenhouse salesrooms. His sons, Walter and Emil, who are members of a battery at Camp Doniphan, have returned to camp after a short visit home.

W. H. Culp & Co. declared that an emergency existed Easter Saturday and borrowed Ralph Culp from the automobile business to take charge of the delivery room. Ralph and his chief assistant got one hour of sleep Saturday night.

Chas. P. Mueller struck it just right with his lily crop and they were good ones too. He has added a Ford truck to help out the Reo in the operating department. He has a total of six cars in the service now.

C. A. Rose reports a fine Easter business and has about all he can do in the vegetable plant trade as a side line.

C.

Rochester, N. Y.

BUSINESS UNUSUALLY SATISFACTORY.

Trade has been quite brisk since Easter, with a big call for funeral work. The supply has been large, especially in bulbous stock, and heavy receipts of sweet peas both in the orchid and common varieties. Lilies are scarce, but callas are very good and the supply large. Carnations are not in very heavy supply and the grade is nothing extra. Blooming plants are now a minus quantity.

NOTES.

Henry P. Neun is cutting excellent stocks and wallflowers. He also has some Tausendschon roses. Trade here is reported good.

Salter Bros. are making a special feature of baskets filled with growing gardenias; others are filled with Cineraria stellata.

C. W. Curtis is still cutting large quantities of Empress daffodils of excellent quality.

George Boucher is featuring excellent white lilac and orchid sweet peas.

Chester Ament did a big business at Easter at his Armory store.

George Kramer is away on his usual spring vacation.

CHESTER.

Flint, Mich.

D. P. Smith, who many years ago, acquired about 30 acres north of the city, is now inside the city limits and values so increased that he was induced to plot and sell all but about eight acres on which are his greenhouses of 25,000 square feet of glass. He reports that assorted plants sold better than cut flowers at Easter and all through the week, ending with a great rush on Saturday when everyone had all he could do to handle the trade. Prices were about equal to those of a year ago and no salable plant was left when the business ended Sunday. Cut flowers were also in great demand and the supply of these was about equal to the call. Many fine lilies are grown here, but were not in bloom in time for the great event, due to the late arrival of the bulbs last fall. Fuel the past winter was obtained from mines about three miles from the city, but the output was meager and barely sufficient to meet the urgent requirements of the local users.

Easter business here was the best ever experienced. Lilies were in great demand and the supply limited. Some of them were shipped in from Saginaw, Mich. This city is making rapid strides commercially the last few years, due to the auto industries now located here and all doing an immense business.

J. F. S.

Providence, R. I.

Stock has been good the past week and is still very plentiful. Roses have been short on this market for some time but are now coming in quantity and the demand is equal to the supply. There are very few cut lilies of either kind. Sweet peas are good and are meeting a ready sale. The trade is now getting ready for the Memorial day business.

H. A. T.

WASHINGTON, D. C.—Charles De Shields, son-in-law of Adolph Gude, who recently narrowly escaped death in a fall of an aeroplane, has been commissioned a lieutenant in the aviation service.

SOUTH BEND, IND.—R. E. Williams, of Williams & Company, is confined to the Epworth hospital, where he is recovering from blood poisoning as a result of a scratch from a rose thorn shortly before Easter. His firm enjoyed a splendid Easter trade, with the total sales comparing most favorably with those of 1917.

ROSES IN BIG SUPPLY

Including Fine Russell

**Orchids, Valley, Carnations, Sweet Peas,
Spring Flowers, Sprenger, Plumosus,
Galax, Leucothoe, Boxwood, Woodwardia.**

Supply Department

Send us your order now for accessories for Mothers' Day.

We have a complete line of Boxes, Ribbons, Baskets, etc.

SPECIAL! 50 Assorted Tumbler Baskets, \$10.00

2½ Inch Own-Root Rose Plants FOR BENCHING

Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst at \$7.50 per 100, \$70.00 per 1000. Milady and Richmond at \$7.00 per 100, \$65.00 per 1000. Russell at \$10.00 per 100, \$100.00 per 1000.

¾ Inch Stock at \$35.00 per 1000 Additional.

PLANTS

CYCLAMEN.

4-inch pots..\$3.00, \$3.60 and \$4.20 per doz.

PANDANUS VEITCHII.

5-inch pots\$0.75 each

8-inch tubs\$3.00 and \$3.50 each

BIRD'S NEST FERNS.

6-inch pots.....\$1.50 each

TABLE FERNS.

2½-inch pots.....\$4.00 per 100

RUBBER PLANTS.

4-inch pots.....\$4.20 per doz.

5-inch pots.....\$6.00 per doz.

HOLLY FERNS.

4-inch.....\$10.00 per 100

4-inch.....15.00 per 100

4-inch pots.....\$3.00 and \$4.20 per doz.

6-inch.....6.00 per doz.

COLEUS CHRISTMAS GEM.

5-inch.....\$3.00 and 4.20 per doz.

ASPARAGUS FLUMOSUS.

2½-inch\$3.50 per 100

6-inch, made up.....4.20 per doz.

ENGLISH IVY.

4-inch\$15.00 per 100

COCOS WEDDELIANA.

2½-inch\$14.00 per 100

PYTHOSPERMA ALEXANDER.

3-inch pots\$15.00 per 100

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

Big Crop Now On

The quality is good—Buy direct from the Grower.

**Russell, Hoosier Beauty, Shawyer, Brilliants,
Ophelia, White Killarney and American Beauties.**

CURRENT PRICE LIST

AMERICAN BEAUTIES—Price, from 50 cents to \$4.00 per dozen, according to length of stems.

RUSSELL—best in this market.

Per doz.

Specials, extra long.....	\$2.00
Good length.....	1.50
Good medium.....	\$0.75 to 1.00
Good short.....	.50

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST.

Per 100

Long stems.....	\$10.00
Good medium.....	\$6.00 to 8.00
Good short.....	3.00 to 5.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

**KILLARNEY, WHITE KILLARNEY, KILLARNEY
BRILLIANT.**

Per 100

Long stems.....	\$8.00
Good medium.....	5.00 to 6.00
Good short.....	3.00 to 4.00

CARNATIONS

Per 100

Belle Washburn, fancy red.....	\$3.00
Pink and White, fancy.....	3.00
Lily of the Valley, per 100.....	\$5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGER , per 100.....	\$2.00 to \$4.00
GALAX , green and bronze, per 1,000.....	1.00
Choice Common FERNS , per 1,000.....	3.50

BULBS, FLOWERS AND ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS VERY PLENTIFUL.

Stock of all kinds is very plentiful and obtainable in large quantities at low prices. Carnations are seen in big supply at all the stores but the receipts do not appear to be quite as heavy as they were last week. American Beauty roses are more numerous and are selling at lower prices than they have at any other time this season, which is due more to the general market conditions than to an oversupply. Roses in general are in exceptionally heavy supply and are to be had at very reasonable prices. Some particularly fine stock in this line is to be had, especially Mrs. Chas. Russell, Killarney, Killarney Brilliant, Champ Weiland, Ophelia, Mrs. Aaron Ward, Mrs. George Shawyer, Milady, White Killarney, Sunburst, Hoosier Beauty and Richmond. The miniature roses, Nesbit, Cecile Brunner, Baby Doll and George Elgar, are included in the daily offerings and are to be had in large quantities. Orchids, gardenias and lily of the valley are plentiful, and there is an oversupply of lilies and callas. Snapdragons are quite a factor in the market and are having a good call at fair prices. Sweet peas are seen in quantity, but are moving well at good figures, especially in the fancier grades. White and yellow daisies, candytuft, pansies, gypsophilas, freesias, mignonette, calendulas, Spanish iris, narcissi, gladioli, stocks, violets, tulips, jonquils, daffodils, lilacs, lupines and other miscellaneous seasonable stock offer the buyer a large variety to select from. Greens are plentiful with the exception of smilax and Mexican ivy. Business has been somewhat quiet since Easter, but the demand is slowly improving and a change for the better may be looked for before the week is over.

PERCY JONES INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

BUY NOW FOR MEMORIAL DAY

Superiora Magnolia Leaves

Brown—Green—Purple, \$1.15 per carton.

Make up your Memorial Day Wreaths during your spare time and avoid the last minute rush.

The present market conditions offer the retailer a splendid chance to conduct special sales, and it is gratifying to note that several of the leading loop concerns are quick to take advantage of the situation by making large window showings and informing their customers that they are enabled to supply them at present at greatly reduced prices.

NOTES.

The Wholesale Cut Flower Association held a special meeting at the E. C. Amling Co's. store, Monday noon, April 6, when luncheon was served

and the florists' liberty bond campaign was discussed. August Poehlmann presided, and every member of the organization was added to the original committee consisting of Mr. Poehlmann, N. J. Wieter and Frank Johnson to help push the sale. Everyone in the trade should subscribe for as many bonds as possible through his wholesaler, so the florists can make a large showing. Make your application immediately through your wholesaler or through their secretary, A. C. Kohlbrand, so the association will have some idea as to just what it can ex-

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central } 2846
601

CHICAGO

Extra Heavy Supply

ROSES==CARNATIONS

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

Per 100

Specials	\$25.00
Select	20.00
Medium	\$12.00 to 15.00
Short	6.00 to 10.00

RICHMOND

Per 100

Specials	\$10.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

MILADY

Per 100

Specials	\$10.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

Killarney.....
White Killarney.....
Killarney Brilliant.....
Sunburst.....
My Maryland.....
Ophelia.....
Champ Wieland..

Per 100

Special	\$10.00
Select	8.00
Medium	\$5.00 to 6.00
Short	4.00

ROSES, OUR SELECTION

Per 100

\$ 4.00

Carnations, fancy	\$ 2.00 to 3.00
Harrisii	10.00 to 12.50
Valley	6.00
Sweet Peas75 to 1.00
Smilaxper doz. strings	2.50 to 3.00
Adiantum	1.00 to 1.50
Asparagus, per bunch.....	50c to 75c
Ferns, per 1,000.....	\$3.50
Boxwoodper bunch, 35c	
Galax, bronze and green, per 1,000,	\$1.25
Leucothoe Sprays75 to 1.00

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association



182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

SPECIAL SALES!

Every Retail Florist within shipping distance of Chicago now has a splendid opportunity to run "Special Sales" for stock of all kinds is plentiful at low figures. The time is ripe right now and the public is eager to buy at the prices you will be able to offer owing to the high prices and extreme shortage that prevailed the greater part of the season.

Ask us what we can supply you with for your "Special Sales" or tell us what you want. We will be able to get together. Our line is complete in all respects and includes an extra heavy supply of **Roses, Carnations** and Spring flowers.

Order here. You cannot do better elsewhere—often not nearly as good.

ROSES---CARNATIONS

Best obtainable in the Chicago Market, so order from us.

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Extra Special	\$25.00
Select	20.00
Fancy	15.00
Medium	12.00
Short	10.00

RICHMOND. KILLARNEY BRILLIANT.	Per 100
White—KILLARNEY—Pink.	
Extra Special	\$6.00
Select	5.00
Fancy	4.00
Medium	3.00
Short	2.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$6.00
Select	5.00
Fancy	4.00
Good	3.00
Short	2.00

MINIATURE ROSES.	Per 100
Baby Doll	\$2.00
Elgar	2.00
ROSES, OUR SELECTION	3.00
CARNATIONS.	Per 100
Extra Special	\$2.00
Fancy	1.50
Good	1.00

MISCELLANEOUS.	Per 100
Valley	\$ 6.00
Lilies	12.50 to 15.00
Ferns, per 1,000	4.00
Smilax, per doz. strings	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

pect when the report is read at their next meeting to be held at the Hotel Sherman, Thursday, April 18, at six o'clock. Get busy, everybody. Subscribe now, and buy as many as you possibly can.

Allie Zech reports that Zech & Mann's sales for March were the greatest since 1905, when the firm started in business. This house was particularly strong on lilies, roses and sweet peas all Easter week, which is largely responsible for the splendid showing made, although much credit is due to the hustling young manager and his entire force, who worked like beavers all through the big rush.

Phil Schupp, manager of the J. A. Budlong store, believes in taking time by the forelock and is buying coal now for next season's use. His firm was pretty well fixed last season and helped out several growers in their vicinity during the extreme shortage, which saved them from freezing out until relief was secured from other quarters.

Peter Reinberg is in heavy crop with roses, which are selling nicely, considering the general market conditions, and clean up well each day. Mr. Reinberg, who is president of the county board, is one of the many florists who are helping dispose of the Third Liberty Loan bonds, but his campaign is outside of the trade.

Percy Jones, Inc., reports that its Easter trade was exceptionally brisk, and that the total sales for March were the largest in the history of the firm. Manager Van Gelder is enthusiastic over the showing made and is confident that business the remainder of the season will compare most favorably with that of other years.

C. L. Washburn says that the out-of-town demand is good at Bassett & Washburn's store, but that the city call for stock is not what it should be. This firm is offering a regular supply of gladioli, among which are noted particularly fine Mrs. Frances King and Pendleton.

Lieutenant F. W. Hæger and Carl Ness, formerly with the A. L. Randall Co. and Ed. Goldenstein, recently with Vaughan's Seed Store, now with the National army at Rockford, were home on a visit, April 6.

Eric Johnson, manager of the A. L. Randall Co.'s, cut flower department, has no complaint to make in regard to business, their March and early April sales comparing most favorably with those of 1917.

ROSES--CARNATIONS

Spanish Iris -- Calendulas -- Sweet Peas -- Narcissi
Tulips--Stocks--Jonquills--White and Yellow Daisies

FLORISTS' SUPPLIES

Magnolia Leaves-Magnolia Wreaths-Cycas Leaves, Etc.

O. A. & L. A. TONNER

30 East Randolph St., Chicago, Ill.

Mention the American Florist when writing.

BASKETS

Our new illustrated catalogue should be in the hands of every florist. Write for one now.

Raedlein Basket Co., 713 Milwaukee Avenue,
CHICAGO, ILL.

Mention the American Florist when writing.

Miss Frieda Poehlmann has returned from a delightful visit with her brother, John, who is attending the officers' reserve training camp at Camp Zachary Taylor, Louisville, Ky.

Frank Hagen, with George Reinberg for a great many years, has accepted a position with the John Kruchten Company.

Frank Rezzuto, 1154 West Grand avenue, has the sympathy of the trade in the loss of his father, whose death occurred recently.

Hörber Bros. are cutting heavily in roses, among which are noted particularly fine Ophelia, Killarney and White Killarney.

Ed. Strotters, better known here as "Snowball," died last week at Philadelphia, Pa.

Wireworkers of this city are now unionized and work only eight hours.

Kennicott Bros. Co. received its first shipment of lilacs April 3.

W. N. Rudd is visiting friends in Colorado this week.



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

Mention the American Florist when writing.

One Piece Flower Boxes

21x4x3.....\$3.00 per 100
20x4x3..... 1.90 per 100

Sample box sent on request.

THE JOHN HENRY CO.
LANSING, MICH.

Mention the American Florist when writing.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572


161 North Wabash Ave, Chicago

CURRENT PRICE LIST—Subject to Change Without Notice.

ROSES.		Per doz.			Per 100	ORCHIDS.		Per doz.
American Beauties,			White Killarney, special	10.00 to	12.00	Cattleyans		\$6.00 to \$9.00
60-inch stems.....	\$ 6.00		" " select		8.00			
48-inch stems.....	5.00		" " medium	5.00 to	6.00	MISCELLANEOUS.		Per 100
36-inch stems.....	4.00		" " short		4.00	Valley		6.00
30-inch stems.....	3.00		Killarney, special	10.00		Easter Lilies	10.00 to	12.50
24-inch stems.....	2.50		" select	8.00		Callas	per doz.	1.50 to 2.00
20-inch stems.....	1.50		" medium	5.00 to	6.00	Snandragon	bunch	.75 to 1.00
Short stems.....	\$ 0.75 to 1.00		" short		4.00	Calendulas		2.00 to 4.00
	Per 100		Mrs. Ward, special	10.00		Daisies		1.00 to 2.00
Mrs. Russell, special.....	25.00 to 30.00		" select	8.00		Mignonette		6.00 to 8.00
" " select	20.00		" " medium	5.00 to	6.00	Sweet Peas		.50 to 1.50
" " medium	12.00 to 15.00		" " short		4.00	Tulips		2.00 to 3.00
" " short	8.00		Sunburst, special	10.00 to	12.00	Jonquils		2.00 to 3.00
Richmond, special	10.00		" select		8.00	Daffodils		2.00 to 3.00
" select	8.00		" medium	5.00 to	6.00			
" " medium	5.00 to 6.00		" short		4.00	DECORATIVE.		
" " short	4.00		Cecil Brunner	2.00 to	3.00	Plumose strings		\$0.50 to \$0.75
Milady, special	10.00		Elgar	2.00 to	3.00	Plumose	per bunch	.35 to .50
" select	8.00		Baby Doll	2.00 to	3.00	Sprenger	" "	.35 to .50
" " medium	5.00 to 6.00		Extra special roses billed accordingly.			Adiantum, fancy long	per 100	1.00
" " short	4.00		ROSES, OUR SELECTION..	4.00		Smilax	per doz.	2.00
Killarney Brilliant, special	10.00					Ferns	per 1,000	3.50
" " select	8.00					Galax	" "	1.25
" " medium	5.00 to 6.00					Mexican Ivy	" "	5.00 .75
" " short	4.00					Leucothoe sprays		.75c
Ophelia, special	10.00					Boxwood, per lb.	.25c; cases	7.50
" select	8.00					Pussy Willows	per bunch	.35 to .50
" " medium	5.00 to 6.00					Subject to market changes.		
" " short	4.00							
			CARNATIONS.					
			Fancy	\$ 2.00 to \$ 3.00				

CHICAGO

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

The war-gardens bureau of the state council of defense has worked out a plan whereby a complete record will be kept of the backyard and vacant lot war gardens cultivated in this city this summer; the name of the owners, location of the gardens, sizes of the gardens and the kind of vegetables raised. Each person raising a garden this summer is asked to register at the offices of the state council of defense, 120 West Adams street, and later to report the amount of vegetables harvested. In this manner a complete record of the amount and value of war-garden products raised here this year will be available at the close of the season. Among the inducements offered the city gardener to have his garden registered this season are that an official poster issued to him and placed over his garden will act as a protection against the work of vandals, as the garden then comes under the protection of the council of defense, and that all those registering their gardens will be given the privilege of sharing in the distribution of garden plants to be given out by the gardens bureau. The Chicago Florists' Club, through its president, F. Lautenschlager and O. J. Friedman, chairman of the garden committee, has offered to the council of defense gardens bureau more than 500,000 tomato, cabbage and other vegetable plants for free distribution to registered gardeners. These plants will be ready for distribution in a few days.

E. W. McLellan, of San Francisco, Calif., who attended the last meeting of the florists' club at the Bismarck hotel, Thursday evening, April 4, received the wrong overcoat when he presented his check which he did not notice until after he left, consequently someone in the trade must have his. He will gladly exchange the coat he received for his own and is anxious to do so as early as possible for he intends to start back west in a few days. The party who received his coat by mistake can exchange same by calling at Bassett & Washburn's store, 178 North Wabash avenue.

A. T. Pyfer & Co. report that the out-of-town demand for stock is surprisingly good this week and that large quantities of all seasonable flowers are being shipped out each day. Miss Nettle Parker, secretary of this firm, who lives at Joliet, is from another Illinois town that has already overbought its share of the Third Liberty Bonds.

Poehlmann Bros. Co.'s employees will go over the top strong in the Third Liberty Loan campaign for it took August Poehlmann some little time on April 9 to take all their applications for bonds at the store and there is no question but what the boys at the greenhouses will do their bit.

Wieter Bros. are starting to cut roses quite heavily and the shipments include particularly fine Sunburst and Ophelia. Carnations are selling better this week and the shipments are cleaning up more quickly than heretofore.

THE RAPID RAPPER

will be used more than ever this Spring. It will come in handy in wrapping your bulb stock and other plants. Write for free illustrated booklet



Most beautiful ornamental Plant Stand on the market. Write for special price on lots of 50 or more. Good proposition for Agents and Jobbers.

THE RAPID WRAPPER CO.

56 East Randolph Street, CHICAGO

BURLINGTON WILLOW WARE SHOP,
BURLINGTON, IOWA.

The Grossberg-Tyler-Finnerman Co., successors to the Freres-Windler Co., is handling a good supply of stock for the short time it has been in business and is well pleased with the trade enjoyed since the opening.

A. L. Vaughan, of A. L. Vaughan & Co., is proud of Oak Park, which was one of the first Illinois towns to over-subscribe its quota of the Third Liberty Loan.

The Chicago Flower Growers' Association is handling large quantities of fancy snapdragons regularly in addition to a heavy supply of choice roses.

Kyle & Foerster continue to have a good call for the extra fancy Mrs. Chas. Russell roses they are featuring this season in quantity.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady.

Shawyer.

Sunburst.

Ward.

Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

DARWIN TULIPS

(Best in Chicago.)

SWEET PEAS

Our famous high quality stock is positively the best obtainable.

Arrange with us for your regular supply—they will be good sellers from now on.

SPANISH IRIS

Valley.

Callas.

Cattleyas.

Calendulas.

White Daisies. Yellow Daisies.

Pansies.

Strawflowers.

Mignonette

Tulips

Snapdragons.

Forget-Me-Nots.

GREENS.

Plumosus.

Sprengeri.

Galax, bronze.

Galax, green.

Ferns.

Leucothoe Sprays.

Mexican Ivy.

Smilax.

Adiantum.

Wild Smilax.

Boxwood.

Announcing the Opening of the Grossberg-Tyler-Finnerman Co.

WHOLESALE FLORISTS

We solicit your patronage on the strength of the reputations of the members of this new corporation, who are well known to the trade through their former connections.

John R. Tyler, President and Treasurer, non-active, is also president of the John R. Tyler & Co., S. Water Street Commission Merchants.

Louis R. Finnerman, Secretary, was formerly with A. Henderson & Co.

Morris Grossberg, Vice-President and General Manager, was formerly with A. L. Vaughan & Co.

We refer you to the above concerns for recommendations regarding ability, personality and honesty.

Grossberg-Tyler-Finnerman Co., PHONE: 30 E. Randolph St.
MAJESTIC 7175 CHICAGO.

The local committee in the Third Liberty Loan crusade, August Poehlmann, N. J. Wietor, Frank Johnson, August Lange, W. J. Smyth, O. J. Freidman, George Asmus, F. Lautenschlager and Ernest Wienhoeber, is doing heroic service in the cause. Miss Anna Grace Sawyer, the Pansy Florist, was the first subscriber in the florists' division, taking bonds to the value of \$1,000.

Mrs. John Zech, who has been quite ill the past week, is reported to be much better.

Visitors: J. L. Denmead, Marshalltown, Ia.; Mrs. C. B. Tanner, Hastings, Neb.; R. E. Jones, with the Advance Co., Richmond, Ind.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Bismarck hotel, April 4, President Lautenschlager in the chair. A large attendance was attracted by the announcement that the all-important coal question would be fully discussed by coal experts. Seated at the head of the table with the officers of the club were George F. Stahmer, president of the Fort Dearborn Coal Co.; R. E. Moore, of C. M. Moderwell & Co., and E. W. McLellan, of San Francisco, Calif. C. L. Washburn introduced the coal matter by stating that the growers are now facing the problem of planting for next season's supply of cut flowers and should have early and definite information as to the amount of coal the fuel administration will permit them to use. To that end, he suggested that the club request its coal committee to communicate as early as possible with Wm. F. Gude, Washington representative of the Society of American Florists, with a view to obtaining the desired information, and on the motion of M. Barker a resolution was adopted accordingly.

Mr. Stahmer, in discussing the coal situation, said that under existing conditions a fall or winter shortage is inevitable, but that it is comparatively easy to secure good coal at the present time in any reasonable quantity, and advised the growers to put in their supplies at once, protecting it against the weather.

Mr. Moore called attention to the faulty methods of many greenhouse-men in the storing and use of coal, and claimed much saving could be effected by greater care and better workmanship and equipment. He urged the growers to buy good coal, rather than inferior grades, the former occupying no more space than the poorer types of

YOUR



PROTECTION

Buy cut flowers rather than grow them.
What you want, you can get at the price you wish to pay, which is cheaper than to compete as a retail grower against the greatest cut flower producing center in the world—CHICAGO.

Kennicott Bros. Co.

"Chicago's Most Popular Wholesale House"

Established 1881

CHICAGO

FANCY ROSES

HEAVY CUT

Russell--Hearst--Ophelia--Ward--Nesbit
Sunburst -- Montrose -- Milady--Brunner

Also Sweet Peas, Carnations

And All Other Seasonable Stock.

A. T. Pyfer & Company

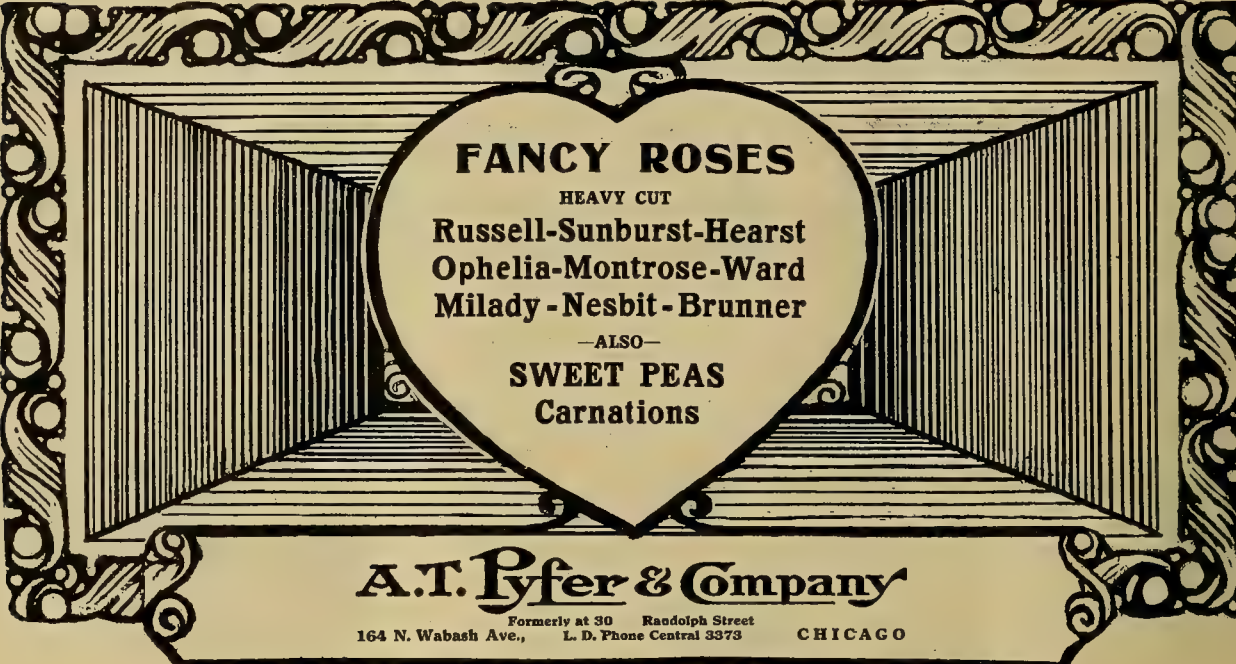
Formerly at 30 E. Randolph Street

164 N. Wabash Ave.,

L. D. Phone, Central 3373

CHICAGO

Mention the American Florist when writing.



FANCY ROSES
HEAVY CUT
Russell-Sunburst-Hearst
Ophelia-Montrose-Ward
Milady - Nesbit - Brunner
—ALSO—
SWEET PEAS
Carnations

A.T. Pyfer & Company
Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

coal, while it lasts longer and is the cheapest in the end. He recommended Indiana No. 4, Franklin County and Williamson County as good coals for the growers of this territory.

Mr. Washburn told of keeping a considerable quantity of coal in the open, fully exposed to the weather, all through the summer last year without serious loss.

Chairman Waters, of the good-of-the-club committee, here interposed, and an interesting discussion was adjourned for the fine dancing and musical delights of the "Garden of the Allies," the latest of the versatile Tim's many clever productions and one which was greatly enjoyed by the large audience.

W. H. Kirst, 2426 North Sawyer avenue, was elected to membership.

Kansas City, Mo.

GOOD SUPPLY MOVES BRISKLY.

Business following the big Easter rush has held up unusually well, and while stock has been plentiful it has been well cleaned up from day to day. Carnations slowed up somewhat, due to the tight cutting for Easter, but roses hold about the same and bulbous stock is plentiful in all varieties and is used in large quantities in the day's work. Sweet peas are none too numerous, but lilies work in well. Pot plants are in more limited supply than for many months, and the demand is quite brisk. Hospital orders and funeral work have been strong factors during the past week. A visit to the growing establishments in this vicinity shows active preparations for the spring trade.

NOTES.

W. J. Barnes says he is more than satisfied with his Easter business and

WE RECEIVE numerous inquiries from Retail Florists for Samples and Price Lists. While we appreciate our evergrowing popularity in the



GOLD LETTER BUSINESS

We regret to say that our goods are sold at wholesale only. Every up-to-date Florist Supply House sells **Lichtenberger's Gold and Purple Letters**, all sizes, and **Gold and Purple Scripts**.

Sold at wholesale only.

Made in U. S. A.

J. LICHTENBERGER, Manufacturer
1560 Avenue A, NEW YORK CITY

Mention the American Florist when writing

is going into the spring trade heavier than ever. Allen Sexton has been added to the force at his establishment.

A. Newell reports a fine week of funeral work and hospital orders, which helped in cleaning up an unusually heavy supply of good stock.

T. J. Noll & Co. report a fine week's business, with a good supply of seasonable stock. Shipping trade is holding up exceptionally well.

A. F. Barbe is cutting excellent carnations and Ophelia roses. He is carrying a good spring stock to meet his usual demand.

H. Kusik & Co. report stock scarce at times, as both local and out-of-town demand is strong.

A. Mohr reports his spring stock in good shape, with orders arriving well in advance.

Wm. Foith is cutting good carnations and sweet peas daily.

E. J. B.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St. Philadelphia, Pa.

Mention the American Florist when writing.

Chicago Bowling.

Scores rolled by the Florists in Kaad's league, Friday evening, April 5:

Players	1st Game	2d Game	3d Game
Orman	192	171	180
Price	193	162	175
Huebner	145	163	177
Elmweek	191	181	173
Olsem	160	212	184
Totals	881	889	889

BEAUTIES

Although not plentiful we have a better supply of them and we can furnish you Specials at almost any time in quantity. The quality of our Beauties is fine, good sized buds and a splendid color. When it comes to Beauties you cannot do better than place your order with us.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

REUKAUF'S DEPENDABLE FLORISTS' SUPPLIES

Get Ready Now for Memorial Day

Business will be better than ever this year. My stock of Magnolia Leaves, Cycas, Waxed Crepe Flowers, all kinds and colors, Wheat Sheaves, Cape Flowers, all colors, Stem-

ming Sticks and Wired Picks, all new stock, bright and fresh, is ready to go the moment the order comes.

MARTIN REUKAUF, 433 Callowhill St., Philadelphia, Pa.

Philadelphia.

MARKET SUFFERS FROM OVERSUPPLY.

By way of contrast, the business of Easter week as compared with that of the week just closed, was like a bright sunny day, followed by a pitch-dark night. To begin with, there were at least twice as many flowers thrown on the market as were received for Easter week. Roses, carnations, sweet peas, in fact, all the varied stocks were offered in any quantity. There was, of course, not one fourth the demand of the holiday week, with the inevitable result that prices slumped until no reasonable or unreasonable offer was refused. In all the wholesale houses, the telephones were kept going overtime soliciting business. Even the out-of-town customers were called or wired and made alluring offers in the effort to keep the stock moving. The weather, while cool, was bright, and this together with the low prices, induced the street men to stock up, especially on Friday and Saturday, when they carted the accumulations of the week away by the wagon load, at clean-up prices. The quality of almost everything is all that could be desired. If the demand could only be equally speeded up with production, what a wonderful business this would be.

NOTES.

Those fellows that have not yet given to the S. A. F. publicity fund should come across; the larger their contribution, and the quicker they get it working, the sooner will come the desired results. This movement is being very poorly supported by the rank and file in this city. A few have come forward handsomely. Why should not everyone chip in according to their means? It is the personal interest of the individual that is going to make this movement a success. His money invested, the campaign as planned carried out and personally supported, the literature well distributed, and window cards and signs working all the time are bound to bring good individual results. The brightest minds in the business have given their time, talents and money to this movement, entirely without remuneration. Let everybody join in and help create this additional demand, that is to stimulate the whole trade, and particularly their own individual business.

The parcels post department of the postoffice at Washington is much interested in the use that is being made of the facilities of this service by shippers of cut flowers. The difficulties and inefficiency of the express companies' deliveries the past year, finally induced a trial of the parcels post service. This, when goods were properly packed, marked and delivered to the depot to make desired trains, was found to be almost ideal, as special delivery packages for even the third zone, 600 miles

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, April 10. Per 100	
American Beauty, per doz.,	1.00@ 4.00
Roses, Killarney	4.00@ 8.00
" Mrs. Chas. Russell	10.00@ 25.00
" Ophelia	8.00@ 15.00
" Richmond	6.00@ 15.00
" Sunburst	8.00@ 12.00
Lilium Giganteum	10.00@ 12.50
Carnations	3.00@ 4.00
Valley	7.00
Narcissus	2.00
Sweet Peas	1.00@ 1.50
Violets	.50
Daffodils	2.00@ 4.00
Tulips	3.00@ 5.00

BOSTON April 10. Per 100	
Roses, Beauty	25.00@ 75.00
" Killarney Queen	6.00@ 12.00
" White and Pink Killarney	8.00@ 12.00
" Double White Killarney	6.00@ 12.00
" Killarney Brilliant	4.00@ 10.00
" Hadley	6.00@ 20.00
" Cardinal	6.00@ 12.00
" Mock	4.00@ 8.00
" Mrs. Chas. Russell	3.00@ 15.00
" Sunburst	8.00@ 20.00
" Taft	4.00@ 12.00
" Milady	6.00@ 12.00
" Ward and Hillingdon	6.00@ 12.00
" My Maryland	2.00@ 8.00
Carnations	4.00@ 6.00
Violets	1.00@ 1.50

BUFFALO, April 10. Per 100	
Beauty Special	40.00@ 50.00
" Fancy	25.00@ 35.00
" Extra	20.00@ 25.00
" 1st	10.00@ 15.00
Roses, Killarney	3.00@ 10.00
" My Maryland	4.00@ 10.00
" Sunburst	4.00@ 10.00
" Ward	3.00@ 6.00
" Ophelia	5.00@ 10.00
" Russell	6.00@ 12.00
" Stanley	5.00@ 10.00
" Mock	4.00@ 8.00
" Sawyer	5.00@ 10.00
Lilies	8.00@ 10.00
Cattleyas	4.00@ 50.00
Carnations	2.00@ 3.00
Asparagus Sprengeri	.35@ .50
Ferns	per 1000, 2.50
Smilax	20.00
Violets	.60@ .75
Sweet Peas	.75@ 2.00
Daffodils	2.00@ 3.00
Tulips	2.00@ 3.00
Romans	2.00@ 4.00
Paper Whites	2.00@ 3.00
Freesias	2.00@ 4.00
Calendulas	2.00@ 3.00

distant, were delivered as quickly as if carried by special messenger. Agents of this department have been calling on large shippers here, asking for any

Write For Our

Price List

On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY VIOLETS.

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Mention the American Florist when writing.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

suggestions looking to the improvement of the service.

WITH THE WHOLESALERS:

The Leo Niessen Co. find too many flowers and not enough buyers. Plenty of stock in all grades. A poor week, "let's hope for better luck from now on."

Just as poor this week, as it was good last week; lots of fine carnations, sweet peas and callas, but little demand for anything. This describes conditions with Berger Bros.

Twice as many roses as last week and not one fourth of the business, is

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service: Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.
Mention the American Florist when writing.

EUGENE BERNHEIMER

—Wholesale Florist—
ROSES

Prima Donna, September Morn and Ophelia.
Carnations, Violets.

1531 Ranstead St., Philadelphia, Pa.
Mention the American Florist when writing.

the way Carl Cortis of the Jas. Heacock Co., sums up the situation.

The light wooden packing boxes for cutflowers are running short, and both box and lumber men are not anxious to make contracts for the future as it is very difficult now to get cars for transporting this class of lumber, which is or was at one time considered waste.

Robert Craig, the week after Easter said pointing to a block of 500 good looking Easter lilies just coming into flower: "This is all we failed to make out of 20,000 plants. All were sold at good prices; in fact, we cleaned out of everything in flowering plants.

Stuart Miller, of the Philadelphia Wholesale Florists' Exchange, found it hard work to move their large stock, but had quite a few good shipping orders. Good work with the telephone also helped out. Choice and medium roses are a feature here.

John Andre, Doylestown, who is well known as a successful rose grower, is also in the coal business. He has recently installed a machine which cleans and sorts coal and places the same in sacks faster than three men can load it on the trucks.

"There are many more flowers than are required for the demand, since Easter," quotes Edward Reid. "I look for better business next week."

Eugene Bernheimer finds it difficult to handle his large stock of roses, the bottom seeming to have dropped out of everything.

K.

GUST. RUSCH & CO.



Wholesale Florists
Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of
WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, April 10. Per 100		
Roses, Beauty, special	35.00@50.00
" " fancy	15.00@25.00
" " extra	10.00@15.00
" " shorter grades	8.00@10.00
" Mrs. Chas. Russell	6.00@15.00
" Killarney	3.00@ 8.00
" Hadley	6.00@20.00
" Sunburst	4.00@10.00
" Wards	3.00@ 5.00
" Ophelia	4.00@12.00
Carnations	1.50@ 3.00
Cattleyas each \$0.35@ .50	
Valley	6.00@ 8.00
Lilium Rubrum	5.00@ 6.00
Easter Lilies	12.00@12.50
Snapdragons	6.00@12.50
Violets50@ 1.00
Callas	10.00@12.00
Daffodils	1.50@ 3.00
Lilacs per bunch	1.00
Calendulas	1.00@ 2.50
Sweet Peas	1.00@ 2.00
Asparagus string or bunch	.35@ .50

PITTSBURGH, April 10. Per 100		
Roses, Beauty, special	20.00@30.00
" " fancy	15.00@20.00
" " extra	12.00@15.00
" " No. 1	6.00@10.00
" Killarney	2.00@ 8.00
" My Maryland	2.00@ 8.00
" Sunburst	2.00@ 8.00
" Mrs. Aaron Ward	2.00@ 8.00
Cattleyas	50.00@100.00
Lilium Giganteum	10.00@12.00
Adiantum	1.00
Asparagus Sprengeri, bunch35@40
New Crop Green Galax per 1000	\$1.25
Carnations	2.00@ 3.00
Daffodils	3.00@ 4.00
Freesias	2.00
Sweet Peas50@ 1.00
Tulips	3.00
Valley	6.00
Calendula	2.00

MILWAUKEE, April 10. Per 100		
Roses, Killarney, W. Killarney	3.00@ 8.00
" Wards	3.00@ 8.00
" Mrs. Chas. Russell	6.00@25.00
" Ophelia	3.00@10.00
" Hoosier Beauty	4.00@10.00
" Bon Silene, per bunch50@ .75
Carnations	1.50@ 3.00
Valley	5.00
Sweet Peas50@ 1.50
Cattleyas per doz.	6.00

McCALLUM CO.

Florists' Supplies
PITTSBURGH, PA.

Mention the American Florist when writing

Fancy Raffia Mats

\$3.00 per doz.

W. Q. Potter Co., 421 High Ave
CLEVELAND, O

Mention the American Florist when writing

Trade Directory.

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

ST. LOUIS, April 10. Per 100		
Hadley	2.00@ 5.00
Killarney	2.00@ 4.00
White Killarney	2.00@ 4.00
Hoosier Beauty	3.00@10.00
Russell	4.00@15.00
Sunburst	3.00@10.00
Ward	3.00@ 8.00
Mrs. Shawyer	2.00@ 8.00
Ophelia	4.00@10.00
Ferns per 1,000	3.00
Violets20@ .30
Carnations	1.50@ 2.50

New York.

SHARP DECLINE FOLLOWS EASTER.

A sharp decline in the volume of business and in prices always follows a great holiday trade, and the past week was no exception. The Easter business made a fairly good cleanup on cut flowers, and on the morning of April 1 the supply was light. Prices held up for a short time, but soon dropped. By the latter part of the week, the best special American Beauty roses were down to the rate of \$40 per 100 and inferior stock was selling much cheaper. The general run of special tea roses dropped to \$10 and \$12 and carnations to \$2.50 and \$3 with a few fancies at \$4 and \$5. As was to be expected, cut lilies were slaughtered. Although the nights were cool there was clear sunshine throughout the week, consequently the lilies that were not in flower for Easter kept coming in and by April 6 the best could be bought for 6 to 8 cents per flower. Lily of the valley and violets also dropped. Violets are unlikely to be much of a factor for the remainder of this season. Orchids and gardenias are not particularly plentiful but there are enough to supply the light demand, and as a matter of course, there are no Easter prices. In tulips, narcissi, sweet peas, yellow daisies, snapdragons, stocks, pansies and various other flowers, there is a liberal supply at unsteady prices, though long stem Spencer sweet peas sell well. We look for business to be quiet throughout this month on account of the Liberty Bond campaign; but considering what is at stake we do not believe that there will be any fault-finding; there certainly should be none.

April 8.—It is practically impossible to fix a price on the majority of stocks today as there is a great supply and a light demand. Roses are particularly plentiful and our quotations elsewhere are what the bulk of the stock sells for—if it sells when fresh. Stock that is carried over cannot be quoted, as it usually goes, at such a time as this, at the buyer's price. Lilies, sweet peas and various other stocks are in about the same condition as roses. A few Ulrich Brunner are arriving and have started at fair figures, but it is impossible to guess what the prices will be when a larger supply arrives. We are cutting out violets as they are no longer factors in the market.

NOTES.

Reed & Keller, who are always inventing something new, have new features. One may be called a nest of wire wreaths, of which 100 will take less space in shipping or storage than 25 of the old kind. They are also manufacturing models, in four sizes of the noted battle "tanks." On top, a large vase for flowers is inserted, and the entire outfit can be handsomely decorated.

The Dards store, Madison avenue and 44th street, does not let up on fine window decorations, even when business gets a little slow. We recently noticed a fine window display of tall and finely flowered acacias, flanked with large ferns, and a foreground of many baskets and vases of all the popular spring flowers.

At the store of Wm. H. Long, 412 Columbus avenue, we found business quite active in April. He has had long experience as a retailer and is an expert designer and decorator. Mrs. Long has the happy combination of a business and artistic temperament, so valuable in the florist business.

Mrs. K. Kopp, formerly of 1766 Broadway, Brooklyn, has taken a much larger store at the corner of Broadway and Marion street, Brooklyn, for her retail business. Robert H. Smith, well known in the wholesale district, is her manager and buyer.

George Hildebrand of John Young & Co. is serving on the jury in the

From Cold Storage
LILIUM GIGANTEUM
 7-9 (300 bulbs per case), \$60.00 per 1000.
LILY OF THE VALLEY

Best quality, \$30.00 per 1000.

Chas. Schwake & Co., Inc., 90-92 W. Broadway, New York

criminal court, general sessions, where Judge McIntyre presides, but he gets a glimpse of the store occasionally.

W. H. Elliott of Boston cancelled his engagement to speak at the club meeting, April 8, on account of death in his family. The address of Kenneth Gillett was also postponed.

Sergeant Robert Burnett of Company L 113 Infantry, Camp McClellan, Ala., has been in the city on a 10 days' leave, visiting his father, George Burnett, the seedsman.

Nicholas G. Pappas & Co., 112 West 28th street, are now receiving a good stock of Ulrich Brunner roses.

Visitor: Patrick Welch, Boston, Mass.

New York Florists' Club.

The club met in its rooms on the night of April 8, President Schenck in the chair. Routine business was quickly disposed of and a short recess was taken. On reconvening, President Schenck made a stirring Liberty Bond address, which, so to speak, set the ball rolling.

President Frank Traendly, of the Wholesalers' Protective Association, announced that a meeting of that body had been held in the afternoon at which the combined subscriptions of the members amounted to \$22,500, as follows: The Kervan Co., \$5,000; P. F. Kessler, \$2,500; P. J. Smith, \$2,000; H. E. Froment, \$2,000; Joseph J. Levy, \$2,000; Traendly & Schenck, \$2,000; Herman Komitsch, \$2,000; J. S. Fenrich, \$1,000; Myer Othille, \$1,000; W. P. Ford, \$1,000; Wm. Kessler, \$1,000; A florist (secured by F. H. Traendly), \$1,000; John I. Raynor, \$500; Paul Meconi, \$500; A. H. Langjahr, \$500; Maurice Glass, \$200; Frank Millang, \$100. In addition to these, P. W. Popp and John Canning each subscribed for \$100 bonds at the meeting.

A motion for a subscription from the club of \$5,000 was carried by a unanimous vote. Individual subscriptions at the meeting swelled the total amount by florists and allied traders to \$42,000. A number of individual subscriptions follow: Lord & Burnham Co., \$5,000; Joseph A. Manda, \$1,000; A. T. Bunyard \$1,000; Kervan Co. employees, \$1,000; Max Schling, \$500; Alfred Van Praag, \$500; Roman J. Irvin, \$200; Peter Gerlaid, \$200; Harry Ramen, \$100; John Scheepers, \$500; A. H. Schneider, \$500; Emil Schloss, \$500; Chas. Schwake, \$300; G. M. Koppel, \$200; Henry Dierks, \$200; S. G. Milosv, \$100; E. Baumwater, \$100; W. F. Leary, \$50; Jos. Fasseda, \$50.

President Totty, of the S. A. F., was present and ably supported the enthusiastic movement. He had previously subscribed \$1,000 in his home city of Madison, N. J. He wishes to appeal to the florists of the whole country to buy bonds—till they feel it. A number of solicitors were appointed who will, in the interest of the bonds, visit every florist in Greater New York. The names of the committee of the club having this in charge will be found elsewhere.

A detailed report of the flower show committee could not be given at this meeting, but it was stated that the



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SWEET PEAS AND ALL
 Flowers of Shipping Quality

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William Mackie

WHOLESALE FLORIST
 105 W. 28th St., New York
 Telephone 759 Farragut.



receipts were \$29,500 and the expenses \$11,000, the \$1,000 donated the Red Cross not included. When premiums and expenses are paid, there will be a profit. Arthur Herrington, who superintended the show, addressed the club, saying in part that if the show had been supported as well as it was last year, it would have been more successful. This year, both exhibits and the sale of trade tickets fell off. Mr. Herrington called particular attention to the commendable efforts of President Schenck in securing exhibits from the department of parks and John Scheepers, in securing the exhibits of Col. W. B. Thompson. President Totty thought the show compared favorably with former shows. Max Schling said that the retail florists missed a great opportunity to advertise their business. A. T. Bunyard said that the show should have had better support from the retailers. Both Messrs. Bun-

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WHOLESALE FLORIST

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Everything in Cut Flowers

Walter F. Sheridan

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Telephone Call:
3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

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Wholesale Commission Florists

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Telephone 5335 Farragut.

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25 years' experience. Consignments solicited.

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Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, April 10. Per 100	
Roses, Beauty, special.....	15.00@25.00
" " extra and fancy.....	8.00@10.00
" " No. 1 and No. 2.....	2.00@ 3.00
" Hadley.....	3.00@20.00
" Francis Scott Key.....	3.00@10.00
" Prima Donna.....	2.00@ 8.00
" Alice Stanley.....	1.00@ 8.00
" Mrs. Geo. Shawyer.....	1.00@ 8.00
" Double White Killarney.....	1.00@ 8.00
" Killarney.....	1.00@ 5.00
" " Queen.....	1.00@ 8.00
" " Brilliant.....	1.00@ 8.00
" Aaron Ward.....	1.00@ 8.00
" J. L. Mock.....	1.00@ 8.00
" Ophelia.....	1.00@ 8.00
" Mrs. Chas. Russell.....	2.00@10.00
" Hoosier Beauty.....	1.00@ 5.00
Cattleya Orchids, special.....	40.00@50.00
Rubrum.....	3.00@ 6.00
Lilies, Longiflorum and Formosum.....	3.00@ 5.00
Lily of the Valley.....	3.00@ 5.00
Adiantum Croweanum and	
Hybridum.....	.75@ 1.00
Asparagus Plumosus..... doz. bchs.	1.50@ 3.00
Smilax..... doz. strings,	1.25@ 2.00
Carnations.....	1.50@ 3.00
Carnations, fancy.....	3.00@ 4.00
Snapdragons..... per doz.	.75@ 1.00
Gardenias..... per doz.	1.00@ 4.00
Narcissus, Yellow.....	1.25@ 2.00
Iris..... per doz.	1.00@ 1.50
Sweet Peas.....	.50@ 1.00
Callas..... per doz.	1.00@ 1.50
Tulips.....	1.25@ 2.00
Tulins, Darwin.....	3.00@ 4.00
Daisies.....	1.00@ 2.00

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436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other
best products of the leading growers.
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N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
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Desirable wall space to rent for advertising.

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

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24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing.

M. C. FORD

121 WEST 28TH STREET

NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing.

D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

3102-1308 W. Division St.,

CHICAGO

yard and Schling were exhibitors. Frank H. Traendly, John Scheepers and Vice-president Popp gave their views relating to the show.

The club's dinner committee reported a small deficit on the banquet held at the Hotel McAlpin at the time of the show.

Secretary Young announced the death of J. Harrison Dick, editor of the Exchange. A. T. De La Mare, A. Herrington and President Totty were appointed a committee to prepare suitable resolutions. President Totty paid tribute to Mr. Dick's fine character in a feeling manner and said his untimely death was a great loss to the club. Arthur Herrington spoke of his acquaintance with Mr. Dick.

J. Ebb Weir & Son, Jamesport, N. Y., exhibited a vase of white snapdragon seedlings. Emil Fardel, Great Neck, N. Y., staged a vase of seedling freesias.

Chairman Kesler and his staff of the house committee furnished refreshments. A. F. F.

N. Y. Florists' Liberty Loan Committee.

A meeting of the above named committee was held at the office of Secretary Young of the S. A. F., April 4. There were present President Schenck of the club, chairman; Frank H. Traendly, A. L. Miller, President Theopine of the Greek-American Florists' Association, Ferdinand Fleischman, A. T. De La Mare, A. T. Bunyard and Secretary Young. Messrs. Parker and Sims, of the Equitable Life Insurance Association, were present and addressed the committee, detailing what was expected of the New York florists in their section of the trade committee for the work of the third Liberty Loan campaign.

Headquarters have been established at the offices of the Lord & Burnham Co., in the 42nd street building, and T. B. DeForest, of that firm, will act as honorary secretary of the committee. Arrangements were made for a special meeting of the florists of Greater New York, and for prominent speakers to state the importance of the situation, and to successfully launch the drive.

May we be permitted to add a few lines in support of this vital movement.

We, the florists, are a part of this nation, and whether native or foreign born, it has impartially sheltered and protected us. Our nation, with others, is engaged in the greatest war that has ever ravaged this earth. We are sending thousands—it may be millions—of our best young men to do battle on a foreign soil; not to acquire territory or transient glory, but to preserve the sacred rights handed down to us by the fathers. We must not lose this war. We cannot lose it, if our brave men on the battle lines and our brave women, ministering to the sick and wounded behind the lines, are supported by a patriotism that rises above

The 1st of May Thrift Stamp Day In The U. S. A.

The Active Co-operation of Every Reader of
The American Florist

Is Urgently Requested To Make It a Success

May 1st, 1918, will be observed throughout the United States as Thrift Stamp Day! On that day retail stores everywhere in every line of business will ask customers to take part of their change in Thrift Stamps! It will be patriotic for every man, woman and child to accept at least one Thrift Stamp as change on every purchase made that day—and to make as many purchases as possible on May 1st.

Here is a big, practical way of getting millions of Thrift Stamps into the hands of the people of the United States, and of insuring the success of the Government's War Savings Stamps campaign. Thrift Stamp Day will help everyone. It will prove a tremendous boost to business. On May 1st, 1918, the nation should do the biggest total retail business of any single day in our history! The beneficial habit of Thrift will be sown broadcast among the citizens of the U. S. A.! Most important of all, Uncle Sam will be furnished with the sinews of War and Victory!

American business must go "over the top" at once in a quick drive to make Thrift Stamp Day an overwhelming success. You wholesalers, you jobbers, you salesmen, must talk Thrift Stamp Day among your trade, arouse the enthusiasm of the retailers, the storekeepers, the clerks behind the counters. Uncle Sam needs your help. A practical plan has been prepared showing how each one of you can "do your bit" to make Thrift Stamp Day a red letter day in American business annals. Write for this plan today without fail. Remember, in helping Uncle Sam you are helping business and helping yourselves. Address Mr. W. Ward Smith, National War Savings Committee, 51 Chambers St., New York City.

NATIONAL WAR SAVINGS COMMITTEE
51 Chambers St., NEW YORK CITY

all selfish considerations and a liberality that will be the glory of future generations.

We have not a doubt that the florists of New York will subscribe their share to the third Liberty Loan and to others that may follow. A. F. F.

Montreal.

EASTER TRADE HOLDS ITS OWN.

Easter business this year was very good. There may have been no increase in the total amount, but there was a marked increase of sales, in both cut blooms and plants, with considerably more work and expense in delivery, but this was made easy by exceptionally fine weather and good roads. Nearly all plants in bloom were rather far advanced, showed the effects of hard forcing, and when brought into the store from the greenhouses, soon opened wide their buds, and the flowers faded. Lilies were sold out early Saturday but a few places open on Sunday showed them again. Bulbous plants were plentiful, especially tulips of good quality. Hydrangeas were good and rather

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and want to make the most business for yourself when you spend it, mail it today for the latest edition of the

American Florist Company's

Trade Directory

Contains 529 pages of concise information about trade firms. Extensive lists of Florists, Seedsmen and Nurserymen, arranged by states and towns, and also alphabetically. Many other valuable lists and much other important information.

Published by the

American Florist Co.

440 S. Dearborn St.,

CHICAGO

high in price. There were few other things shown. Pot grown roses were scarce and a few genistas, acacias and Primula obconica on hand moved quickly. Made up baskets sold very well up to \$5, but moved slowly much above that figure. Cut flowers threatened to be very scarce but, owing to the fine weather came in quite plentiful, the wholesale price being rather high and did not allow of much profit. Funeral work to a certain extent interfered with the Easter business.

NOTES.

There is about the usual outlook for spring trade. Bedding plants are grown to perfection, the seedsmen are busier than ever, and the landscape gardeners, after a very long and hard winter, are getting ready, and there are many inquiries for nursery stock.

The Montreal Horticultural Association and the Montreal Gardeners' and Florists' Club will assist the Khaki League again this year in the planting and cultivating of plots of land for returned soldiers.

Mrs. Hill has taken charge of Geo. Hopton's store. Mr. Hopton will devote his whole time to the increased trade at his greenhouses.

Miss Cairns will open a new store nearer the busy part of St. Catherine street, vacating her old stand.

The Hill Floral Co. has taken over the store of S. D. Bains, who went out of business.

J. L.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857



745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.

We Have the Best Facilities in the City
Mention the American Florist when writing.

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullanphy Florists
(INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Members of Florists' Telegraph Delivery.



Mention the American Florist when writing.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing.

Milwaukee, Wis.



J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.
Members Florists' Telegraph
Delivery Association.

THOS. F. GALVIN INC.

NEW YORK — 561 — Fifth Avenue

BOSTON 1 Park Street 799 Boylston Street

Deliveries to Steamers and All Eastern Points.
Mention the American Florist when writing.

ORDERS
IN OR
AROUND

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK

785 Fifth Ave.

Member of Florists' Telegraph Delivery

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTEL

KOTTMILLER

426

Madison Ave.,
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ROANOKE, VA.

FALLON, Florist.

Chicago.

A. LANGE,

25 E. MADISON ST.

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Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.

To out-of-town florists:
We are in the Heart of New York
And give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

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ALPHA FLORAL CO.

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Largest and most centrally located store in the city. All orders given prompt attention.

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San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.

Code Address: Alexconnell,
Western Union Code.

Bangor, Me.

Adam Sekenger

FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.



LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing.

Minneapolis, Minn.

WHITTED FLORAL CO.

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or Northwest

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Member of Florists' Telegraph Delivery.
"We should all strictly adhere to the request of the United States Food Administration."

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

BUFFALO

N. Y.

L. H. NEUBECK

Main and High Sts.

Member of Florists' Telegraph Delivery.

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A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

City Index to Retail Florists
Filling Telegraph Orders.

Albany, N. Y.—Eyes, 106 State St.
Albany, N. Y.—Danker's.
Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. H. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Fraunfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fitters Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Paley.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Bergerow's.
Newark, N. J.—Phillips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Dards', 44th and Madison Ave.
New York—Hession.
New York—A. Meyer, 1062 Madison Ave.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Leikens.
New York—Malandre Bros.
New York—Nicholas G. Pappas & Co.
New York—Thos F. Galvin, Inc.
New York, Max Schling, 735 Fifth Ave.
New York, G. E. M. Stump.
New York—Young & Nugent.
Omaha, Neb.—Alfred Donaghue.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
San Antonio, Tex.—Edward Green.
Sheboygan, Wis.—J. E. Mathewson.
Springfield, Mass.—Wm. Schlatte & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—Mullanphy Florists.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Helni & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington—Geo. H. Cooke, Conn. Ave and L.
Washington, D. C.—Louise Flower Shop.
Washington—Gude Bros.
Williamsport, Pa.—Erenden Bros. Co.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop
Yonkers, N. Y.—New York Floral Co.

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John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

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In the Heart of most exclusive residential section.

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1501 and L1582

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CLEVELAND

EUCLID AVENUE

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Toronto, Can.

Canada's best known and most reliable florist

Only the Best Dunlop's

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

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—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation

Philadelphia Orders

Chas. H. Grakelow

Broad St., at Cumberland

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to



All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store—334 Lewis Ave., Telephone
No. 1150 Bedford
Telegraph orders delivered to all parts of New
York City, Brooklyn and Long Island.

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Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heint)
336 Superior St., Toledo, O.
Both Phones, 527

Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Rochester, N. Y.

J. B. KELLER SONS,
FLORISTS

25 Clinton Avenue N
Rochester Phone 506. Long Dist. Bell ph. 2189.
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Cleveland, O., and Vicinity.
BRAMLEY & SON

1181 E. 71st St.
The Largest Growers of Flowers in the City.

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries
everywhere in Minnesota. Wisconsin, North
Dakota, South Dakota and the Upper Penin-
sula of Michigan. All orders given prompt
attention and filled with strictly fresh stock.

Houston, Texas.

Robt C. Kerr
Floral Co.

Main and McKinney Phone Preston 160

El Paso, Texas.

Potter Floral Co.

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Albany, N. Y.

Danker
FLORIST

The Best Service



Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in
Chicago and vicinity. One of our stores is located
in the heart of the city and the other in the select
north side residential district

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Philips Bros.

938 BROAD STREET

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Established 1849

David Clarke's Sons

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Orders By Telegraph Promptly Filled

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—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Kansas City, Mo.

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FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

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Louise Flower Shop

Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842

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1519 Farnam St., Omaha, Neb.

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Madison Ave. and 76th St.
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Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones { 107 } { 420 } { 775 } Lenox

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Denver, Colo.

The Park
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R. E. GILLIS, President.
E. P. NEIMAN, Secretary.

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QUALITY and PROMPTNESS

New Orleans, La.

Members F. T. D.

— The —
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3442 ST. CHARLES AVENUE

San Francisco

Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most
carefully executed.

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.



Artistic Funeral Designs. Flowers for all occasions.

Tel. 1673 Hackensack MAIN and BRIDGE STS.

Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

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FLORISTS

2953 Broadway. Opp. Columbia College

Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for
Texas, Oklahoma, Louisiana, New Mexico. No
orders too large, none too small.

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DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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MEMBER
Florists'
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Delivery

Joy's

Kansas City, Mo.

Samuel Murray,

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Member of Florists' Telegraph Delivery.

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O. C. SAAKE
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We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

Los Angeles, Calif.

**Wolfskill Bros. and
Morris Goldenson**

Cut Flower Merchants

We solicit telegraph orders. Regular trade disct.
229 WEST THIRD STREET

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PAUL M. PALEZ

FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

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California Florists

will take care of all telegraphic orders.

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.
Member of Florists' Telegraph Delivery.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

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Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCAUSLEN, Prop.

173 North Fourth Street

All Orders Promptly Executed.

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The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Friedman

...FLOWERS...

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L. L. MAY & CO.

Order Your Flowers for delivery
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LEADING FLORISTS OF THE NORTHWEST

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Member of Florists' Telegraph Delivery.

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Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers all New England Points

**KANSAS CITY,
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*Rock's
FLOWERS*

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C. H. FREY Wholesale
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1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

C. Trauenerfeldt
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3843 W. MADISON ST.
NEAR OAKFIELD PARK

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Mention the American Florist when writing.

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN,
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Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.



**WASHINGTON
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WIRE

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

LEIKENS,

Madison Ave. and 55th St.,
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Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

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Flowers of Quality

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Malandre Brothers

2077 Broadway, near 72nd Street
Phone, Columbus 6883

Branches: 2703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Yonkers, N. Y.

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761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

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CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

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150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

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H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

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EVEN DEN BROS. CO.

Largest Growers in Central Pa.

A. MEYER,

Boston, Mass.

Penn
The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
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Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut Flowers

422 MAIN STREET
Greenhouses, 437 Bay Street.

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Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction, DULUTH, MINN.
We are the center of the great Northwest. Daily deliveries to Superior, Wis

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

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1338 O Street, LINCOLN, NEB.
Wholesale and Retail
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Ave. C. at 8th St. EDWARD GREEN, Florist
Telegraph Orders a Specialty.

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Flower Shops: 50 E. Main St., Amsterdam, N. Y.
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Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

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AUGUST R. BAUMER,

MASONIC TEMPLE

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16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.
Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist

WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

PEA planting this season is much in advance of last year's, six weeks earlier in the west.

ONION SETS in the Chicago district this week are selling at \$3.50 for colors and \$4.00 for whites, in small lots to dealers.

ELSEWHERE in this issue, will be found, an item of vital interest to seedsmen who handle imported stocks, especially bulbs.

GRAND RAPIDS, MICH.—The A. J. Brown Seed Co., is putting out an acreage in excess of 10,000 of both garden and food beans.

GRASS SEEDS.—Prices for grass seed on the Chicago Board of Trade April 10 were as follows: Timothy, \$7.00 to \$8.00 per 100 pounds.

KANSAS CITY, MO.—A fire which recently caused a loss of several million dollars completely destroyed the establishment of the Missouri Seed Co., the loss being placed at \$250,000.

MIAMI, FLA.—Samuel L. Allen, senior member of the firm of S. L. Allen & Co., manufacturers of agricultural implements, Philadelphia, Pa., died here recently in his seventy-seventh year.

FLORAL PARK, N. Y.—John Lewis Childs, Inc., reports heavy demand during March. Advertising returns were not up to the usual mark, there being fewer requests for catalogues than ever before.

D. I. BUSHNELL, of St. Louis, Mo., though suffering from a bad cold the past three weeks, has been able to attend to unusually heavy business, handicapped by many government restrictions.

HONEOYE FALLS, N. Y.—Fire of supposed incendiary origin, April 5, destroyed five buildings of the W. H. Osborne Company's canning plant, including \$20,000 worth of seed peas and seed corn valued at \$10,000, the total loss being \$100,000.

TOLEDO, O.—March clover, cash, was unchanged April 6, at \$20.20, closing at the same price as on the previous day. Receipts were 9 bags, shipments, 577. Timothy was unchanged; old quoted at \$3.67; new, \$3.70; April, \$3.70; September, \$4.17, and October, \$4.05.

JACKSONVILLE, FLA.—Recent visitors included J. C. Vaughan and wife, Chicago, returning north from Miami, and W. B. Hayt, of the Jerome B. Rice Seed Co., Cambridge, N. Y. Mr. Hayt, the Johnny Applesseed of the southern seed trade, according to his annual custom, at this season, is starting in at this lower edge of the Atlantic coast and following the development of the open season for shad as it moves northward; just now the St. John's river run is on the tables here, but Mr. Hayt allows that the Potomac river run excels most catches and is alternating here with pompano.

LOS ANGELES, CALIF.—The rainfall for the season to April 5 was 13.43 inches; last season, 14.59 inches.

LEM W. BOWEN, of D. M. Ferry & Co., Detroit, Mich., plans to remain at Miami, Fla., until about April 15.

VISITED CHICAGO: A. J. Brown, of A. J. Brown Seed Co., Grand Rapids, Mich., A. T. Ferrell of A. T. Ferrell & Co., Saginaw, Mich., W. H. Small of W. H. Small & Co., Evansville, Ind.

TORONTO, ONT.—Steele, Briggs Seed Co., Ltd., report that the trade has been fully up to expectations. The demand for vegetable and field seeds has been good, but there has been a slight falling off in the flower section.

LACROSSE, WIS.—The John A. Salzer Seed Co. reports that all garden and field seeds are moving in greater proportion than ever before. The large force, working day and night, is taxed to its utmost to keep up with orders.

STURGEON BAY, WIS.—John B. Davis has the sympathy of the trade in the loss of his wife whose death occurred March 31. Services were held in St. Joseph's church the following Monday morning, after which the remains were taken to the train and conveyed to her old home in Picton, Ont., where the funeral was held April 3.

Catalogues Requested.

Consul General W. Henry Robertson reports from Buenos Ayres, Argentina, that numerous inquiries have been made for flower and garden seeds and nursery stock, and suggests that American exporters in this line send their catalogues for the file of the consulate general.

Western Seedsmen's Association.

The annual meeting of the Western Seedsmen's Association will be held at the Hotel Baltimore, Kansas City, Mo., April 20. As this promises to be the biggest and most interesting meeting in the history of the association, it is hoped that every member will make a special effort to be represented.

H. P. WEBSTER, Sec'y.

New York Seed Trade.

Business continues exceptionally active in the seed trade district. Frank Woodruff of S. D. Woodruff & Sons, states that there are plenty of seed potatoes at the average price of \$5 per barrel. George Campbell, office manager for this firm, who has been with them for 15 years, has been ill for the past four weeks, but is now reported as improving.

Patrick O'Mara, of Peter Henderson & Co., said April 5, that they were having a remarkable business which our own observations confirm. In their spring catalogue, they made an appeal for early orders, and the response was prompt. As far back as February,

they were nearly swamped with orders, but worked through and are yet going strong. One noteworthy feature at this store is, that they employ a great number of men and women, and have been able to fill their orders without any night work.

Alfred J. Rickards, son of W. J. Rickards, Jr., who has been three years with J. M. Thorburn & Co., has donned the khaki and is now stationed at Newport News, Va.

James McHutchison of McHutchison & Co. is home again after an extended southern and western trip.

A. F. F.

Snow's Crop Report.

Snow's crop report for April 1 makes the condition of winter wheat 79.3, against an official return of the same figure last December, and an April condition last year of 63.4. The average decline between December 1 and April 1 for the last 10 years has been 5.7 points. This season there has been a very marked improvement in all the territory east of the Missouri river, but a sharp loss of prospect in Nebraska and Oklahoma since December 1 and a small decline in Kansas and Texas, which offsets the good improvement elsewhere. Since these local returns were made widespread and fairly satisfactory rains have been experienced in the southwest, so that the actual prospect at this date is now undoubtedly better than these conditional figures would indicate. The acreage of winter-killed is the smallest reported in many years. Based upon previous experience, the present report may be safely taken as indicating a crop possibility of at least 565,000,000 bushels, against a harvest last year of 418,000,000. The season is much earlier than normal and oat seeding under almost perfect weather and soil conditions has been largely completed as far north as northern central Illinois and central Iowa. Because of labor shortage, farmers have taken advantage of the opportunity to seed a crop which requires no labor for cultivation and the acreage, therefore, shows a material increase over that of last year. The crop is reported as up with a good stand as far north as southern Illinois and central Missouri.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Mention the American Florist when writing.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

FOR SALE

Several thousand Knox seed corn dryers. Never used. Address

**W. C. PRESSING SEED CO.,
NORWALK, OHIO.**

Philadelphia Seed Trade.

Henry A. Dreer, Inc., find the vegetable seed business much stronger than the phenomenal demand of 1917. It is the impression, however, that on account of the experience of last year and the largely advertised scarcity of seed, customers are buying earlier and the busy period will be over sooner than last season. Although some seeds are scarce, there is a good general stock on hand or en route, poor transportation delaying the incoming supply to a great extent. A car load of California bush and pole limas, which was shipped January 7 and arrived April 3, was a life saver.

A greater demand than last season and scarcity in nearly all lines is reported by the Stokes Seed Co. Western onion sets have arrived in bad condition, being so long on the way that they have sprouted. Several carloads for various houses in this city have been refused on this account. Local stocks suffered from the several spells of below zero weather, which badly damaged the outside layers and tops of crated stock while in storage. Frozen sets have to be handled very carefully and thawed out gradually, and even then, there is bound to be loss.

The Robert Buist Co. has been fairly swamped with business, so much so that for the last three weeks in March, they had to close the doors two days each week, and finally from Monday until Saturday the past week, so as to have the entire force available to put up orders. Railroad congestion caused much of the trouble, deliveries of seeds to them being months behind. Much good business had to be turned down. Stocks are coming in faster now, and things look brighter.

Exceptionally busy in all departments, is the condition with the Henry F. Michell Co. All the regular force are now working every night trying to keep up with the orders. A new edition of the catalogue, which was 15,000 larger than last year, has been found necessary. Some stocks are running low, but as yet they have been able to fill all orders.

I. N. Simon & Son have found their new location a very advantageous move. Both the wholesale and retail departments are doing a splendid business. Transportation difficulties have added to the expense as orders have to be made in several shipments as the goods arrive.

General average prices are 50 per cent greater than the high mark of last season. Parsnip is very scarce as is New Zealand spinach. Onion and beet have greatly advanced in price. In fact, vegetable seeds were never as scarce or high in price as at this time. K.

ROCKFORD, ILL.—It is understood that R. H. Shumway, the veteran seedsman, will pay a United States tax for 1917 in excess of \$30,000.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1866)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds**SPECIALTIES**

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application.

ENGLISH CORRESPONDENCE.

SEEDS Specially Prepared for Export**KELWAY'S**

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

Lily of the Valley

Best Holland Grown — From Cold Storage

\$25.00.....per 1000

13.00.....per 500

3.00.....per 100

ORDER NOW

H. N. BRUNS

3040 W. Madison St., Chicago, Ill.

Phone, Kedzie 1196

Growers and Specialists

Beans, Peas and Sweet Corn

Write us now for contract prices for
CROP OF 1918

Sioux City Seed Co.

SIOUX CITY, IOWA

Branch Office: Millington, Mich.

For SEEDS

FLOWER, VEGETABLE AND FARM

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

74 YEARS UNRIVALLED REPUTATION.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm.

Bristol, Pa.

Mention the American Florist when writing.

Choice Flower Seeds FOR FLORISTS

Cineraria, prize strains mixed, tall and semi-dwarf.

Alyssum: Little Gem.

Calendula: Orange King; Lemon Queen.

Snopdragon: Silver Pink.

Begonia: Vernon.

Delphinium Newport Rose, finest Pink Larkspur, at 80c per oz.; \$2.25 per ¼ lb.

J. M. THORBURN & CO.
53 Barclay Street, - New York

MICHELL'S

Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed
100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10,000 seeds, \$30.00,
25,000 seeds, \$72.50.

Also all other seasonable Seeds, Bulbs
and Supplies.
Wholesale Price List Free.

HENRY F. MICHELL CO.
518 Market St., Philadelphia, Pa.

Asparagus Plumosus Nanus Seed

New crop, cleaned, lath-house grown.
Now ready to ship.

1000 or more seeds..	\$2.25	per 1000
5000 " " "	2.00	" "
10,000 " " "	1.75	" "
25,000 " " "	1.60	" "

Delivered free anywhere in the U. S.
or Canada upon receipt of remittance.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

Mention the American Florist when writing.

We carry a reserve stock of the
important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia, - Pa.

Arthur T. Boddington Co., Inc.

SEEDSMEN

128 Chambers St., New York

Seed Packets for 1919 ORDER NOW

for early delivery, and avoid delays, freight congestions,
express charges, shut downs and loss of business. We can
fill your orders promptly now, but not next December.

THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

CARNATIONS

Rooted cuttings, strong clean stock, \$25.00 per
1000. Matchless, White Enchantress, Pink
Enchantress, Rose Pink Enchantress, Enchant-
ress Supreme, Beacon, Windsor.

JAMES VICK'S SONS
ROCHESTER, - NEW YORK

Mention the American Florist when writing.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato,
Vine Seed and Field Corn.
Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

Mention the American Florist when writing.

Before Placing Orders for
SWEET PEAS, Spencers, Grandi-
floras, etc., ASTERS and FLOWER
SEEDS in general; TOMATO, LIMA
and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing.

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing.

THE G. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Mention the American Florist when writing

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash, Pumpkin,
Cucumber and Watermelon Seed and Field Corn,
on Contract.

CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes,
Cannas and all kinds of Bedding Plants includ-
ing Vegetable Plants by the hundreds of thous-
ands. See our display Adv. in American Florist
April 6, page 612. Correspondence solicited.

GERANIUMS

ROOTED CUTTINGS.

Summer Prices—Ready now, and fresh lot
every two weeks. S. A. Nutt, per 1000, \$10.00.
Ricard and Poitevine, per 1000, \$12.50. If wanted
by Parcel Post add \$1.00 per 1000 to above prices.

ALBERT M. HERR, LANCASTER, PA.

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cab-
bages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

THE J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

Rooted Carnation Cuttings

	Per 100	Per 1000
Thenanthos	\$2.00	\$18.00
Beacon	2.50	20.00
Allice, (Light Pink)	2.00	18.00
Herald	2.00	15.00

ROSE PLANTS, 2 1/2 in. Pots

	Per 100	Per 1000
Ophella	\$5.00	\$45.00
Champ Welland	5.00	45.00
Sunburst	5.00	45.00
Pink Killarney and My Maryland... ..	5.00	45.00

	Per 100	Per 1000
Ward	\$2.00	\$15.00
White Enchantress	2.50	20.00
Rose Pink Enchantress	2.50	20.00

BENCH PLANTS

	Per 100	Per 1000
Milady	\$6.00	\$50.00
Maryland	5.00	45.00
White Killarney	5.00	45.00

PETER REINBERG

WHOLESALE FLORIST
2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

CHICAGO, ILL.

Mention the American Florist when writing

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

Mention the American Florist when writing.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

Mention the American Florist when writing.

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists and Market Gardeners

Mention the American Florist when writing.

Robert Craig Co...

High Class PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing

Roses, Rhododendrons, Boxwood

Spring importation of Holland stock now ready:

Baby Rambler Roses, two year field grown. We have regraded these and are shipping out as No. 1 grade only such plants as you should have for pot plant and best retail sales.

	Per 100
Baby Rambler, (Mme Norbert Levavasseur) Crimson	\$20.00
Baby Tausendschon, pink; Baby Dorothy, deep pink; Ellen Poulsen, light pink; Erna Teschendorf, dark red; Greta Kluis, deep rose; Jessie, bright rose; Mrs. Cutbush, light pink; Orleans, bright rose; Triumph de Orleans, bright red	18.00
Baby Ramblers, same varieties as above, in medium or No. 1 1/2 grade, a little lighter plants, suitable for smaller pots, or outside planting	14.00
Hybrid Tea Roses, two year field grown; Arthur R. Goodwin, Bessie Brown, Betty, Edw. Mawley, Farbenkonigen, Gen. McArthur, Grus An Teplitz, Kaiserin Augusta Victoria, Killarney, Lady Ashtown, Lady Alice Stanley, Lady Hillingdon, La France, Mad. A. Chatenay, Mad. Caroline Testout, Mad. Leon Pain, Mad. Ravary, Mrs. A. Ward, Prince of Bulgaria, Johnkeer Mock	20.00

RHODODENDRONS.

Fresh, clean looking stock in best possible condition, 18 to 24 inches high, 8 to 12 buds, at	85.00
24 to 30 inches high, 12 to 16 buds, at	115.00

Hardy Hybrids in all colors, only such sorts as are hardy in America.

BOXWOOD.

Ball shaped bush and pyramidal forms; bright foliage and up to grade, all balled and burlaped.

Bush Shape—	Per 100	Pyramid—	Each
15 inches high	\$50.00	30 inches high	1.65
18 inches high	75.00	36 inches high	2.00
30 inches high	1.75	42 inches high	2.25
Globe or Ball—	Each	48 inches high	3.25
12 by 12 inches through ..	1.75	54 inches high	4.00
15 by 15 inches through ..	2.25		
18 by 18 inches through ..	3.75		

Kalmia Latifolia—	Each
18 to 24 inches	B & B
24 to 30 inches, heavy bushy	\$1.00
Acuba Punctata—24 inches	1.50
	1.00

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing.

GARDEN SEED

Best, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St, NEW YORK and ORANGE, CONN.

Mention the American Florist when writing.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President; C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

THE sweet potato weevil, a most dangerous enemy to the sweet potato, is responsible for the complete abandonment of some Florida fields.

NEW ORLEANS, LA.—A shipment of nearly 50,000 ladybirds from California are being used to combat the aphid on truck crops in this vicinity.

THE first cars of new onions of a crop estimated at 7,000 cars or more were reported ready to move March 28, according to Market News. Shortage of cars complicates the movement.

ATLANTA, GA.—D. A. Russell, director of school gardens in this city, reports that it is expected that not less than \$100,000 worth of vegetables will be grown by the children this season.

FOLLOWING protests from growers in Maryland, Delaware and Virginia, the food administration has announced that the law gives no authority for the army and navy to place a price of \$21 per ton on tomatoes grown in Virginia for canning purposes.

Prices of Indoor Fruits and Vegetables.

Chicago, April 9.—Mushrooms, home-grown, No. 1, 20 to 25 cents per carton; lettuce, box, 17 to 20 cents; radishes, 35 to 60 cents per dozen bunches; celery, \$2.00 to \$2.25 per box; tomatoes, per 6 baskets, \$2.00 to \$4.00; cucumbers, per box, \$2.00 to \$2.75.

New York, April 8.—Celery, per crate, \$1 to \$2; cucumbers, \$1.25 to \$1.75 per dozen; mushrooms, 40 cents to \$1.80 per 4-pound basket; tomatoes per pound, 12 to 35 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$3.00 to \$5.00.

Vegetable Markets.

Reports of market conditions by the United States department of agriculture for the period April 2-8, indicate that old potatoes still present a weak feeling both at primary markets and consuming centers. Northern growers showed a tendency to cling to prices of the previous week in spite of a discouraging demand. The movement of Texas Bermuda onions has started with 62 cars reported to April 8. Some fear is felt as to the result of competition with a plentiful supply of old stock which is moving slowly. Old yellow stock in northern markets is weak at a range of from 50 cents to \$1. Old cabbage remains fairly steady. Prices to growers in western New York narrowed to \$10-\$12 from the former wide range of \$10-\$16, while sales by shippers at Rochester ended a trifle weaker at \$20-\$22 per ton, f. o. b. New stock in producing sections ranged fairly steady. From Florida, the movement of new stock was 519 cars. Prices of tomatoes in Florida shipping sections have settled to \$2.50 per fancy crate with a weak

range of \$3-\$4.25 at consuming centers. Practically all southern vegetables showed weak tendencies.

Cucumber Plants.

It is often desirable to carry part of the glass area in lettuce as long as possible. There is more money in lettuce during April and May than at any other time, because at this time we can raise a crop in one-half, or even one-third, of the time required in midwinter, and very often the price is fully as good. Very little or no heat is required. We have had growers tell us that if it were not for this last crop their entire lettuce campaign would be a failure financially.

To follow this last crop of lettuce, the cucumber is much better suited than tomatoes. Cucumbers are more rapid in development and the market generally stands longer in our favor than with tomatoes. To raise good cucumber plants requires only 30 days. Would advise growers to start with a brisk heat; if a warm house is not obtainable, make a hot bed. You can also make a manure heated hot bed right in the greenhouse. If grown in pots, plunge the pots in coal ashes, sawdust or sand—but not in soil as if your plants should root through into rich soil they resent moving. Inverted sods, 4x4 inches, make a very good start for cucumbers. Place these, grass down, upon the manure, and with a knife dig a hole and plant three or four seeds in each square. Towards the end we move or lift these sods a little to see that no plants root away from home.

Cucumber seedlings may be started in flats and later potted up, but it requires a good operator to succeed that way. In flats, the soil should be rather poor and shallow, not over one inch deep. This will cause the seedlings to

come short-rooted and a little hungry, in which condition they transplant much easier than if given ample depth and good soil. Cucumbers resent a check of any kind, either in temperature, moisture or nourishment, hence, be good to them. Anything below 60° in temperature is unfavorable, and a little above 65° is best. Therefore, do not combine lettuce and cucumbers. Better grow the lettuce alone and the cucumber plants elsewhere, and when the lettuce is cut, turn the heat on and push the cucumbers.

A soil for cucumbers should contain plenty of humus. If short, we can add fresh manure without injury. In fact, they like to roam with their roots in coarse material. And always to balance the manure we should use bone meal or acid phosphate. Lime is another ingredient that is essential. If added in quantity, it is better given in the form of raw, pulverized limestone. If used while growing, air slaked or hydrate lime can be used in small quantities.

MARKETMAN.

GALENA, ILL.—In commemoration of the close of the first year of the war, Miss Cecilia Vandervate, arranged one of the most original and artistic displays in the window of the Vandervate Flower Shop ever seen in this city and which has received generous commendation both for beauty and cleverness of the design.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St., CHICAGO

TWENTY MILLIONS FROST-PROOF CABBAGE PLANTS READY

Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier.

From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

TO SEEDSMEN ONLY

R. A. van der SCHOOT, Hillegom, Holland

Begs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

Inquiries and quotations may be addressed to the undersigned, who is the American representative of the House, and ready to furnish all information.

No retail trade solicited. We believe we are the only Holland House whose business in the United States is "STRICTLY WHOLESALE."

A. M. van der SCHOOT

Room 1600, Consumers Building,

CHICAGO, ILL.

American
Grown

Gladiolus Bulbs

At Cost to
ProduceThe Best Paying Crop Last Summer
Constant Cutting of Salable Plants

NO COAL BILLS

These are healthy frost-free Bulbs, our own Michigan and Illinois grown.

	Firsts 1½-2 in.	Medium 1¼-1½ in.		Firsts 1½-2 in.	Medium 1¼-1½ in.
	1000	1000		1000	1000
America.....	\$16.00	\$13.00	Furopa (big white).....	\$60.00	
Augusta.....	15.00	12.00	Myrtle (good pink).....	75.00	\$65.00
Mrs. F. King.....	15.00	12.00	Sunbeam (Primulinus).....	80.00	65.00
Panama.....	36.00	30.00	Schwaben, big yellow.....	65.00	
*Chicago White.....	22.50	17.00	VAUGHAN'S MIXTURES.		
Fendleton.....	50.00	38.00	XXX Florists'.....	\$16.00	\$13.00
Halley (early).....	20.00		Standard.....	13.00	10.00
*Chicago White is a dandy Florist variety for window and shop work.			Scarlet Shades.....	14.00	11.00
			Pink Shades.....	15.00	12.00

Planting stocks of several of above at close prices, write.

LILIES

Your Empty Easter Benches need fillers.
LILIES are wanted ALWAYS.

Lilium Giganteum Per Case
 7-9 inch, 300 to case....\$18.00
 9-10 inch, 200 to case.... 25.00
 11-12 inch, 130 to case.... 25.00

Auratum

8-9 inch (160 to case),
 per 100, \$7.00; per 1000,
 \$65.00. 9-11 inch (100
 to case), per 100, \$9.50;
 per 1000, \$90.00. 11-12
 inch (75 to case), per 100,
 \$17.00; per 1000, \$160.00.

Album

8-9 inch (200 to case),
 per 100, \$9.50; per 1000,
 \$90.00. 9-11 inch (140 to case),
 per 100, \$12.00; per 1000, \$110.00.
 11-12 inch (90 to case), per 100,
 \$17.00; per 1000, \$160.00.



Rubrum

8-9 inch (200 to case),
 per 100, \$7.00; per 1000,
 \$65.00. 9-11 inch (140
 to case), per 100, \$10.00;
 per 1000, \$95.00. 10-11
 inch (125 to case), per 100,
 \$12.00; per 1000, \$110.00.
 11-12 inch (100 to case),
 per 100, \$15.00. 11-13
 inch (93 to case), per 100, \$17.00.
 12-14 inch (72 to case), per 100,
 \$20.00.

Cannas

All Sound,
Two Eye Stock.

	Per 100	Per 1000		Per 100	Per 1000
Allemania.....	\$3.00	\$22.50	Mrs. A. Conard	\$6.00	\$50.00
Madam Crozy..	3.00	22.50	Orange Bedder.	6.00	50.00
David Harum..	3.50	30.00	Venus.....	3.00	22.50
Fred. Benary..	3.00	22.50	Wyoming.....	3.00	25.00
Goldbird.....	6.00	50.00	FIREBIRD.....	12.00

2½ inch pots of all the above ready April 1st.

Yellow Humbert

Without a doubt the finest
 Yellow Canna yet introduced
 —a perfect companion to
 King Humbert. Dry roots.
 Per 100 Per 1000
 \$5.00 \$45.00

Lily of the Valley

Holland grown, from storage, per
 1,000, \$30.00.
 Valley Clumps, per 100, \$25.00.

Full lists of CANNAS, GLADIOLUS,
 ROSES, DAHLIAS and other choice
 Florists' flowers are given in our
 "Book for Florists" — free for the
 asking.

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

Spring Stock

Write for List of
Soft Wooded Plants.GEO. A. KUHL, Wholesale Grower,
PER N, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

Just Arrived From Holland

A shipment of Double and Single

TUBEROUS ROOTED BEGONIAS

In prime condition. We offer:

Double Red.....		Single White...	
Double Rose....	\$5.50 per 100;	Single Rose.....	\$4.00 per 100;
Double White...	\$50.00 per 1000.	Single Red.....	\$35.00 per 1000.
Double Yellow..		Single Yellow..	
Double Crimson		Single Crimson	
Double Mixed, \$5.00 per 100;		Single Orange..	
\$45.00 per 1000.		Single Mixed, \$3.50 per 100;	
		\$32.50 per 1000.	

HENRY A. DREER

714-716 Chestnut Street,

Philadelphia, Pa.

The above prices are intended for the trade only.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

VISITED CHICAGO: John Fraser, Jr.,
of Fraser Nursery Co., Huntsville, Ala.

ELSEWHERE in this issue, will be
found an item of vital interest to all
importers of nursery stock.

MOLINO, CALIF.—J. C. Bennett, of
Santa Rosa, will establish a nursery
for ornamental stock on 10 acres near
here.

CORYDON, IND.—The Sunshine Nur-
sery is reported to be closing out its
stock with the intention of retiring
from business.

PEORIA, ILL.—Charles T. Wotton, su-
perintendent of parks, who has been ill
with pneumonia since last fall, is re-
ported much improved.

TOPSFIELD, MASS.—Robert Ancill, for-
merly of the Mrs. Quincy Shaw estate
at Brookline, Mass., has taken the
position of head gardener at Lawrence
Farm.

BOSTON, MASS.—John H. Dillon has
tendered his resignation as chairman
of the park and recreation committee.
Deputy Commissioner James B. Shea
is acting chairman.

Gardeners' Boston Conference.

The gardeners' conference, to be held
in Boston under the auspices of the
National Association of Gardeners, will
meet in Horticultural hall, Thursday,
April 18 at 6:30 o'clock. The hour
named has been selected as the most
convenient time of the day for horti-
culturists to come together at this sea-
son of the year. W. N. Craig will pre-
side as chairman, and an interesting
programme is being arranged. All
gardeners and those interested in their
profession are invited to attend.

M. C. EBEL, Secretary.

An Early-Flowering Hawthorn.

The first hawthorn to bloom in the
arboretum every year is *Crataegus*
nigra, a native of southeastern Europe.
The arboretum specimen is a shapely
tree from 15 to 18 feet high, with a
broad compact head and a well-formed
trunk covered with pale scaly bark.
The leaves are broad, deeply lobed, covered
below with soft hairs, and grayish
green in color. The flowers are hardly
more than half an inch in diameter,
with 20 stamens, and anthers faintly
tinged with rose, and are borne in small
compact clusters. As the flowers fade
the petals turn rose color. As a flow-
ering tree *Crataegus nigra* is less beau-
tiful than many of the American thorns,
but the black and lustrous fruit is un-
usual in color among thorn trees. The
color of the fruit and the earliness of
the flowers make this an interesting
addition, however, to the list of small
trees with showy flowers which can be
successfully cultivated in Massachu-
setts.—Arnold Arboretum Bulletin,
June 9, 1917.

Albany.

EASTER TRADE WAS GOOD.

The reports on Easter business in
this city are good. The dealers say
that the demand was fully up to last
year—the war apparently made no dif-
ference in the volume of sales. The
great call was for plants from 50 cents
to \$3 each. The dealers did not have
a large enough supply to fill the needs
along these lines. There was a good
call for corsages, and violets and sweet
peas sold well. Violets brought from
\$2 to \$3 a hundred. The supply of cut
flowers was on the whole plentiful.
Azaleas were in demand but very few
of them were to be had.

At the April meeting of the florists'
club President Earl Shaw announced
his resignation to take effect at once.
Mr. Shaw, who has been superin-
tendent for George C. Hawley, presi-
dent of the Dobler Brewing Company
of this city, has accepted a position as
superintendent of a private place near
New York City. He will take up his
new duties on April 20. The election
of a successor was left over until the
May meeting. Mr. Shaw is a graduate
of Cornell University where he studied
under Prof. E. A. White of the depart-
ment of floriculture.

R. D.

Nashville, Tenn.

POST-LENTON BUSINESS EXCELLENT.

The trade following Easter has kept
up splendidly and the daily cut of
flowers has been large. There are
plenty of roses and carnations, and
many lilies that missed Easter have
come in. In reviewing the Easter
trade, everyone expressed the most per-
fect satisfaction and said the sales
passed their most sanguine expecta-
tions and far beyond any thing in their
experience.

NOTES.

Following a plan of a syndicate of
stores over the country, the branch
in this city put on sale 3,000 rose
plants of 55 varieties, 500 shrubs of
11 varieties and 1,000 plumosus and
Boston ferns. The Cartner-Knott store
did the same thing last year and sold
all plants at nine cents, but this year
raised the price to 12½ and 15 cents.
The sale was an immense success, and
by Saturday night there were less than
300 plants of any kind left.

The holding of the state meeting of
the Women's National Council of De-
fense in this city called for a lot of
flowers, at both the luncheon and at
the evening session. Dr. Anna Shaw
spoke. Beautiful tributes were sent
the speaker and the singer, Christine
Miller Clemens, and the stage was
elaborately decorated in spiraeas, irises
and red carnations, while the bouquets
were of lilies and American Beauty
roses.

The death of one of the jubilee
singers, who died in Los Angeles, and
was brought to this city, called for
a tremendous supply of funeral flow-
ers.

M. C. D.

Windsor, Ont.

The florists here enjoyed a record-
breaking Easter demand that gave no
indications of war conditions that have
been associated with business for near-
ly four years. All classes of people
bought plants and flowers with an
avidity never before experienced by
those in the trade here. Chas. R.
Tuson's store, with a conservatory at-
tached, was ablaze with a display of
seasonable plants throughout the week
that attracted throngs of buyers, and
Saturday night found the place nearly
deplete of stock with hundreds of
orders to fill. At the Windsor Flower
Shop, a fine array of plants was main-
tained throughout the week, consist-
ing of fine lilies, especially fine azaleas

and bulbous plants in various sizes.
A big stock of cyclamens was a con-
spicuous item in the splendid display.
Of these, the lighter shades found
ready sales as a popular priced flower-
ing plant. Miss Lucretia Bamford,
manager of the place, reports the best
trade ever experienced and with prices
fully equal to those realized across
the river in Detroit, where she got her
first experience in the florist busi-
ness.

There is a fast developing trade in
F. T. D. orders throughout the Do-
minion and the States. Much of the
stock of both plants and flowers used
here comes from London and Toronto,
Ont.

J. F. S.

2¼ and
4-inch
Pot-grown. **ROSES** Hardy
Climbing
Field-grown

Spring Price List, 400 best new and standard
sorts, on own roots, from summer propagation.

THE LEEDLE FLORAL COMPANY.
SPRINGFIELD-OHIO.

STAR BRAND ROSES

"American Pillar" and nearly
every other good hardy climber.

Send for our list.

The CONARD &
JONES CO.
Robert Pyle, Pres.



WEST GROVE
PENNA.
Ant. Wintzer, Vice-Pres.

THE WORLD'S BEST

DAHLIAS

Best new and standard varieties, strong well rip-
ened field-grown roots, at right prices. Send for
special wholesale list. We can make prompt ship-
ments, or will reserve for spring delivery if desired.

SPRING LAKE DAHLIA FARM

P. O. Box 332, SPRING LAKE, N. J.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARM,

P. O. Berlin, N. J. Williamstown Junc., N. J.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Box-
woods, Hollies and a complete line of
Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO



D. HILL—The Evergreen Specialist.

Since the days when I used to dig and pack every order myself, my business has grown, but my policy remains the same—“Give every customer complete satisfaction.”

Hill's Evergreens

AND OTHER CHOICE NURSERY STOCK

Since 1855

For over half a century our main business has been to give satisfaction.

Many Florists are pushing the Landscape feature of their business with increasingly profitable results.

As this branch of your business develops, draw on us for your requirements in choice ornamental Evergreens and other Nursery Stock, either developed specimens for immediate results or small plants for lining out.

Send us your want list for pricing. Make up your order now and send it in at once. Planting season is near at hand. Please note the following:

Hill's Evergreens

	10	100	1000
Abies Balsamea (Balsam Fir)			
10-12 in.	\$ 1.40	\$ 9.00	
12-18 in.	1.70	12.00	
Abies Tsuga Canadensis (Hemlock)			
6-10 in.	\$ 1.30	\$ 8.00	
10-12 in.	1.60	12.00	
3- 4 ft. B&B..	20.00		
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4- 8 in.	\$ 2.00	\$12.00	
10-12 in.	1.50	10.00	
2- 3 ft. B&B..	12.50		
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4- 8 in.	\$ 2.00	\$12.00	
12-18 in.	1.70	12.00	
18-24 in.	2.50	20.00	
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Juniperus Communis (English Jun.)			
3- 6 in.	\$ 2.50	\$15.00	
6-10 in.	2.00	15.00	
Juniperus Hibernica (Irish Jun.)			
6-8 in.	\$ 3.50	\$30.00	
Juniperus Virginiana (Red Cedar)			
2-4 in. Seedlgs.	\$ 1.50	\$ 9.00	
6-12 in.	1.40	9.00	80.00
12-18 in.	2.30	18.00	
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12-18 in.	\$1.40	9.00	
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	10	100	1000
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Excellent bushy type from Black Hills, S. D.			
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6-10 in. Seedlgs.	2.00	12.00	
12-18 in.	\$1.10	6.00	
18-24 in.	1.50	10.00	
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6-10 in. Seedlgs.	\$1.50	10.00	
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12-18 in.	3.50	30.00	
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18-24 in.	2.50	16.00	
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	10	100	1000
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	100	1000.
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	100	1000
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6-12 in.	\$ 1.75	\$12.00
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6-15 in.	\$ 2.00	\$15.00
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6-15 in.	\$ 1.75	\$15.00
Syringa Vulgaris (Purple Lilac)		
6-15 in.	\$ 1.50	\$12.00

Complete Wholesale Price List on Demand

THE D. HILL NURSERY CO., Inc.

EVERGREEN SPECIALISTS

Box 404,

Dundee, Illinois

LARGEST GROWERS IN AMERICA

These Prices Are Intended for the Trade Only.



St. Louis Snap.

After growing this wonderful Snap, for the past three years, we have decided to put it on the market, and as a duty to your business you should have some to grow this coming season.

In color it is all that can be desired in a lavender pink. In growth it is no doubt the strongest growing commercial variety ever put on the market. We are now cutting strong spikes from four to six feet long. The heads of blooms are twelve inches long or more. The color does not fade and the spike keeps longer than any Snap we have ever grown. Above all, it is a great winter bloomer. We have cut constantly through the past winter months. Any St. Louis florist will testify to the above—Ask them about Rowe's St. Louis Snap.

2 1/4-in. pots for April and May delivery.

\$10.00 per 100; \$80.00 per 1000

25 at 100 rate

250 at 1000 rate.

W. A. ROWE FLORAL CO., Kirkwood, Mo.

CHRYSANTHEMUMS

Elmer D. Smith & Co., Adrian, Mich.

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THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

Seasonable Stock You Will Need

	Per 100	Per 1000
Asparagus Sprengeri, 2 1/2 in.....	\$3.00	\$27.50
Acalypha Sanderi and Triumphans, 2 1/2 in.....	4.00	
Buddleia Veitchiana, Lindleyana, Magnifica and Amplissima, 2 1/2 in.....	5.00	40.00
Cannas, King Humbert, from 3 in. pots, in May.....	6.00	50.00
Standard varieties, Red or Yellow, 3 in. pots.....	5.00	
Cobaea Scandens, 2 1/2 in pots.....	4.00	
Ferns, Aspidium Tsussimense, Cyrtomium Falcatum, Pteris Tremula and Pteris Wimsetti, 2 1/2 in.....	3.50	30.00
Boston Ferns, 2 1/2 in.....	4.00	37.50
Heliotrope, Jersey Beauty, F. Nightingale, Buissan, Fleur and Snow Wreath, 2 1/2 in.....	3.00	27.50
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Petunias, double, 8 distinct varieties, 2 1/2 in.....	4.00	
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Palms, Kentia Belmoreana, 2 1/2 in., \$10.00 per 100; 3 in., \$15.00 per 100; 4 in., \$40.00 per 100. Fine dwarf clean stock to grow on.		
Cocos Weddelliana, 2 1/2 in., \$12.00 per 100.		

THE STORRS & HARRISON CO.
PAINESVILLE, OHIO

Mention the American Florist when writing

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Our Stock Has Been Carefully Selected.
Per 100
Mrs. F. Sander, 2-in. \$2.00
Boston Yellow, 2-in. 3.00
Alyssum, Giant Double, 2-in. 2.00
Geraniums, Labeled, 2-in. 2.00
Vinca Variegata, 2-in. 1.75

ELMER RAWLINGS, Allegany, N. Y.

Mention the American Florist when writing.

CIBOTIUM SCHIEDEI

4 to 5 foot spread, 9 inch cedar tubs, \$5.00 each.

These plants are particularly good value. Write for prices of Kentias.

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10 CENTS PER LINE, NET.



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Adiantum Croweanum, 6-in., \$20 per 100; \$1.50 per 1,000; 250 at 1,000 rate. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia.

ASPARAGUS.

ASPARAGUS PLUMOSUS. Extra fine, 3-in., \$5.00 per 100; 4-in., \$8.00 per 100. Sprenger, 4-in., \$7.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus Sprenger, 200 four-in., good plants, \$10.00 per 100. Plumosus, 600 three-in., \$5.00 per 100. Cash please. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprenger, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Begonias, Gracilis Rose, Erfordi and Vernon type, 3-in.; \$3.00 per 100. B. Vincent, Jr., & Sons Co., White Marsh, Md.

Asparagus plumosus, 2½-in., per 100, \$3.00; Sprenger, 4-in., per 100, \$7.50. Albert M. Herr, Lancaster, Pa.

Asparagus Sprenger, 2½-in.; \$3.00 per 100; \$27.50 per 1,000. The Storrs & Harrison Co., Painesville, O.

BEGONIAS.

BEGONIA LUMINOSA COCINEA, 2½-inch pots, extra strong; \$4.50 per 100; \$40.00 per 1,000; 3-inch pots, \$8 per 100; \$75 per 1,000. JACOB BECKER, 5211 Ludlow St., Philadelphia.

Begonias, tuberous rooted, single and double. For colors and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Begonias, transplanted seedlings, Vernon and Prima Donna, \$2.00 per 100. Ernest Rober, Wilmette, Ill.

BOXWOOD.

Boxwood. Ball-shaped, bush and pyramid forms, bright foliage and up to grade, all balled and burlapped. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Box and Bays. New imported stock in green painted tubs. Pyramid, standards, globe and bush shaped. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Lily bulbs. For immediate use or later delivery. Lilium Giganteum, L. Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Gladioli; strictly first size. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Gladioli Bulbs. All in fine condition and in first and second sizes. For varieties and prices see advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

BULBS.

Bulbs. Lil. Giganteum, 7-9 in. (100 to case), \$7.50 per case; (300 to case), \$20 per case; 8-10 in. (225 to case), \$20 per case; 9-10 in. (200 to case), \$23 per case. Wm. P. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

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Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, 2-inch, \$6.00 per 100; 4-inch, \$15.00 per 100. ERNEST ROBER, Wilmette, Ill.

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CALLA LILIES. Extra quality started 2½-in. pots, \$4.00 per 100; 5-in. coming in bud, \$2.00 per doz. THE WAGNER PARK NURSERY CO., Sidney, O.

CANNAS.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock, ready for immediate delivery.

Carnegie	100	1,000
Victory	2.00	15.00
Bonfire	2.50	20.00
Matchless	3.00	25.00
Alice	2.00	18.00
Pink Enchantress	2.00	18.00
White Enchantress	2.00	18.00
Ward	2.50	20.00

WIETOR BROS.,
L. D. Phone 2081.

162 N. Wabash Ave. Chicago.

ROOTED CARNATION CUTTINGS.

Extra fine, well-rooted cuttings for immediate delivery.

Superb	100	1,000
Aviator	\$6.00	\$50.00
Matchless	3.00	25.00
Euch. Supreme	3.00	25.00
Wh. Enchantress	2.50	20.00
Mrs. Ward	2.50	20.00
R. Pink Euch.	2.50	20.00
Enchantress	2.50	20.00

CHICAGO CARNATION CO.

Joliet Illinois.

Rooted carnation cuttings. Thenanthos, Beacon, Alice, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2.00 per 100, \$15.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

ROOTED CARNATION CUTTINGS.

White Enchantress	100	1,000
Good stock. Cash please.	2.50	20.00

DES PLAINES FLORAL CO.

Des Plaines, Ill.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CARNATIONS.

Carnation rooted cuttings, strong clean stock. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon and Windsor, \$25 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnations. All first-class stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

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CHRYSANTHEMUMS.

The Coal Saving Crop. The stock and labor involved is the entire cost of producing the early varieties. We will gladly supply a list of the best. Maturing from September to last of October. Our 1918 trade list mailed on application.

ELMER D. SMITH & CO.,

Adrian, Mich.

CINERARIA.

Cinerarias. 2, 3 and 4-in., \$6 and \$10 per 100. Ernest Rober, Wilmette, Ill.

COLEUS.

COLEUS. Fine 2-inch stock, best bedding varieties, \$2.00 per 100. Cash, please. JOSEPH BANOROFF & SON, Cedar Falls, Ia.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

CYCLAMEN. 3-in., \$10.00; 4-in., \$20.00 per 100; 5-in., 35c to 50c each; 6-in., 75c to \$1.00 each. Larger plants, \$1.50 to \$2.00 each. Good colors. With buds and bloom. HENRY SMITH, Grand Rapids, Mich.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

DAFFODILS.

Daffodils—Cut blooms, \$2.50 per 100. GEORGE LAWLER, Tacoma, Wash.

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Dahlias. Best new and standard varieties; strong, well ripened field-grown roots, at right prices. Send for special wholesale list. Spring Lake Dahlia Farm, Box 332, Spring Lake, N. J.

DAHLIAS, 20 strong, all different, labeled, \$1. Six sets (120 tubers), \$5. All prepaid. Trade list free. BUNGALOW GARDENS, (Dahlia Hobbyists), Netcong, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

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DRACAENA INDIVISA, 4-in., \$12.50 per 100, 5-in., 20c and 25c; 6-in., 50c. Ernest Rober, Wilmette, Ill.

Dracena indivisa, very fine, 5-in.; \$25 per 100. HARRY HEINL, W. Toledo, O.

FERNS.

—FERNS—

	Per 100
Roosevelt, 2½-in.	\$ 4.50
Boston, 2½-in.	4.50
Scholz, 2½-in.	4.50
Teddy, Jr., 2½-in.	5.00
Roosevelt, 4-in.	18.00
Boston, 4-in.	18.00

THE REESER PLANT COMPANY, Springfield, Ohio

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

FERNS.

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. Aspidium, Holly, Mayll, Willsi and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

FERNs. Adiantum Cuneatum, 2-in., \$3; 3-in., \$5 per 100. Croweanum, 2-in., \$6; 3-in., \$8 per 100. Cyrtomium Rockfordianum, 4-in., \$15 per 100. Assorted table ferns, 2-in., \$3 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. All bushy, well furnished. Boston, Teddy Junior and Bird's Nest. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. Table ferns, \$3.50 per 100. ERNEST ROBER, Wilmette, Ill.

Ferns, pot-grown. Boston and Scotii., 5-in.; \$25 per 100; 6-in., \$35 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsia (Un. variegata)—2 to 5 eyes, \$10.00 per 100. Ernest Rober, Wilmette, Ill.

GERANIUMS.

GERANIUMS. Special this week. 10,000 Poitevine, 2½-in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks. \$2.50 per 100, \$25.00 per 1,000. Other standard varieties same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

GERANIUMS. Nutt, extra fine, 3-inch stock, \$6.00 per 100; \$55.00 per 1,000. Order now. J. A. BUDLONG, 184 N. Wabash Ave., Chicago.

GERANIUMS. 500 Nutt (red), nice, clean stock in 3-inch pots, \$50.00 per 1,000. Cash please. NICK REDING, 6731 Ridge Ave., Chicago.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums. 2½-in., S. A. Nutt, extra heavy, \$3.00 per 100, \$27.50 per 1,000. ERNEST ROBER, Wilmette, Ill.

GLADIOLUS.

MASSACHUSETTS GROWN GLADIOLI.
All Prices Are Quoted per 1,000

	1½ in.	1½ in.	1- and up
America, light pink	\$18.00	\$12.00	\$ 9.00
Augusta, white	15.00	12.00	9.00
Brenchleyensis, scarlet....	15.00	12.00	9.00
Cameo, white	15.00	12.00	9.00
Empress of India, dark red	25.00	20.00	15.00
Glory of Holland, white....	25.00	20.00	15.00
Chicago White, white....	25.00	20.00	15.00
Halley, salmon pink....	15.00	12.00	9.00
Independence, scarlet....	15.00	12.00	9.00
Mrs. F. King, salmon pink	15.00	12.00	9.00
Mrs. F. Pendleton, pink....	45.00	36.00	27.00
Mary Fennell, lavender....	75.00	60.00	50.00
Peace, white	30.00	24.00	18.00
Exhibition Mixed	12.00	10.00	8.00
Extra Choice Mixed	10.00	8.00	6.00

Correspondence solicited on other varieties, smaller sizes or bulbets.

CENTRAL GLADIOLUS GARDENS.
JELLE ROOS MILTON, MASS.

GLADIOLUS.

	America.	1000
1½-in.	\$14.00	¾ to 1-in.\$6.00
1¼ to 1½-in. ..	12.00	½ in. and under. 3.00
1 to 1¼-in.	9.00	
Klondike	11¼ to 1½-in.	14.00
Good Mixed, 1st. size		10.00
H. HILLS, Bristol, Ind.		

GLADIOLUS AMERICA.

8000, 1½ to 2 -in.,per 1000 \$12.00
Warranted true to name and sound.
H. O. MARTIN What Cheer, Iowa.

GLADIOLUS.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GLADIOLUS. Mixed flower bulbs, 1-in. to 2-in., only \$6.50 per 1,000. Send for catalog. HOWARD M. GILLET, Box C, Lebanon Springs, N. Y.

Gladiolus. The Bride. Splendid early forcing white, \$7 per 1,000, \$13 per 2,000. Vaughan's Seed Store, Chicago and New York.

GREENS.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HARDY PERENNIALS.

Hardy field-grown perennials. Hardy Carnation, Campanula, Shasta Daisy, Delphinium, Digitalis, Gypsophila, Hollyhock and many others at from \$5.00 to \$12.00 per 1000. Send for list. JOHN F. HAUSER, R. R. 1, Bayfield, Wis.

HYACINTHS.

Hyacinths, in pots, pans and boxes, 10 cents per flower. Ernest Rober, Wilmette, Ill.

HYDRANGEAS.

HYDRANGEA, Otaksa, 3-in., \$5 per 100. HENRY SMITH, Grand Rapids, Mich.

IVIES.

English Ivy, very fine, 4-in.; \$15 per 100. Harry Heintz, W. Toledo, O.

LANTANAS.

Lantana, mixed varieties, pink, yellow and red, 2-in., strong plants, \$4.00 per 100. Ernest Rober, Wilmette, Ill.

LILY OF THE VALLEY.

Best Holland grown. From cold storage, \$25 per 1,000; \$13 per 500; \$3 per 100. H. N. Bruns, 3040 W. Madison St., Chicago.

LOBELIAS.

Lobelia, transplanted clumps, dark blue and light blue—\$1.50 per 100. Ernest Rober, Illinois.

Wilmette, Illinois.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

HASSALL & CO., Orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

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Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Cibotium Schiedel, 4 to 5-foot spread, \$5 each. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

Pansies. October sown, cold frame grown. Paris market and separate colors, \$3.50 per 1,000; Chicago Parks Bedding, in bud and bloom, 80c per 100, \$7.00 per 1,000. ODOR GREEN-HOUSES, Iola, Kansas.

Pansies. 5000 fall transplanted in bud and bloom. Mastodon strain. \$1.00 per 100, \$10.00 per 1000. Cash please. EDGAR EASTERDAY, Nokomis, Ill.

PETUNIAS.

Petunias, double, 8 distinct varieties, 2½-in.; \$4.00 per 100; Giant Ruffled, single mixed, 2½-in.; \$3.00 per 100. The Storrs & Harrison Co., Painesville, O.

PRIMULAS.

PRIMULA Obconica, 2½-in. strong, \$4; 4-in., \$12.50; 6-in., \$25 per 100; Chinensis, 4-in., \$12.50; 6-in., \$25 per 100; Malacoides, 2½-in., \$3; 4-in., \$10; 6-in., \$20 per 100. 4 and 6-in. well in bloom. All varieties. HENRY SMITH, Grand Rapids, Mich.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4, \$7 and \$15 per 100. Ernest Rober, Wilmette, Ill.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

RHODODENDRONS.

Rhododendrons. Fresh, clean looking stock in best possible condition. 18 to 24 in. high, 8 to 12 buds, \$85 per 100; 24 to 30 in. high, 12 to 16 buds, \$115 per 100. The Storrs & Harrison Co., Painesville, O.

ROSES.

ROSES.

Strong one-year-old bench plants, grafted. 1,000 Mrs. Aaron Ward, \$8.00 per 100. 100 Titania, \$20.00 per 100. 100 Collette Martinette, own root, \$20.00 per 100.

250 Golden Gem, own root, \$20.00 per 100.

DAILEDOUZE BROTHERS.

Lenox Road and Troy Avenue.

Brooklyn, N. Y.

EXTRA FINE 2½-INCH ROSE PLANTS.

	100	1000
Ophelia	\$ 6.00	\$50.00
Russell	10.00	90.00
Killarney Brilliant	5.00	40.00
White Killarney	4.00	35.00
Pink Killarney	4.00	35.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
Mrs. George Elgar	4.00	
Baby Doll	4.00	

WEITOR BROS.

162 N. Wabash Avenue, Chicago.
L. D. Phone, Randolph 2081.

FINE BENCH ROSE PLANTS.

	100	1000
1800 Tipperary	\$6.00	\$50.00
2000 Ward	6.00	50.00

Choice 2½-inch pot plants.

	100	1000
Ophelia	\$6.00	\$50.00
Sunburst	6.00	50.00
Milady	6.00	50.00
White Killarney	6.00	50.00

CHICAGO FLOWER GROWERS' ASS'N.

182 N. Wabash Ave., Chicago.

Roses. Own root 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney and Sunburst, \$7.50 per 100, \$70 per 1000. Milady and Richmond, \$7 per 100, \$65 per 1000. Russell, \$10 per 100, \$100 per 1000, 3½-in. stock, \$35 per 1000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

Rose Plants, 2½-in. pots, Ophelia, Champ Weiland and Sunburst, \$5.00 per 100, \$45.00 per 1,000. Bench plants, Maryland, Ophelia, Milady, \$6.00 per 100, \$50.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses. Own root and grafted. Polyantha, climbing, standard, hybrid perennials and hybrid tea. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

2000 CHAMP WEILAND

Extra fine 2½-in. stock, \$7.00 per 100. \$65.00 per 1,000.

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ROSES.**BENCH ROSE PLANTS.**

Etelyn Nesbit, \$8.00 per 100; \$75.00 per 1,000.
WEISS & MEYER.

Maywood, Illinois

Roses. Both baby and bench-grown varieties. For list of varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

Roses. Own root, 3-in., ready now. Ophella, Sunburst, Collette Martinette, Baby Doll, Cecile Brunner and Primrose, \$100 per 1,000. Charles H. Totty Co., Madison, N. J.

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FOR SALE. Excellent bench plants of White Killarney and Nesbit roses, \$4 per 100; \$35 per 1,000. Cash please. ALBERT F. AMLING CO., Maywood, Ill.

See ad. on page 559, issue of March 30. Get complete list of The Leadle Floral Co., Expert Rose Growers, Springfield, O.

ROSES EXCELSA. heavy two-year, strong vines; \$15.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Roses, in bud and bloom, 50c, 75c and up to \$2.00 each. ERNEST ROBER, Wilmette, Ill.

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SALVIA. Bonfire and Splendens, vigorous 2-in. established stock, \$2.50 per 100; \$20.00 per 1,000. THE WAGNER PARK NURSERY CO., Sidney, O.

SALVIA. Seedlings of Bonfire and Zurich at 75c and \$1.00 per 100. GEO. C. DREW, Hyannis, Mass.

SCHIZANTHUS.

SCHIZANTHUS. Best colors, fine plants, 2 1/4-in., \$4.00; 4-in., \$12.50; 6-in., \$25.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SEEDS.

Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Fanny, gig. finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fireball, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

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Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

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Seeds. Flower, vegetable and farm. 74 years unrivaled reputation. Hurst & Son, 152 Houndsditch, London, England.

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Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt & Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verberna in variety. Waldo Rohnert, Gilroy, Calif.

SEEDS.

Seed. Vegetable and flower of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

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St. Louis Snapdragons. The strongest growing commercial variety ever put on the market. 2 1/4-in. pots for April and May delivery, \$10.00 per 100; \$80.00 per 1,000. W. A. Rowe Floral Co., Kirkwood, Mo.

SNAPDRAGONS. Seedlings. Keystone, Pink and White, 2 1/4-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

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Spiraea. Princess Mary. Finest of all pink spiraeas. Strong clumps, per doz., \$2.75; per 100, \$15.00. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

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STOCKS. Beauty of Nice; pink transplanted seedlings; \$1.00 per 100. GEO. C. DREW, Hyannis, Mass.

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Tulips. In pans and boxes, 5 cents per flower. Ernest Rober, Wilmette, Ill.

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Transplanted Verbenas. Separate colors, \$1.50 per 100. Ernest Rober, Wilmette, Ill.

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Field-grown plants, ready now. Genuine White Bermuda onions, 1,000, \$1.50. Frost-proof cabbages (8 varieties), 100, 40c; 300, \$1; 500, \$1.50; 1,000, \$2. Fine large Tomatoes (24 varieties), 100, 50c; 500, \$1.75; 1,000, \$2.50. Sweet and Hot Peppers (10 varieties), Eggplants (4 varieties), 3 doz., 50c; 100, 85c; 500, \$3; 1,000, \$5. F. O. B. Navasota. No orders under \$1.00 accepted. Discount; 10% on orders of 5,000; 20% on 10,000; 25% on 50,000 or more plants of a kind. Send no personal checks. SCOTT FLORAL CO., Navasota, Texas.

For Sale, Charleston, Wakefield, Copenhagen Market cabbage plants; strong, transplanted, ready for field March 15, \$2.75 per 1,000; not transplanted, \$2.00 per 1,000. Pepper, Vaughan's Magnum Dulce, strong seedlings, ready to transplant, \$2.50 per 1,000. Tomato, Earlianna, Stone and Ponderosa, strong seedlings, \$2.00 per 1,000. ODOR GREENHOUSES, Iola, Kan.

Cabbage plants, frost-proof Jersey, Charleston, All-Head, Sure-Head and Early Flat Dutch varieties at \$1.30 per 1,000 in 5,000 lots and up. Ozark Seed & Plant Co., Nashville, Ark.

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100,000 extra strong Vinca variegata ready for a shift from 2-in. pots, \$1.75 per 100, \$17.00 per 1,000; 10,000 year-old cut back, 4-in. pots, \$5 per 100. Elmer Rawlings, Allegany, N. Y.

VINCAS. Variegated, fine 2-inch stock, \$2.50 per 100. Cash, please. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

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Greenhouse glass. Heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

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Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

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Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

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Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

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Cut flower boxes. Edwards Folding Box Co., Philadelphia.

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Write for prices on our wide edge plain, 4-in. and 6-in. chiffon. Jos. Ziska & Sons, 189-75 N. Wabash Ave., Chicago, Ill.

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Neponset Flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

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Labels for nurserymen and florists. Benjamin Chase Co., Derry Village, N. H.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

of THE AMERICAN FLORIST, published weekly at Chicago, Ill., for March 29, 1918.

State of Illinois, County of Cook.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared Michael Barker, who, having been duly sworn according to law, deposes and says that he is the editor and business manager of THE AMERICAN FLORIST, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, (and if a daily paper, the circulation, etc.) of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, American Florist Company, 440 South Dearborn Street, Chicago, Ill.

Editor and Business Manager—Michael Barker, 440 South Dearborn Street, Chicago, Ill.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Estate of E. Asmus, W. Hoboken, N. J.; M. Barker, 440 S. Dearborn St., Chicago, Ill.; W. Atlee Burpee Estate, 485 N. Fifth St., Philadelphia, Pa.; John Burton, Willow Grove Ave., Chestnut Hill, Pa.; J. D. Carmody, Evansville, Ind.; W. W. Coles, Maple Hill Rose Farms, Kokomo, Ind.; Robt. Craig, 49th and Market Sts., Philadelphia, Pa.; J. B. Deamud, 1055 Dean St., Brooklyn, N. Y.; James Dean, Freeport, L. I., N. Y.; Emresia J. Dickey, care of Byron Reed Co., 212 S. 17th St., Omaha, Neb.; Wm. Falconer, Allegheny Cemetery, Pittsburgh, Pa.; Maggie Harris, 55th St. and Springfield Ave., Philadelphia, Pa.; Mrs. Sarah Lonsdale, Lompoc, Calif.; Mrs. Catherine Mathison, Waltham, Mass.; John N. May, Summit, N. J.; F. R. Pierson, Tarrytown, N. Y.; Blanche L. Sailer, care of Randolph Sailer, 929 Chestnut St., Philadelphia, Pa.; Estate of Louise Schiller, 2207 W. Madison St., Chicago, Ill.; H. A. Siebrecht, New Rochelle, N. Y.; W. J. Stewart, 147 Summer St., Boston, Mass.; J. C. Vaughan, 31 W. Randolph St., Chicago, Ill.; Annie G. Whitnall, 4001 Harvard Blvd., Los Angeles, Calif.; C. B. Whitnall, 026 Locust St., Milwaukee, Wis.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

There are no bonds, mortgages or other securities outstanding against THE AMERICAN FLORIST.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

AMERICAN FLORIST COMPANY.

Michael Barker, Sec'y.

Sworn to and subscribed before me this 29th day of March, 1918.

R. C. MEREDITH, Notary Public.

[SEAL.]

(My commission expires Aug. 17, 1919.)

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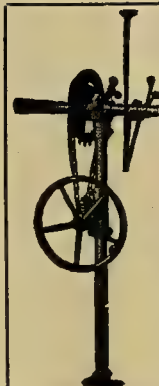
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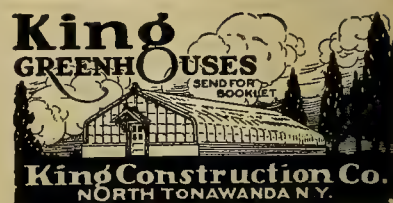
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King Construction Co.
NORTH TONAWANDA N.Y.

29 KING'S ROAD.

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For Fumigating.

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Flower Vegetable Waterproof
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Little. Shippers may use them
and save their customers many
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these. Earthen Pots Scarce,
FREIGHTS SLOW.

VAUGHAN'S SEED STORE, Agents,

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New Brand New Style

"RIVERTON HOSE"

Furnished in lengths
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The HOSE for the FLORIST

3/4-in. per ft. 17c

Reel of 500 ft. 18 1/2c

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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. L.

CHICAGO AND NEW YORK, APRIL 20, 1918.

No. 1559

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SUGGESTIONS FOR PLANT GROWERS.

Asters.

The early and midseason asters should be planted out as early as the season will allow. If the plants are hardened off for two or three weeks in a cold frame and gradually given night air as soon as safe, they will endure the outside temperature much better than those carried directly from the warm greenhouse. The land should be prepared at once, and while asters will grow on almost any piece of ground, success or failure depends much on the proper preparation of the soil. Land that was manured last fall and plowed is by far the best, and all that will be required in the spring is a shallow plowing or disking and then leveling. It is well not to level off too large a tract at once, for heavy rains occur at this season which pack the soil down hard. Before planting, give the young plants a thorough watering, and if in boxes or the bench cut through the rows with a knife a day before planting. Lay the field out in rows from 25 to 20 inches apart, giving the branching varieties the greater distance, with a wider space every fifth or sixth row to provide a walk when cutting the flowers, and set the plants from 12 to 18 inches apart. Plant with a trowel, for the plants set in a dibbled hole will not take hold as quickly, and with the early asters the slight difference in time taken in planting is more than made up in the early blooming; the dibble packs the soil around the plant and the roots do not grow into it as freely, and the roots are also contracted in the small hole made by the dibble. As soon as the field is planted, if possible, give the plants a good watering and then cultivate lightly with a wheel hoe to loosen up the soil.

Rambler Roses.

The rambler roses for Memorial day will demand constant attention, for at this season of the year aphids and red spider increase very rapidly if the conditions are propitious. It is far better to keep these insects down by proper culture than to be obliged to resort to

measures to kill them. Give the plants all the ventilation possible, but drafts will often cause mildew on the soft foliage, so these must be guarded against especially, and low ventilation, such as open doors with the wind drawing through the houses. Syringe thoroughly on bright days. There is no better prevention for red spider than a good syringing that will reach the under side of the leaves, which will quickly break up the colonies of spiders that gather there. If the plants require fumigation, it should be light, for often the young foliage is very tender and heavy fumigation with smoke quickly burns it. Where the pots are full of roots a watering with liquid manure or a mulch of sheep manure mixed with sifted soil will be found very beneficial and will add a lustre to the foliage and deepen the color of the flowers.

Primulas.

For plants of both *P. sinensis* and *obconica*, for blooming next spring, May is the best time to sow the seed, which germinates very readily at this time, but if this is delayed until June it will often be found quite difficult to get the seed to start well; and as the young seedlings grow very slowly they will require constant attention during the warm weather, for a few hours' sun when they are dry will cause the loss of all the plants. The soil should be sifted in a fine sieve, as the seed are very small, and they should not be covered with the soil, but sown thinly on the soil when loose and then pressed flat with a board. Watering should be done with a very fine rose on the can, so as not to wash the seeds or soil. At this season of the year the seed will germinate readily in almost any greenhouse, but it is well to cover the seed pan or box with glass to prevent too rapid evaporation, and until the plants begin to make growth keep the pots well shaded. Many growers wrap a piece of paraffine paper around the glass that is placed on the seed pan. This allows plenty of light to germinate the seed and will prevent

the direct rays of the sun from burning up the young seedlings when they start to grow. As these young plants grow very slowly, some soils will often become caked or scaly, and if this occurs the top should be carefully broken up to allow the air to enter. As soon as three or four leaves are formed, pot in 2½-inch pots, not too deeply, but yet deep enough to have them stand erect. They should then be placed in a cool house, and much of the success of their culture depends upon the care and watering in their early growth. They are a moisture-loving plant and should never become dry, yet they are easily overwatered and will not make a good growth if continually kept soaked; frequent and light waterings are the best. A lightly shaded frame with the pots plunged in the soil and the sash lifted at top and bottom for free circulation of air is the best location for summer culture.

Pansies.

The sale of pansy plants will soon be at its height, and there is nothing that the florist or grower sells upon which more time is wasted than in selecting a small order of pansies if the customer is shown a frame of a few thousand plants. The better way is to have boxes or baskets holding a dozen plants all made up for the customer. It is not necessary to put up more than will be required for one or two days' sale, but as fast as sold keep the stock replenished. There are many patrons who will be well satisfied with a good selection already placed in a basket who will take an hour of a salesman's time in making their choice out of a frame. Any late seedlings should be planted in the frames at once, and these will make fine plants for late May or early June planting when the older plants are either sold or have become too large for bedding purposes.

Liberty Loan Not Call to Sacrifice.

BY PROF. EUGENE DAVENPORT.

All war means loss. There is no way for anybody to profit in time of war except by means that are either disloyal or piratical. This war calls for sacrifice. Some will sacrifice their hands and arms, others their feet and legs, still others their eyes, and more than 10,000,000 of men, women and children already have sacrificed their lives in the great struggle to determine whether Liberty shall perish from the earth. Every loyal man, woman and child will be willing to sacrifice all that he or she has to give. From this country only the soldier will be called upon to sacrifice life or limb, but everybody is called upon to sacrifice in food, in clothing, in comfort, and in property.

The Liberty bond is not a call to sacrifice. It is a financial investment at a rate higher than is afforded in many lines of business. The investment is as safe as the government itself. I wish sometimes that the Liberty bond were a call to sacrifice, for if we lose the war it will be through the failure of our civil population to learn the lesson of sacrifice. Will the bonds be lost if we lose the war? Possibly, and so will the title to our homes. If we lose the war, the deed to the farmer's home is not worth the paper it is written on. Therefore, economize to get funds for Liberty bonds. Then shall we win the war. In no other way can it be done. How much are we who do not fight willing to sacrifice? How much will we earn and save in order to win the war?

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Features for Mothers' Day.

Keep the date, Mothers' Day, Sunday, May 12, prominently displayed in the store and window. Comparatively few people, even yet, comprehend the significance of the day or take part in its observance.

On May 1, fill a window with "plants that mother will like"—choice, medium priced ferns, palms, rubbers, pandanus, etc., some in jardinieres. Such a display will be sure to attract attention and orders will likely be received in advance.

Later on, pans of self-colored pansies, all blue, all yellow, all white, or of forget-me-nots, lobelias, English primulas, etc., will add variety, and are generally quick sellers.

The American's Creed.

I believe in the United States of America as a government of the people, by the people, for the people; whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign nation of many sovereign states; a perfect union, one and inseparable; established upon those principles of freedom, equality, justice and humanity for which American patriots sacrificed their lives and fortunes.

I therefore believe it is my duty to my country to love it; to support its constitution; to obey its laws; to respect its flag; and to defend it against all enemies.

The above, by William Tyler Page, Friendship Heights, Md., a descendant of President John Tyler, was selected from several thousand and awarded a prize of \$1,000 offered by the City of Baltimore in the national citizens' creed contest.

A very attractive window, costing but little, may be made with empty cut flower boxes of various sizes, tied up, some with, and others without, address tags. Several can be shown filled, with the lids off. Others empty, are decorated on the outside with a few flowers and green. Tastefully arranged with plants as a background, and a neat card, "Special Boxes of Flowers for Mothers' Day," such a window will be found to have good advertising value.

Mothers' day will never come into its own until it becomes the custom at this time to visit the cemetery and lay flowers on the graves of the parents who have passed away. Every encouragement should be given this feature, which, if it becomes general, will make this the greatest floral day of the year. Florists who cater to a cemetery trade, already find a good demand for wreaths and sprays for Mothers' day.

While there is an insistent call for white carnations, their sale should be

discouraged as much as possible. They should not be featured or displayed in any way. Your mother's favorite flower or plant, or, "We are selling a good many of these which are very attractive," referring to something in stock, will have its effect with many buyers. The point to make is, that all flowers are beautiful and appropriate, each a favorite with some one.

As it is now the custom to hold Mothers' day services in all the churches and Sunday schools, there is a demand for palms for decorating, which is worth looking after. In many cases, each child is given a flower to wear or take home to mother. At the first celebration, Miss Jarvis had given to her, all the white carnations she thought she would need by the Leo Niessen Co. of Philadelphia, who had so many on hand they did not know what to do with them. They have since had a great return from this "bread thrown upon the water."

Dull Days in the Store.

Dull days will come sometimes several together when least expected. The capable manager will see, however, in these, an opportunity to get the various departments of the business brought up to the highest efficiency. As the principal demand in most stores is for funeral flowers, the stock of made-up magnolia and oak leaf wreaths and other designs will receive first attention. A good assortment is always to be carried, ready for decoration when the call comes. Mossed designs have a way of running low and valuable time in preparing them is lost on busy days. The man in charge here now has time to replenish his stock.

Dusting the stock of accessories, baskets, vases, jardinieres, flower bowls, etc., and rearranging them is a good job for an idle hour or two. Such work, however, should not be done in the middle or shopping hours of the day, for at that time the store must always look its best.

The cellar or basement very likely needs cleaning up. To keep order here is just as important as in the store. There should be bins or shelves for the various stocks stored. Wire designs should have their racks and be kept in place so that it can be seen at a glance if any of the various sizes are running low.

A waste paper press is an economic piece of machinery that will pay for itself over and over again, in the course of a year. Half the rubbish that gathers about the shop is paper; if this waste is put into the press every day or two, it keeps the floor clean and gradually becomes salable bales which turn in quite a little sum in the course of the year.

Old accounts can be looked up in these slow periods; in fact, every opportunity should be taken to keep accounts from getting behind. It is very important in collecting, if the money is not paid in full or in part, to get a promise when a payment or the balance may be looked for. Then be sure to be on the job at that time; it is the only way to clean up old accounts.

A good job for a dull day is to look over the orders for a year or two back, for a period embodying the next month or two. One may probably find several names there, that are not now

so often seen on the books, and inquiries as to the reason are put on foot. Decorations, which then made busy days are seen, and some annual events that were being missed, are looked after. Keeping a lookout ahead for possible business is always in order; in fact, the successful man has coming events in mind at all times. Anniversaries of a great many occasions, occur during all seasons of the year. Much business springs from the floral decorations for these events. "Every day is somebody's birthday." Just a list of one's customers kept, as it is learned from the sending of flowers, is productive of much good business. Birthday circulars sent out a day or two ahead of these events, can be kept going all the year round.

When dull days find one with a good stock of flowers likely to go to waste, there is an opportunity to make them do missionary duty in winning new customers, by sending small, nicely arranged boxes of choice stock with literature and complements of the firm.

To be always and everlastingly on the job is the only sure road to success. The man who says: "Oh well, you cannot expect much just now" generally gets about what he expects. In the game of ten pins, "strikes," like the rushes in business, count up fast, but it is the man who consistently makes his "spares" that wins out. So it is with business. There must be something doing all the time, and he that contrives to keep up the interest by being ready for the various opportunities throughout the year, or as General Foch has recently said: "When you cannot find an opening, make one," will not experience many dull days.

Stand by the Flowers.

Never tolerate for a moment statements that reflect in any manner on the use of flowers—that it is disloyal to wear flowers during war times; that they are an extravagance not to be thought of; that all money spent for flowers should go to the Red Cross, etc.; that flowerbeds are to be planted to vegetables, even the lawns to be turned into potato fields.

First find out if the agitator ever bought flowers or knows anything about them. Some people never attend concerts because they do not care for, or have never made a study of music. Concerts or music are a waste of energy and money as far as they are concerned, as is art to those who care nothing for paintings and sculpture. Opinions on these subjects from such people are mere vaporings, very likely not at all consistent with their mode of living. There are, however, a number of people, lovers of flowers, who on account of this propaganda, have come to feel that they are doing a patriotic duty in depriving themselves of flowers or the pleasure of sending them to their friends.

The extent and importance of the business, and the great uplifting influence which the use of plants and flowers has had on the people of this nation; how flowers, more than anything else, are most appropriate to carry messages of love, congratulation, or condolence; how they cheer and enliven the sick room and have become through custom so interwoven in the social life that it is impossible to do without them, are facts which must be enlarged on whenever adverse criticism appears.



BASKET OF SPRING FLOWERS.

Tulips, Daffodils and Narcissi.

CHRYSANTHEMUMS

Spring Care.

The chrysanthemum requires considerable attention at this time, the most important parts of the work in this connection being the working along of the young plants and the propagation of enough stock to fill the need of the plantings for the coming season. The month of April may be called the most particular time for propagating the cuttings of a majority of the varieties for bench planting, but the grower's whole attention cannot be entirely given over to this part of the work. The early propagated stock of the exhibition and early flowering varieties now in pots must not be neglected. These should be shifted along as they need it. To get the finest blooms in their proper season, it is necessary to plant the early varieties into their permanent quarters sometime during the month of May, the earlier in the month the better. This gives them a long season to make growth and allows for the buds to be taken early in August.

Those who grow a miscellaneous lot of plants for Memorial day, and cannot devote any space to planting before June 1, can keep their plants in a good growing condition by shifting them up into 4-inch pots, then allow an inch or two of space between the pots. This will carry the plants over all right until the Memorial day rush is past, but it is better to do the potting before May 1, if possible, so that the plants can become well established

by June 1, in time for planting. If the plants are now strong and healthy in 2¼ or 2½-inch pots, they can be potted direct into 4-inch. When this is done, a little extra care in the watering is necessary to prevent the soil from souring before the roots take hold thoroughly well.

Chrysanthemum plants while in the early stages of their young growth in the pots, do not require a very rich soil. A live, fresh soil is essential to keep them in active growth, but a very rich soil has a tendency to promote a soft, long-jointed growth, which is a detriment to their well-being. Every care possible should be given by the means of careful watering, attending closely to the ventilation, maintaining a cool temperature, as well as keeping them free of insects, so as in every way to encourage a short-jointed sturdy growth.

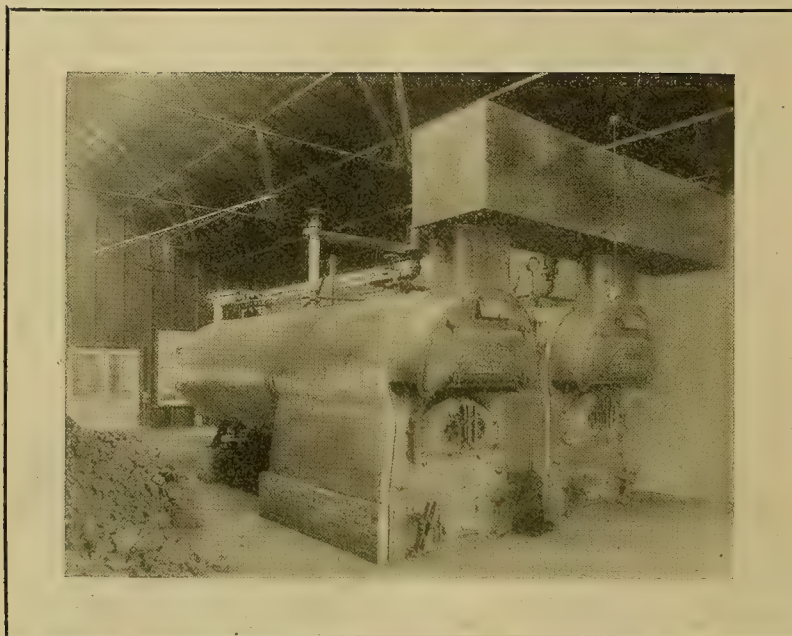
PROPAGATING.

The stock stools at this time of the year are in active growth and quickly throw up an abundance of cuttings. Advantage of this ought to be taken now, and every cutting that is wanted for the planting requirements made and put into the sand without further delay. Plants from cuttings taken now, form the bulk of the stock used for planting in the benches during June and July. It will take them all the time from now until they are needed for planting to make strong, well-established plants; it therefore becomes necessary to get all the cuttings intended for planting this season into the sand as soon as possible, and any grower that has the room, will do well to put in any surplus

cuttings he may have, especially of the standard commercial varieties, for the indications are that more chrysanthemums will be grown this year, and there is sure to be a demand for young plants when planting time comes.

of six to eight long stem sprays. Some growers allow the plants to carry more than this number, but the more sprays the plants are allowed to develop, the more bench space must be allowed each plant. A very large number of pompons are grown from

lished plants by this time. Strong plants in 4 or 5-inch pots can now be shifted into 6-inch. This size will carry them along until the first of June, when they can be given their final shift into 8 or 9-inch. For this potting they require a live, rich, soil made up of one part of well-rotted manure to three parts of good sod loam, to which can be added some coarse bone, soot and lime, according to the nature of the soil being used, but unless a grower has had experience in growing exhibition chrysanthemums in pots, it is safest to go a little slow at the start and be content with good blooms rather than go to the extreme of trying for extra fancy stock. Also, unless a grower is prepared for disappointment as well as good results, it is best to leave the growing of pot plants by the single stem method for exhibition cut bloom purposes to the expert and stick to the bench culture. There is no doubt, but that in the hands of a skilled grower, chrysanthemum blooms can be grown very much larger in pots than on the bench, but it entails considerably more trouble and takes time to learn how. New beginners who wish to try their hand at pot culture must make up their mind to pay the closest attention to the plants from start to finish, otherwise their efforts are bound to result in failure. C. W. JOHNSON.



HEATING ECONOMY RECORD BROKEN.

Boilers Supplying Vacuum System at Range of Frank Schramm, Crystal Lake, Ill.

Cuttings put in the sand now will need more shade and more frequent sprayings to keep them from wilting than those that were propagated during February and March. As long as the cuttings can be kept plump, they will root easily, but if allowed to wilt badly, rooting is much more difficult. As the cuttings become sufficiently rooted, pot them up before the roots have a chance to get hard and wirey, which they will quickly do if left in the sand very long at this time of the year when plant growth is so rapid.

It is best, when mapping out the season's planting, to arrange to work each section by itself as much as possible from start to finish. Work the early varieties along in a batch by themselves, separate from the mid-season sorts, and the same rule to apply between the mid-season and late varieties, and the pompons and singles to be kept entirely separate from any of the other types. By following this plan it is much easier to treat each section as it should be.

POMPON VARIETIES.

The pompons were good sellers last season and will be this year, having become extremely popular, but there is a tendency of the growers to plant too many of a color so near alike that flower at the same time that the buyers get tired of them. Much better returns will result by dividing the colors more evenly over the season so that there will not be such an abundance of yellow at one time, then pink, and then bronze, but supply enough of the different colors to make a variety. Cuttings of the pompons put in the sand now and topped two or three times during the growing season can be grown into large plants

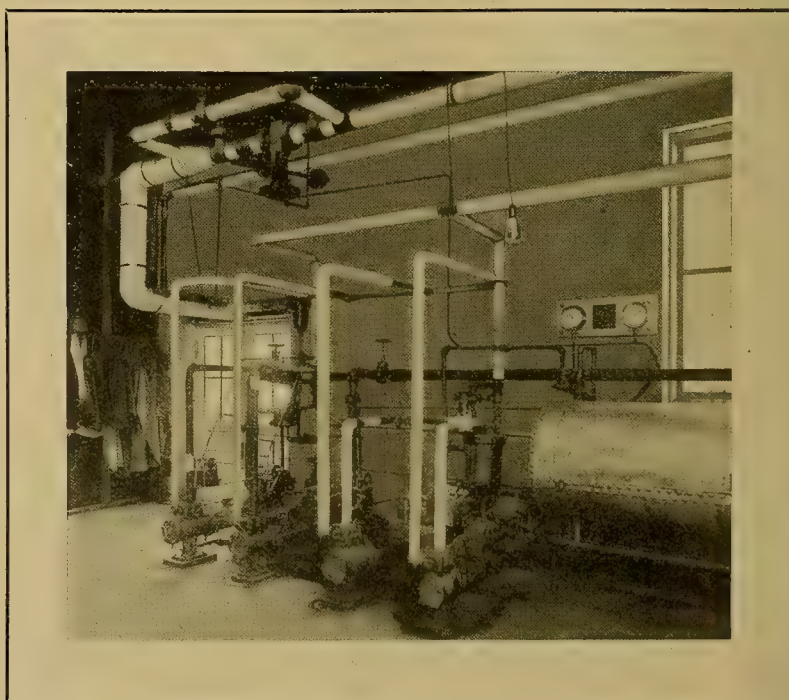
late struck cuttings, which are allowed to come up to a single spray and make nice stock for basket work where short stems can be used.

EXHIBITION AND FANCY CUT BLOOMS.

The plants to produce good results for this purpose should be well estab-

Heating Economy Record Broken.

Despite the unprecedented scarcity of fuel during the past winter, it is especially interesting to note what is believed to be a record for economy in heating at the range of Frank Schramm, Crystal Lake, Ill., well-known as a rose grower to the trade of Chicago and vicinity, who during the past year heated his entire establishment at a total cost of \$.0482 per square foot of ground, this figure covering a full 12 months supply of coal, for as is well known roses re-



HEATING ECONOMY RECORD BROKEN.

General Arrangement of Boiler Room at Range of Frank Schramm, Crystal Lake, Ill.



HEATING ECONOMY RECORD BROKEN.

Interior View of One of Frank Schramm's Greenhouses, Crystal Lake, Ill., Heated During the Past Winter At An Expense of \$.0482 Per Square Foot of Ground.



HEATING ECONOMY RECORD BROKEN.

Range of Four Foley Houses, Each 40x225 Feet, of Frank Schramm Crystal Lake, Ill., Heated During the Past Winter At An Expense of \$.0482 Per Square Foot of Ground.

quire warmth during the entire year. This exceedingly low cost is all the more remarkable when it is taken into consideration that the weather during the past winter has been the most severe in many years, and that the heating expense of many other growers was more than double the above figure. It should be added, that in figuring the area of ground covered, the service building, 35x100 feet, as well as a small lean-to were not included.

The Schramm range consists of four iron-frame houses, Foley construction, each 40x225 feet, having a ground area of 36,000 square feet, devoted to Russell and Milady, Kyle & Foerster, the well-known Chicago wholesalers, say that these roses, grown by Mr. Schramm, are among the finest they have ever handled.

The range is heated by a vacuum system, the steam being produced at about 50 pounds at the boilers and

supplied to the low pressure main at from two to five pounds through a pressure reducing valve. The low pressure main is run overhead along the center cross walk, the return main also running overhead alongside of the supply main to the vacuum pumps, which keep the system free of water of condensation and air, delivering the water to the boiler feed pumps and discharging the air into the atmosphere. All of the exhaust steam from the pumps is used again in the heating system after the oil has been extracted. The boilers and pumps are arranged in duplicate against the possibilities of a breakdown, and the pressure reducing valve as well as the various pump governors are bypassed, thus providing against any emergency. The accompanying illustrations will show the general arrangement of the apparatus in the boiler room. Mr. Schramm's residence is also heated from the same plant.

That this low unit cost is apt to stand as a record for some time to come, will be realized when the high prices florists in general had to pay for coal of an inferior quality is considered. Mr. Schramm's experience in this respect was certainly no more favorable than that of hundreds of others, for he paid an average price of \$6 per ton for various kinds of Illinois coal, far inferior in quality to the fuel he is accustomed to using.

It may be mentioned that Mr. Schramm's heating equipment, which was designed and installed by the Foley Greenhouse Manufacturing Co., Chicago, is similar to that used in large office buildings, hotels or any other plant designed for efficiency. A trip to Mr. Schramm's place is well worth anyone's while, as he not only has a model heating plant, but one of the most up-to-date ranges of glass in the United States.

Does College Education Pay?

Paper by Carl Reust, student in floriculture, University of Illinois, read at the annual meeting of the Illinois State Florists' Association, Urbana, March 5-6, 1918.

Personally, I believe that I am expressing the consensus of opinion of college graduates when I sum up my answer to the above question by saying:

First, a college education teaches us that we know but little, and even after that four years of work, there is still much to learn.

Second, a college education gives us an appreciation of the finer things of life—art, music, literature and nature.

Third, a college education teaches us the fundamentals of science and the application of scientific principles to our chosen occupation.

Fourth, a college education brings to us a conception of our relations to our fellow men. It gives us confidence in ourselves, so that we can take the initiative; but it also teaches how to live with others, so that we can obey as well as command.

More specifically, we feel that we receive a training which will make us better florists. Not only will the work of the florist be of greater interest to us, but, because of this interest in the work, we will continue to study and grow and become more proficient. The florists' business is the result of a gradual development during 20 years. A working knowledge of the business may be acquired either by experience or by serving an apprenticeship. Either method is long and expensive. The wholesale florist grows highly specialized crops; the retail florist must be able to grow a large variety of plants and flowers. He must be able to make designs, corsage bouquets and plan decorations. Besides this, a knowledge of landscaping is often required.

To make a long story short, the student is to learn in four years what 20 years' experience has taught others. Four years of college work cannot teach us all these things, but it does teach us very much of that which florists have learned in 20 years' experience.

A university education will enable us to become better florists for another reason. In college we learn the principles underlying the various phases of our business. These phases may be classed into two groups: First, the production of plants. Second, the selling of the plants. In order to produce flowers and plants of high quality, it is necessary to know something about the reproduction or propagation of plants, things or factors affecting the growth of plants, spraying and fumigation and plant breeding.

PROPAGATION.

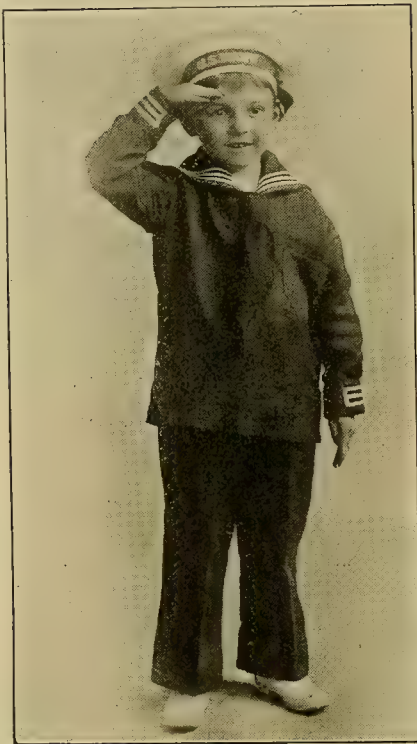
Plants may be reproduced first of all by seeds. We are taught that in order to germinate, seeds require heat, moisture and oxygen. And we are taught why these three things are necessary. In our laboratories we observe the effect of heat upon seeds in a wet and in a dry condition and immediately realize why it is necessary to store seeds in a dry, cool place.

Cutting is another means of propagation. We learn that we can cut down the evaporation, first, by trimming down the leaf surface, and, second, by increasing the humidity. Grafting is a means of propagation much used for roses. Our knowledge of the structure of the stem tells us it is necessary to get the outer por-

tions of the stem together, for that is the zone of growth.

GROWTH.

Growth of plants is influenced by five factors: Water, light, fertility of the soil, air, and heat. Water is needed, for if a plant is in a wilted condition, no growth can take place. It is also a solvent for food materials contained in the soil. Light has two main effects upon plant growth; the presence of light retards plant growth, its absence causes an elongation of the stem. Heat has a similar effect; a high temperature produces a rapid



John Thorpe Embleton.

Patriotic Great-Grandson of Late John Thorpe
Five Years Old and 100 Per Cent Loyal.

soft growth, while a low temperature causes a slow and sturdy growth.

FERTILIZERS AND VENTILATION.

Fertilizers of different kinds produce different effects. For example, one rich in nitrogen causes a rapid growth. Phosphorus, in some cases, increases the yield of blooms.

Fresh air is needed to supply carbon-dioxide. Two other reasons for ventilation are the control of temperature and humidity.

DISEASES.

We may be able to furnish the right conditions for growth and yet partially fail. At certain times it becomes necessary to combat diseases and insects. A knowledge of the life history of a disease or an insect will enable one to fight it more successfully. In order to use fungicides and insecticides intelligently, it is well to know how they affect the plant as well as the insect.

If a person intends to do plant breeding, it is well to know the structure of the flower, the purpose of the pollen and a few simple laws governing the inheritance of character.

Besides being able to produce good plants, one must be able to sell them. During your four years in the university we meet many people and have a good chance to study human nature.

This enables one to talk to and treat people as they demand.

One more advantage may be mentioned, and that is, one learns to read intelligently the literature pertaining to plant growing, and can thus profit by the experiences of others.

John Thorpe Embleton, Patriot.

We present herewith a portrait of John Thorpe Embleton, great grandson of the late John Thorpe, first president of the Society of American Florists, elected at the Cincinnati convention in 1885 and re-elected in 1886. Little John lays undisputed claim to belonging to a patriotic family, his father having three brothers, two brothers-in-law and five nephews at the front "somewhere over there," and another brother will leave next month.

Credit Based on War Conditions.

ED. AMERICAN FLORIST:

There are notices being sent out from wholesale houses in some growing centers that credit will not be extended, in some cases, longer than 10 days; or a notice sent on the 15th must be paid by the 25th, and a notice on the 1st must be paid by the 10th. In reply to this attitude on the part of these wholesalers, I will take this occasion to express my views.

The credit system in America has been based on payment in 30 days or the 1st of the following month. Now, a large majority of the retail florists sell to a class of trade that will not be pushed, and it is not practical or possible in some cases for the florists to pay bills twice a month and be able to collect only once a month. According to this rule, the only florists who survive will be the wealthy ones, who are comparatively few, or those who sell for cash only, who are fewer still.

I have noticed a tendency on the part of some wholesalers to take advantage of the present war conditions and the fact that practically all stock raised can readily be disposed of, and are making this felt by the customers who have been trading with them for years and paying their bills regularly, many times submitting to losses and inconveniences without complaint, realizing that the shipper has troubles, also, during these times of labor shortage, scarcity of coal, etc.

If the wholesalers have been losing money on bad accounts, why not weed out the bad accounts by closing them at once and not let them run at all? Or, if they cannot afford to do a credit business, go into it on a cash basis only? "Credit" is until the 1st of the month—less time is a "nuisance." These war conditions may not last for all time, and it is my prediction that there will be a good many wholesalers who will be needing business after it is over, and a good deal of explanation will then be forthcoming.

I do not presume to think that there will be a change of policy on account of my opinion, but I feel that as president of the Texas State Association of Florists I should make this protest in behalf of the reliable retail florists of this state, whether any notice is given my protest or not. But it may, in its small way, help to stop the tendency of some wholesale concerns to combine in the effort to force severe terms on reliable retail florists.

The immense increase in the growing facilities of the west and southwest has been very largely due to the fact that the large growers were tak-

ing advantage of almost a monopoly and shipping pickled and forced stock during the holidays and rush seasons, and such moves as these may be only blessings in disguise. For, rather than submit, many will turn their establishments more to cut flower growing and become more independent of the wholesaler.

Notices from some florists have come to Baker Bros. Co., of which I am a member, as to our order, which has been standing with them for several years without a break. This is my answer to such: "You may continue our order until the time you consider it necessary to ship us C. O. D., at which time please stop shipments and notify us, so that we may order else where."

I would like to hear from some other retailers, or wholesaler either, as to their opinion on this matter.

W. J. BAKER,
President Texas Florists' Assn.

Plant Pests and Diseases.

The lecture of Prof. J. C. Saunders, state zoologist of Pennsylvania, given before the Florists' Club of Philadelphia at its April meeting was full of valuable information in reference to insect pests and methods for their destruction. The numerous colored pictures thrown on the screen showed so many worms, insects, scale and fungous diseases dangerous to plant life that it appeared wonderful that anything that grew in the earth survived.

Prof. Saunders stated that 80 per cent of the insects and diseases which had caused the most damage in this country had been imported before the rigid inspection of the department of agriculture now in force had been inaugurated. The San Jose scale and the gypsy and tussock moth, chestnut blight and citrus canker were cited, the gypsy moth having cost the state of Massachusetts over \$14,000,000, and it was even now only being held in check and is not entirely eradicated. The professor stated that the reason foreign pests increased so rapidly here was that the insects that devoured and kept them in check abroad were—unfortunately—not imported with them. In some instances they had been collected and brought over and were doing excellent work in certain sections in preventing any increase.

The poplar canker is fast spreading on the Lombardy poplar; the only remedy is to cut down and burn. The white pine blister is another fungoid disease that is contagious, and is carried by the barberry, currants and gooseberries. A Japanese flower beetle which is very destructive to flowers is imported in the grub stage in the soil about plants of iris.

The European mole cricket, a very destructive insect, comes in the earth around plants. The European earwig, which attacks the foliage of dahlias, is another bad pest. The white grub which is so injurious to young roses in the houses or out of doors is nearly always to be found in an old pasture where there is good sod. To plant in such a field, when first turned over, invites disaster, as one grub to the square foot of surface is about the average.

The cutworm group, of which there are hundreds of species, are most destructive. They work at night, the eggs being laid by the owl moth, which flies at night; they hide during the day. A sure cure is to cover the ground, just before plants are set out, with a thin scattering of poisoned bran

mash. This is made with 25 pounds of bran and one-half pound of Paris green. This should be thoroughly mixed dry, then wet with water, and one quart of syrup to sweeten. Mix into a crumbly mass that will scatter well. The juice of four lemons should be added, which keeps off the birds. This rids the ground effectually of cutworms. Carbon bisulphide put in the holes of the borers found in dahlias will kill them.

GREENHOUSE INSECTS.

The chrysanthemum leaf mite is held in check with "Black Leaf 40," one part to 200 parts of water, and soap, which makes it mix and stick better. Smoking the houses twice a week with nicotine is also a good preventative. The red spider, it was stated, is not an insect, as it has only four legs, while all insects have six. Powdered sulphur is the best remedy for the spider, but the finest grain should be used, that which would pass through a 200-mesh being most effective. Dry sulphur does not hurt plants; in fact, sulphur has been found to be a good fertilizer.

The cyaniding of palms, which was said to be sure death to scale, was a very interesting topic. A tight and dark compartment, with the door to fit tightly like that of a refrigerator, is necessary. One 4x4x6½ feet in height contains about 100 cubic feet of space. Plants can be packed here closely together. For this space one-quarter ounce of cyanide in water is sufficient. Palms, rubbers, cycas, etc., will stand this treatment without damage. The foliage must be dry, and if treated during the day the plants should be placed in the dark for a couple of hours before being gassed, when they will close their pores, which prevents any absorption of the gas. In a day or two afterward a good, sharp hosing will remove all the dead scale. If a whole house is being treated, it should be commenced at one end and continued through, the cleaned plants being placed together as fast as the work is completed. After this treatment the plants should be absolutely clean, and if other plants containing scale are not placed with them they should remain so.

Sow bugs are products of wooden tables. Concrete and cinders are generally free of them. They will collect under carrots cut up and hollowed out and can then be destroyed. Arsenic and sugar will also often tempt them.

K.

Financial History.

The credit of the United States was so high and unquestionable that in 1900, two years after the war with Spain, two per cent bonds were offered at par and oversubscribed. This is a financial performance no other nation has ever equaled. United States four per cent bonds in 1888 sold as high as 130 and in 1901 brought 139½ in the open market.

The United States has never defaulted in any of its obligations. Not one of its bondholders has ever lost a cent of principal or interest except those who have voluntarily taken losses by selling their bonds in a period of temporary price depression. One hundred cents on the dollar, principal and interest, has the United States always paid.

Back of the approximated \$250,000,000,000 of national resources stands the rugged honesty of America. Liberty Loan bonds are the safest security in the world.

National Publicity for Flowers.

President C. H. Totty has appointed S. A. Anderson, Buffalo, N. Y., to fill the vacancy on the publicity committee occasioned through the death of Joseph Heacock.

The promotion bureau has sent out another broadside featuring the direct aid publicity service provided by means of newspaper cuts, glass signs, transfer signs, lantern slides for use in the "movies," the booklet "Say It With Flowers" and stickers for use on envelopes, boxes, etc. All orders for newspaper electrotypes are filled the same day as received, so that anyone requiring the electrotype featuring the Mothers' day advertisement may by ordering immediately be assured of receiving it in ample time for use.

From the newspaper clippings reaching the promotion bureau from various sources it is evident that the newspaper electrotype for Easter was largely used, thus linking up splendidly with the campaign advertisements in the Woman's Home Companion and the Literary Digest, which together go into nearly 2,000,000 homes of the better class. Reports from florists received from many sections of the country indicate that the good influence of the campaign advertising was felt in the Easter business, and the committees are being congratulated upon the general excellence of their work. "Keep it up" is the general recommendation of the trade, and with the help very reasonably expected, it will be kept up. But the fund must be kept up too. The ammunition must be in the treasury—not merely on paper. Every dollar is judiciously expended on the object for which it is subscribed, and there is use for twice as much as is already recorded, and more.

The promotion bureau has published a list of the names of all subscribers to the campaign fund, with the amounts of their subscriptions. Any florist who has not already subscribed should write for a copy and see what his neighbor is doing—perhaps the observation may lead to his determination of the amount he would like to subscribe. The amounts are purely voluntary—there is no dictation, no criticism. It is a matter of what one can afford, or what one's business will stand; and, as has been pointed out before, a subscription is really an investment, and should be considered as such.

It should be borne in mind that it is not the purpose of the publicity campaign to merely boom business for "special days." While special days are, of course, featured, the prime object of the movement is to increase the daily demand for flowers, to make their use general rather than exceptional, and a necessity in the home.

Many wholesale houses have ordered small stocks of the glass signs, which they will distribute in their different sections at the regular cost—\$1.50 each. Every retail florist in the land should display at least one sign in his window. Its appeal "Say It With Flowers" will become the stronger the more it is used. Many millions of people every day will be attracted by the message thus generally conveyed, and its good effect will be so large as to be incalculable. The design of the slogan is readily connected with its counterpart in the magazine advertisements, so that its purpose is instantly brought to mind.

JOHN YOUNG, Sec'y.

Cottage Gardens Nurs. Increase Capital.

The Cottage Gardens Nurseries, Inc., Eureka, Calif., Charles Willis Ward, president, make the announcement that owing to the great demand caused by the war blocking importations from European countries, it has become necessary to add to the facilities in the way of additional buildings and installing proper equipment for handling an increased propagation of stock in order to prepare for a large future demand for the firm's products and have decided to place upon the market paid-up treasury stock of a par value of \$85,000, which will be offered to florists and nurserymen of America.

In a prospectus which accompanies the announcement, the holdings of the Cottage Gardens Nurseries include the Eden Nurseries of 66 acres, the Cottage Gardens bulb farms of 520 acres and the Cottage Gardens Jersey farms with an area of 232 acres, the combined annual output being given as \$515,000. The sale of products commenced October 1, 1917, and for October, November and December are said to be approximately \$30,000. Sales for the present winter it is estimated will be between \$50,000 and \$60,000; for the winter of 1918-1919, about \$150,000, and for the following year it is figured the total sales will reach between \$250,000 and \$300,000. The value of all land and improvements at cost with depreciation written off, is stated to be \$323,455.76; personal property, including all goods in course of manufacture, cattle, tools and machinery, \$388,157; total assets, \$711,612.76.

The officers of the concern are Charles Willis Ward, president; Wm. De Graaff, vice-president; E. C. Kraft, secretary-treasurer; W. B. Clark, sales manager. As announced in our issue of April 6, page 577, the well-known horticultural supply house of McHutchison & Co., New York, will be selling agents for all territory east of the Rocky mountains, while De Graaff Bros., one of the prominent firms of bulb growers, with headquarters at Leiden, Holland, will act as agents in that country.

Coal Distribution by Zones.

The United States Fuel Administration, in co-operation with the Director General of Railroads, has announced a zone system to govern distribution of bituminous coal during the year beginning April 1, 1918. Heretofore coal has been distributed practically without regard to distance between mine and consumer. Under the zone system, coal will be distributed to consuming territory under restrictions that will avoid as far as possible waste of transportation facilities but, nevertheless, consistent with the maintenance of the greatest possible production and proper coal supply to all users.

The fuel and railroad administrations have therefore been confronted with the responsibility of deciding whether they shall knowingly be parties to this waste of transportation which, if not so wasted, could be used to carry on the war, and after conferences with producers, jobbers and consumers and with traffic and operating officials of the railroads, zones have been established so that coal supplies should be nominally derived from mines relatively near, thus insuring more equal distribution of cars to the mines and more steady employment of mine labor. In addition the saving will in transportation alone provide for the possible retention of something like 5,000,000 tons of coal for the eastern states which have heretofore gone west by rail. It will thus be able to eliminate the movement of more than 2,000,000 tons of Pocahontas coal to

Chicago and other western points over a haul of 600 miles. Similar comparison shows that through the movement of 550,000 tons annually from the Kanawha districts to Wisconsin points can be saved about 2,500,000 car miles. On the movement from southeastern Kentucky to Chicago, about 800,000 car miles and 50,000 tons production will be saved.

Heretofore many of the mines in many of the producing districts throughout the country have been unable to keep up their production in the summer months because of the decreased demand for their product. Under the zone system these producing districts have been allotted consuming territory which will demand a large increase in production. Thus coal which has long been available, but not used, will be added to the aggregate supply for the country as a whole. Consumers in these zones must fill their bins during the coming summer and keep these mines running every day of the week if these zones are to avoid serious coal shortage next winter.

The fuel administration will issue permits for the shipment of coal for special purposes to points outside of the zone in which the particular coal desired originates. The zones apply only to bituminous and cannel coals and do not apply to anthracite coal or coke. Embargoes under this zoning plan are effective April 1.

The United States fuel administration, under date of March 22, 1918, has issued Publication No. 21, entitled, "Zone System of the Distribution of Bituminous Coal," which will be supplied upon request and which covers the matter in detail, including limitations imposed under the zone system and showing the producing districts for the various states.

Boston.

STOCK PLentiful BUT DEMAND LIMITED.

Dull, gloomy weather, and the loan drive on, has slowed up business everywhere. Although flowers are quite plentiful and reasonable, they are moving very slowly. Carnations are quoted at \$1.50 to \$4 a hundred; roses, \$1.50 to \$16; iris, \$1 to \$1.50 a dozen; sweet peas \$1 and \$1.50 a hundred; Easter lilies \$3 to \$10. Spring flowers are scarce and command good prices.

NOTES.

Wm. Nicholson, of Framingham, is cutting a good grade of snapdragons, myosotis, gypsophilas, yellow marguerites and a large assortment of fancy carnations. He is also making a specialty of the Godfrey calla.

Trade has been rather quiet at Welch Bros. Co's. store. Although the help seem to be on the jump, and a large number of orders are being shipped, they are small in comparison with other weeks.

B. A. Snyder & Co. report business fair and are entirely satisfied the way orders are arriving considering the condition of the weather and all the war drives that are on.

Harry Quint has just finished remodeling his store on Boylston street and now possesses one of the most attractive places of its kind in the city.

Joseph Dow, buyer for Thomas Galvin, Inc., is ill with a severe cold. His place is being looked after by Gene Sullivan.

H. M. Vose is still cutting large quantities of Golden Spurs, Victoria jonquils and Lorraine and Flamingo tulips.

John J. Fee is still at home with a severe cold. The trade sends best wishes for a speedy recovery.

Albert Hudson, salesman for Wm. Elliott, has been ill and his place has been filled by the latter. S. K. G.

San Francisco.

BUSINESS EXCEEDS EXPECTATIONS.

The Easter just past came up to expectations in nearly every respect. The stock of flowering plants was very large, and none of the stores had to complain of a lack of seasonable stock. As is usual, roses had first call and sold wonderfully well. Lady Gay, Hiawatha and Dorothy Perkins met with most favor from the public, and great quantities were disposed of. Prices ranged about the same as in former years, but during the afternoon of Easter Sunday there was a tendency among a few of the stores to clean out at lower figures than were first asked. The supply of lilies in pots was very heavy; in fact, they were much more plentiful than was the case last year. Prices varied according to the quality of the stock offered, but good long lilies brought very good prices. A very large number of short-stemmed pots were available and sold well. Azaleas were not very much in evidence, and what few were offered sold in a satisfactory way. Pink Pearl rhododendron plants were in fairly large supply and moved satisfactorily. Various other seasonable Easter plants were to be had and sold in large quantities. The supply of cut flowers was large enough for all demands. A large cut of American Beauties were in and sold in fine shape. Ophelia, Hadley, Radiance and other varieties of standard sorts cleaned up well. Carnations were not in such oversupply and prices stiffened considerably. White varieties sold the best, being chiefly used in church decorations. Orchids were more numerous than for some time past and met with their usual steady sale. There was hardly any lily of the valley, and gardenias were in full supply. Bulbous stock was to be seen everywhere, and fairly good figures were obtained for it. Hyacinths were the best sellers in this class of flowers. From now on it is expected that bulbous stock will not be so plentiful, as Easter disposed of most stock that was being held back. Violets were to be had in large quantities. Fruit blossoms sold well, especially the bright colors, and were largely used in decorations. Never were sweet peas as numerous at this time of the year as was the case this Easter. All the best winter-flowering Spencers could be had in large quantities and cleaned up very good. It is the opinion of the trade that, considering the conditions now prevailing, the Easter trade may be said to be satisfactory in every way. The shipping demand was excellent, and great quantities of cut flowers and flowering plants were shipped out of the city.

NOTES.

P. Vincent Matraia, manager of the Art Floral Co., on Powell street, says his Easter trade ran ahead of last year. He cleaned up everything, and had to use several more motor cars in addition to the two the firm employ in delivering orders. The decorative work of T. W. Williams and P. Rosaia was greatly admired throughout Easter week.

Pelicano, Rossi & Co. report the best Easter business in the firm's history. The entire force worked day night for several days preceding Easter to take care of their large trade. As usual, roses in pots had the preference over all other flowering plants, and they disposed of their entire supply.

The California State Floral Society will hold its annual spring flower show April 12. It is not planned to charge any admission fee this year. The usual display of spring flowers will be had, and the public is cordially invited to be guests of the society on that day.

Henry Goertzchain is pleased over the results of his first Easter trade in his new store at Redwood City. The heaviest demand was for pot plants.

The pot plants handled by the MacRorie-McLaren Co. this Easter came in for much favorable comment. The ericas, rhododendrons and azaleas were grand stock. Superintendent McDonald of the company's greenhouses at San Mateo, where all this fine stock was grown, can certainly feel satisfied with the result of his work. He never turned out better stock than this year, and that is saying a great deal. They say the shipping trade was fully up to expectations.

Podesta & Baldocchi made one of the most elaborate displays of pot plants that we have seen for years. Their large store was a perfect bower of beauty, and the heavy business transacted taxed the resources of the firm to the utmost. They found the baby ramblers to sell best in pot plants. In cut flowers, the heaviest call was for American Beauties, Russells and catleyas.

Martin Poss, proprietor of the Floral City Greenhouse, at San Mateo, is now busily engaged in shipping young carnation plants. He grows many thousands of these every year. He says he is enjoying a very excellent spring trade, his only drawback being the scarcity of experienced help. This may also be said to be the case with every commercial establishment in this vicinity.

Hayashi Bros.' nursery supplied a large quantity of the Easter plants used by the florists this year. Their stock was large and varied. The supply of Easter lilies was very large and in just the right size for the buying public. The firm expects to continue to grow only the very best quality of plants the next season, and on a larger scale.

G. Rossi & Co., on Geary street, report the heaviest Easter trade in years. They were prepared for it, and handled an immense quantity of flowers and greens. The trade in pot stock was also large, and all of it was produced at their own nursery. They say the call for fruit blossoms is strong, and shipping keeps up in a satisfactory way.

Eric James, the prominent plant specialist of Elmhurst, is being complimented upon the fine quality of the stock he had to offer the trade this Easter. His perfectly grown specimens of pot roses were a revelation to many. He reports that his trade, both in this city and his shipping business, was the largest yet experienced.

F. C. Jaeger & Son's store presented a fine appearance during Easter week. They featured pot roses largely, and a heavy trade was done, and they are well pleased with the amount of business handled. They are also going to enlarge the scope of the business so as to include landscape engineering in all its branches.

The E. W. McLellan Co. is now sending a fine cut of Russell and American Beauty roses. The quality being received would be difficult to excel. Manager J. A. Axell says the shipping trade of the company this Easter was the heaviest ever experienced, and more cut stock could have handled if obtainable.

Emil Serveau, of Fillmore street, has been quite ill at his home in Redwood City for several weeks past. His son, Albert, who is now manager of the Fillmore street store, is greatly elated over the volume of the Easter trade. He says it was fully 25 per cent greater than last year.

The unexpected frost of last week destroyed many thousands of bedding plants of the H. Nagato nursery. Nagato grows largely of this class of plants for the seed houses, and his loss is a severe one.

Frank Mills, of Palo Alto, says shipping trade was unusually good. Local demand was also ahead of expectations.

G. N.

OBITUARY.

Henry F. Michell.

The trade of Philadelphia has lost its first soldier member in the death of Henry F. Michell, son of Frederick J. Michell, of the firm of Henry F. Michell Co., who died from drowning while at the French front, April 7. The official telegram to his father read: "Your son, Harry, died from drowning in line of duty, April 7." Mr. Michell was 22 years old and enlisted last July in Company D of the 19th Railway Engineer Corps. He went to France almost immediately. He is supposed to have been fighting with the American engineers that gave the Germans such a battle in the recent drive near St. Quentin, where he might have met his death by drowning as an engineer in bridge building.

Mr. Michell was born in Philadelphia, June 15, 1895. On graduating from the public school he studied scientific agriculture for two years at Pennsylvania State College. Since arriving in France, he wrote frequent letters home. The last his parents heard from him was a letter received March 26 in which he hoped that he would soon be sent "over the top."

Henry F. Michell said of his nephew and namesake that he was a bright, energetic boy of great promise. At his home in Ridley Park, he was a great favorite socially, and at once on news of his death, subscriptions were started to raise a sum for a monument to be erected to his memory in the public square. He was a member of the Florist Club of Philadelphia and several college fraternities. His father and mother, F. J. Michell, Jr., an older brother, Frank, his twin brother, who is awaiting the call to active service, and four sisters, one of whom is married to Leo Niessen, survive him.

Elmer Sigwalt.

Elmer Sigwalt, of Arlington Heights, Ill., died Tuesday morning, April 16, following an illness of four weeks at the age of 40 years. He was born at Long Grove, Ill., and started in the florist business at Arlington Heights about 12 years ago, having a good sized range devoted principally to carnations and chrysanthemums, the output of which was consigned entirely to the Chicago market. Mr. Sigwalt was well-known among the growers and wholesale men who speak very highly of him and are grieved to hear of his sudden death. He was a stockholder of the Chicago Flower Growers' Association, member of the Chicago Florists' Club and justicé of the peace in his village. The funeral was held, April 18, from the home with services at the Evangelical church at Arlington Heights and interment at Long Grove cemetery. The trade was well represented at the funeral, especially among the growers and wholesale men and the floral offerings were many and beautiful. He leaves a wife and three children, Virginia, Elmer and Jane.

John Lemke.

John Lemke, well-known grower of violets and pansies, died at his home at Park Ridge, Ill., April 13, from pneumonia after an illness of five weeks. He was 68 years old and started in the growing business in 1889 with his brother, William, who built a range of his own in 1891. He shipped his stock to the Chicago market and was one of the few growers in the vicinity who made a success of violets. He was well thought of and had a host of friends who were either

represented in person or by a floral token at the funeral held from the home the following Tuesday with interment at the Town of Main cemetery. He is survived by a wife, a daughter, Mary, two sisters, Deering Lemke and Mrs. Chris Erhardt and two brothers, William and Fred.

Peter Barker.

Peter Barker, for a number of years foreman in the Boston park department, died at his late residence in Jamaica Plain, April 15. He had suffered some time from diabetes and was recovering from a recent attack of pleurisy, when tempted outdoors by the fine weather of Eastern Sunday, he caught a chill which resulted in fatal pneumonia.

Mr. Barker was born at Carrickfergus, near Belfast, Ireland, in 1867 and educated in the national schools of that country. Coming from a family of noted horticulturists, he acquired a practical knowledge of the business under his father at Magheramorne House and came to the United States in 1887, locating at Manchester, N. H. Later, he moved to Boston, where he was employed in various private and commercial places, including the Brighton plant of William H. Elliott. He was a good gardener, popular with his associates and esteemed by his employers for his honesty and devotion to duty. He was a member of the Knights of Columbus and active in the work of that body for the welfare of the men at the front and in the camps. He was devoted to his family, Rosita, a girl, 23, and Lawrence, 21 years of age. Mrs. Barker died 18 years ago. Two brothers also survive, James, of Rome, N. Y., and Michael, of Chicago. The funeral services were at St. Thomas' church, April 18.

Mrs. Louise M. Smith.

The announcement of the death of Mrs. Louise M. Smith, wife of the well-known wholesaler of Cleveland, O., and at the time of her demise secretary of the Ladies' Society of American Florists, is received by a wide circle of friends, to whom her amiable disposition endeared her, with profound regret. Mrs. Smith was elected to office in the women's national society at the New York convention in August, 1917, and was also well-known as one of the organizers, and for several years served as president of the Cleveland Women's Florist Club. Surviving are her husband and three sons. The many beautiful floral offerings that covered her last resting place in Lake View cemetery show the high esteem in which she was held, a tribute to her high character, open-heartedness and loyal friendship.

NEW BEDFORD, MASS.—Fred C. Covill has discontinued business at 610 Pleasant street.

NEW ALBANY, IND.—Local florists will be required to pay an increase of 15 per cent in water rates, following a recent ruling of the public service commission.

KANSAS CITY, MO.—Samuel Murray reports Easter business slightly below that of last year in volume of sales with prices about the same. Stock in all lines was equal to requirements. Azaleas, hydrangeas and bulbous stock led the demand in pot plants. The street car strike tied up business to a serious extent, although the number of orders was nearly equal to last year. A splendid showing of rhododendrons was a noticeable feature of the fine stock offered patrons of this up-to-date establishment.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time. Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO.

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PAPER BOX prices have advanced again.

SOME Chicago real estate operators instead of donating ground to war gardeners, who would keep the weeds destroyed, are demanding a rental for small vacant lots to be used for this purpose.

F. T. D. Emblem Competition Closed.

Referring to the announcement extending the closing time of the emblem competition of the Florists' Telegraph Delivery to May 1, mention of which was made in last week's issue, page 630, we are in receipt of the following communication from F. C. W. Brown, Cleveland, O., chairman of the emblem committee:

"ED. AMERICAN FLORIST:

"Your letter received, acquainting me as chairman of the F. T. D. emblem committee, of the ruling of the postoffice authorities in connection with our action in extending the closing time of the competition to May 1, and in view of this unintentional violation of the law governing such matters the original closing time, March 1, will be adhered to."

Chrysanthemum Society of America.

SPECIAL PRIZES.

A number of special prizes have been offered in special classes, in addition to the regular schedule of the Chrysanthemum Society of America for the annual exhibition and meeting of that organization to be held in conjunction with the American Institute of the City of New York, November 6-8. Among the donors of special prizes are the following, the awards consisting of cash and silver cups: President Wm. W. Vert, Greenwich, Conn.; Chas. H. Totty Co., Madison, N. J.; E. G. Hill Co., Richmond, Ind.; Elmer D. Smith & Co., Adrian, Mich.; A. N. Pierson, Inc., Cromwell, Conn.; Henry A. Dreer, Inc., Philadelphia, Pa.; Hitchings & Co., New York; Foley Greenhouse Manufacturing Co., Chicago; Stumpp & Walter Co., New York; H. E. Converse, Marion, Mass. The special classes so far announced are 14 in number being designated alphabetically, A to N. Further information regarding the meeting and the schedule may be had by addressing the secretary, Charles W. Johnson, 2242 West 109th street, Chicago.

American Dahlia Society.

EXECUTIVE COMMITTEE MEETING.

On April 11, the executive committee of the American Dahlia Society held a meeting at the Grand hotel, New York, at which the following were present: President R. Vincent, Jr., George W. Kerr, James Duthie, George S. Stillman, I. S. Hendrickson, P. W. Popp, Mr. Phillips, J. J. Lane, Jos. H. Sperry and J. Austin Shaw. Richard Vincent, Jr., presided, and J. J. Lane was appointed secretary pro tem. In very touching words President Vincent referred to the passing of J. Harrison Dick, who had so efficiently acted as secretary of the society up to the time of his death. A testimonial was read, and it was duly moved that suitable resolutions be transmitted to Mrs. Dick. F. R. Austin, treasurer, reported the current balance, which was found very encouraging. To fill the place of Mr. Dick as secretary for the balance of the term, Jasper R. Lewis, 736 Riverside drive, New York, was elected.

A letter from Fottler, Fiske, Rawson Co., Boston, Mass., was read offering a prize of \$10 for the Boston show. Mr. Phillips also offered \$20 for life membership in the society, and P. W. Popp offered a prize of a \$5 cut glass vase for a vase of mixed dahlias of any or all types. It was decided to hold another meeting of the executive committee May 16, the second anniversary of the founding of the society.

J. R. LEWIS, Sec'y.

Third Liberty Loan.

ENLIST YOUR DOLLARS FOR PERIOD OF WAR.

Again the American people have the privilege of lending their money, their savings, to their government for the purpose of making the lives and liberties of every American safe, and of securing the lives and liberties of the gallant nations which fight with us.

These bonds bear 4½ per cent interest. They are exempt from all federal, state and local taxation, except the federal super-income taxes and inheritance taxes. They are due 10 years after their date. They are the safest investment in the world, and they bear a rate of interest adequately and gen-

erously remunerative. The money derived from these bonds will be used to supply our soldiers and sailors with the food, clothing, guns, ammunition and other essentials which they must have if they are to win this war; to pay the wages of labor of those who are engaged in manufacturing these essential supplies; to pay for the raw materials and the farm products and the countless other things that enter into the war programme of a great nation.

We must not, we cannot consider the purchase of government bonds as a purely commercial or business transaction. War is not business, although the nation's business now is war. War is the death struggle for the principles and ideals for which a nation fights. Business must be adjusted to war and every ordinary rule of business must be modified, altered or discarded, if necessary, to meet the supreme need of the nation in such a time. National necessity is the supreme law of war, and the first duty of every citizen is to subordinate himself and every interest to that supreme necessity.

To lend one's money on safe security is, at best, a small contribution compared with the sacrifice the dying soldier makes, the sacrifice the widow makes, the sacrifice the mother and father of a dead hero make. Patriotism must at all times be the main-spring of action, not only in the purchase of bonds, but in every other thing the good citizen does in the support of his government in time of war.

W. G. McADOO,

Secretary of the Treasury.

Parcel Post Insurance and Indemnity.

With reference to loss through delay in transit and delivery, or damage to the contents of insured packages containing seeds, cuttings, bulbs, roots, plants, cut flowers and other perishable articles of florists' stocks, forwarded by parcel post, the following information is contained in a recent communication from the Third Assistant Postmaster General:

"When parcels containing cut flowers, or other perishable articles, are spoiled as the result of a delay of at least 24 hours in transit or delivery, indemnity is paid. Indemnity is also paid in cases of outright damage to the contents of such parcels. Parcels containing articles of a perishable nature should be marked 'Perishable.'"

Supplementing the above the following regulations are embodied in Circular 3 of the post office department: "Indemnity for lost parcels is paid for the actual value within the limit of insurance. No indemnity is payable on account of mere partial damage. However, when an article, or any separate part thereof is so badly damaged as to render it wholly worthless, it is regarded as lost, provided it was packed and indorsed in accordance with postal requirements. No indemnity is paid for labor, workmanship, etc. Claims for indemnity must be filed within six months from date of mailing."

"Parcel post mail (but no other) may be insured against loss, rifling, and irreparable damage. Such mail may be insured at any post office or station thereof, or by rural carriers. The sender must fill out an insurance tag which will be furnished upon request, to be attached to the parcel. Return receipts for insured parcels may be obtained by endorsing the parcels 'Return receipt desired.'"

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By expert florist and gardener, 25 years' experience. Private or commercial place near Chicago. Married, one child. Address
Leopold Romansky,
 11829 Wallace St., Chicago.

Situation Wanted—Horticulturist, agriculturist, head gardener, superintendent private estates; Denver, Colorado, preferred; landscape architect, gardener, all branches; experienced, practical, single man; references. Address
Key 894, Care American Florist.

Help Wanted—Willing worker for store, one who can wait on trade, get the prices, know the value of flowers, write plain, be polite, make artistic corsages and bunches. Paid every Saturday evening when the hands on the clock are straight up and down. Gentleman or lady. Answer with reference and salary. Will wire acceptance.

W. G. Matthews, Florist,
 Dayton, Ohio.

Help Wanted—Stenographers and typewriters, men and women, for departments at offices at Washington, D. C. Entrance salary \$1,000—\$1,200. Applicants must be at least 18 years of age. For further information and application blanks address **United States Civil Service Commission,** Washington, D. C., or local boards of examiners.

Help Wanted—Storeman to manage floral department in a large department store. One who has had such experience preferred. Wages \$20.00 per week. Reference required. Apply
J. S. Wilson Floral Co.,
 Des Moines, Ia.

Help Wanted—At once, good grower of potted plants. Must be able to take charge of 8000 feet of glass and know how to fill window boxes. Salary \$20.00 per week. **F. J. Munzing,** 6101 Broadway, Chicago. Phone Edge-water 1004.

Help Wanted—Apprentices for orchids, roses and pot plant department.
Poehlmann Bros. Co.,
 Morton Grove, Ill.

For Sale—A good air motor windmill with tank; both in good condition. Address **3744 N. Lamon Ave., Chicago.**

For Sale—Heating system for three greenhouses, except boilers. Houses 22x100. Call on
O. W. Farley, Administration Bldg.,
 Zion City, Ill.

For Sale or Rent—Eleven greenhouses, five acres of land and orchard at Ridge and Washington avenues, Wilmette. For further particulars call on or write to
John Felke,
 716 Ridge Ave., Wilmette, Ill.

For Sale—Handsome McCray refrigerator, 6 ft. high, 7 ft. long, 2½ ft. deep. Has never been used. Cost \$237, but will sacrifice. Will also make reasonable terms to deserving party. Call at **T. Stein's,** 1923 S. Wabash Ave., Chicago, before 9:30 a. m. or after 6 p. m.

For Sale—Greenhouses, about 20,000 feet of glass, 10 squares from Court House; city of 40,000 population; good retail and wholesale trade. Just the time for spring trade but must sell to settle estate. Liberal terms; write for particulars. **Riverside Floral Co., W. A. Richison, Admr., Muncie, Ind.**

For Sale—Retail florist store in Chicago; on north side; doing a well established cash trade. Splendid opportunity for a live young couple. Very reasonable price. Must sell quickly to settle an estate.

Mat G. Wels,
 Box 97, R. R. 1 Morton Grove, Ill.

Help Wanted

An experienced plant grower for large commercial place. Must come well recommended. State salary expected in first letter. Answer quick.

Key 889, care American Florist.

HELP WANTED

Two men experienced in general greenhouse work. Give full information in first letter including experience, references and wages desired.

IOWA STATE COLLEGE
 Horticultural Dept., Ames, Ia.

HELP WANTED

Florist and Gardener at State Institution in Middle West. Wages \$75.00 per month in addition to room. Single man preferred. Address

Key 893, care American Florist

HELP WANTED

Several experienced rose growers. Steady job all the year. Good wages to the right parties. Apply at greenhouses.

BASSETT & WASHBURN
 Hinsdale, Ill.

HELP WANTED

Rose Grower
For a firm near Chicago

Address Key 895,
Care American Florist.

For Sale or Rent

A bargain. Three large greenhouses, living, packing and salesrooms attached, with good and growing local business. Only florist in high grade North Shore Chicago suburb of 3,500 people. For terms, address

Key 888, care American Florist.

For Sale

Good paying Chicago retail store in desirable location with very little competition. Easy terms to right party. This is a chance of a lifetime. Address
Key 890, care American Florist.

For Sale

200 boxes of greenhouse glass.

PETER REINBERG
 30 East Randolph Street, CHICAGO

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
 440 S. Dearborn St., CHICAGO

Good Location for Florist IN CHICAGO

Store for rent in new building, next door to the best undertaker in Chicago. This is an ideal location and a splendid place to open a new store. Act quick.

W. A. CUNNINGHAM, 6235 to 6245 Normal Blvd., CHICAGO, ILL.

Phones: Wentworth 456-457.

An Ambitious Grower Can Better Himself

A grower capable of taking full charge of a range of 30,000 feet devoted to a general line of cut and potted stock, and who can produce results, can have a life position where his earnings will be limited only by his ability. We guarantee top market price for everything produced, so selling does not enter into the proposition.

The position pays a salary of \$150 per month, and a bonus of 10% of the net profits paid yearly.

Applicant must take full charge of production, help, etc., and manage the place as if he owned it. Send full particulars as to experience, ability, etc., with references, which will be carefully investigated before answering.

Address
Key 892, care American Florist.

Ulrich Brunner Roses

We are receiving a large supply of the celebrated **Ulrich Brunner Roses** from the range of V. Zuber & Sons, Whitestone, L. I.
All grades from number two to specials.

NICHOLAS G. PAPPAS & CO., Wholesale Florists
112 West 28th Street, Telephone Farragut 2287. NEW YORK

Pittsburgh.

TRADE GOOD WITH STOCK PLENTIFUL.

Good business characterized the past week, with stock in large supply with the exception of carnations, which seem to be off crop, and prices have advanced in consequence. Lilies are also scarce. Roses are plentiful but clean up well each day, among the offerings being some very fine Killarneys, Ophelia, Shawyer, Russell, Prima Donna, September Morn and Champ Weiland. Bulbous stock is almost over for the season, except a few tulips and daffodils that should have been in for Easter. They are, however, bringing more money than they would at that time. Sweet peas are still seen in large quantities but the quality is very poor and low prices are the rule. Violets are still on the market and the quality is good considering the lateness of the season. Yellow daisies and lily of the valley are offered in limited quantities and move well. There are a few orchids but the demand is light. American Beauty of good quality clean up well daily at fair prices, \$5 per dozen being the top figure. Preparations are now being made for a big Mothers' day trade and considerable advertising will be done. The retail florists' association is also pushing the proposition in order to promote more business.

NOTES.

Charles Caylor, chauffeur for the Pittsburgh Cut Flower Co., at Bakers-town, his wife, a 12-year old son, and Mrs. Thomas Fiol, wife of a grower for the above firm, and her 7-year-old daughter, were killed in an automobile accident at the Valencia station of the B. & O. railroad, April 13.

Two heavy snowstorms during which three inches of snow fell caused considerable damage to outdoor vegetation.

Charles Voelker, of the Arcadia Flower Shop, leaves April 21 for military training at Rochester, N. Y.

Fred Burki, who has been in California since October, has returned much improved in health.

Fort Wayne, Ind.

FUNERAL WORK HEAVY.

The fore part of last week was exceptionally cold, but the mercury rose and all of the florists report a heavy demand on Saturday and Sunday. Counter trade has been brisk, with a big call for flowers for the hospitals. The landscape departments are opening up in the various florists' establishments, with a demand for shrubs, etc., which is proving to be greater this year than ever. There is a great scarcity of cut flowers, particularly carnations. Roses are fairly plentiful, but could be better. The supply of orchids is not large. Lily of the valley and miniature roses are limited, but the demand for them is not great.

NOTES.

A Liberty loan booth has been placed in the store of the Flick Floral Co., and

is attracting many customers to purchase bonds. Miss Marguerite Flick is a member of one of the Liberty loan teams. The Flick Floral Co. has had a big demand for funeral work, and corsage work has been very active here the past week.

A. J. Lanternier had a heavy run on funeral work last week, and the store force worked hard getting out the orders, which consisted of several blankets, wreaths, and large baskets. They are receiving some fine pansy plants from their greenhouses, also a good supply of roses.

A patriotic window demonstration in the interest of the Third Liberty loan was staged here on the night of April 15, and all the retail florists out-did each other in their patriotic and floral window decorations.

The April meeting of the florists' club will be held April 24, at the store of the Flick Floral Co. The subject of advertising for Mothers' day will be discussed at this meeting.

The Doswell Floral Co. reports their landscape department very active. John Doswell has charge of this department, and has been kept busy since the season opened up.

H. K.

St. Louis.

MARKET IS INACTIVE.

The market during the past week was rather inactive, business being somewhat slow. Everybody seems to be busy with the third issue of the Liberty Loan and this has caused business to slow up somewhat. Stock of all kinds has been plentiful, with the exception of extra good quality carnations. Roses are coming in fine, particularly Russell and Ophelia. Sweet peas are coming in heavy supply and hold at fair prices. Darwin tulips are easing up somewhat. Lilies are plentiful. In calendulas, gypsophilas, etc., the market is well supplied. Greens of all kinds are equal to the demand.

CLUB MEETING.

The April meeting of the florists' club was held at the Missouri Botanical Garden with about 40 members present. The club, as an organization, voted to invest some of its funds in bonds of the Third Liberty Loan. It was also voted that the secretary ascertain that all members of the club become bond holders of the third issue so as to enable the club to get a service flag showing 100 per cent bond holders. No one is to be excused for any reason whatsoever. When the secretary is not able to get the necessary data the official headquarters will take the matter up direct with the delinquent member. The club also voted to provide certain entertainment for visitors and their ladies to the coming S. A. F. convention in August and the president was authorized to make the various committee appointments at an early date. A telegram of good wishes was sent to J. F. Ammann, of Edwardsville, Ill., who was reported very sick from blood poisoning. A. Miller,

of the American Bulb Co., Chicago, was a visitor at the meeting, and spoke to the members on the coal situation, warning them to get their coal in immediately. He also, in behalf of his business associate, R. Newcomb, who is a member of the club, made a subscription to the Liberty Loan, and also donated \$25 to the publicity committee. Messrs. Pring and Lurie of the garden took the members in charge and showed them the various displays. Particularly interesting was amaryllis in bloom at the present time, which collection of about 25 plants is valued at \$10,000.

NOTES.

It is with deep regret that we announce the death of one of the oldest members of the florists' club, Robt. Beyer, who for a number of years has been associated with his brother, Charles, in the growing business. He was 59 years old and has been in the business all his life, he and his brother having succeeded their father. Some years ago he used to take a great deal of interest in the florists' bowling club; in fact, was one of their best men, as will be recalled by those who bowled with him at numerous S. A. F. conventions. The trade was well represented at his funeral.

Pierre Schneider, of Webster Groves, Mo., states for next season he is working up a nice stock of wallflowers for winter forcing. His double stocks the past season were very fine, but his plants did not produce enough double flowers. However, he states he grows these novelties more for his own pleasure.

Al Kopf, of Kirkwood, is cutting a fine lot of sweet peas at the present time. His Yarrowa, particularly, are of extra fine quality.

J. J. W.

Providence, R. I.

GOOD BUSINESS IN GENERAL.

Trade during the past week has been good, with floral work in good demand and cut flower sales better than usual. Stock is plentiful, and of good quality. Roses the past week took a decided slump, and prices dropped, although the quality is up to the standard.

NOTES.

Joshua Vose, of East Greenwich, passed away during the past week. He was one of the foremost dahlia growers in this state.

The Outlet Company, a department store, has opened a nursery, seed, and vegetable plant department. H. A. T.

DOVER, O.—Easter trade at the establishment of C. Betscher showed an advance over that of 1917 with no change in prices. The supply of cut flowers was liberal, but many more plants could have been disposed of had they been available as everything good in this line had a brisk sale. Lilies were in very limited supply.

LATEST EDITION

ISSUED FEBRUARY, 1918

The American Florist Company's

Trade Directory

FOR 1918

Contains 529 Pages.

Price \$3.00 Postpaid.

THE AMERICAN FLORIST COMPANY'S Trade Directory for 1918, fully revised to date, with thousands of new names and changes of address, is now ready for distribution. It contains 529 pages, including complete lists of the Florists, Seedsmen and Nurserymen of the United States, Canada, Central and South America arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants, Firms Which Issue Catalogues, Horticultural Supply Concerns, Parks, Cemeteries, Landscape Architects, Experiment Station Horticulturists, Botanical Gardens, Seed Growers, and much other conveniently indexed and invaluable trade information.

PUBLISHED BY THE

American Florist Co.

440 S. Dearborn St., CHICAGO

THE FLORISTS' SUPPLY HOUSE OF AMERICA

Two Big Floral Holidays

Mothers' Day, May 12th---Memorial Day, May 30th.

Be prepared with a full line of our goods for these busy days, display them and attract the business.

WHITE CARNATIONS FOR MOTHERS' DAY, Perfect Imitations.

FOR MEMORIAL DAY

Metallic Designs in great variety, flowers and foliage true to name. Magnolia, Cycas and fancy foliage Wreaths, decorated or plain; Magnolia Leaves, green and bronze, in carton and bulk. Waxed Crepe Flower Roses, Dahlias, Chrysanthemums, Cape Flowers, all colors; Wheat Sheaves. Send orders today, have the goods on hand, work them up, be ready to go over the top when the call comes.

Send for our Illustrated Price List.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

Milwaukee.

FUNERAL DEMAND ACTIVE.

With most favorable weather conditions prevailing since April 1, the supply in all lines has been very plentiful, and if it were not for the pronounced activity in funeral work, conditions would be pretty bad. At this writing, an epidemic of the gripple is prevailing in our city, and among the older folks, it seems to prove fatal, hence the activity. Most of the growers who specialize in roses are on crop, and this line is more over supplied than any other. While carnations are still very plentiful, business was good enough the past week, so that none had to be jobbed off. Good bulbous stock is becoming scarce, although there is plenty of the inferior grades. Violets for this season are a thing of the past, and sweet peas, of which there are many, are taking their place. Quite a few lilies were on hand, but moved fairly good. Some excellent snapdragons and calendulas were among the week's offerings. Greens were not in oversupply.

NOTES.

Wm. Zimmerman, C. C. Pollworth and Fred H. Holton are again very busy soliciting for the third Liberty Loan. They urge all in the craft to do their bit in order that they can make a good showing and benefit themselves as well.

At the Humboldt avenue greenhouses of the Holton & Hunkel Co. they are busy as bees filling up the benches, which held the Easter supply of pot plants with bedding stock for the spring rush.

Both of the Fritsch boys, who conduct a retail store at 575 National avenue, under the name of Fritsch Bros. are in class 1, and expect to be called to the colors most any time.

The C. C. Pollworth Co. is right in crop on roses and carnations at their Wauwatosa plant. Business at the wholesale house was reported very satisfactory the past week.

The theater party for the benefit of the local florists' club takes place April 16-18 at the Merrill. A good many tickets have been disposed of at this writing.

Fred Bliese, proprietor of the Waukesha Floral Co., reports a very fine Easter business. "We had a raft of stock and cleaned up fine," to quote him verbatim.

At the florists' club meeting held April 4, Oscar Galin, who has charge of the decorating department of the A. F. Kellner Co., was admitted to membership.

Benke Bros., of Watertown, Wis., are consigning exceptionally fine orchid flowering sweet peas to Gust Rusch & Co.

The installation of the newly elected city officials takes place April 16. Already quite a few orders are booked for the occasion.

Fred Longren, representing the Burlington Willow-Ware Co., called on the trade the past week. E. O.

Toledo.

FUNERAL WORK HEAVY.

The weather here has been unusually cold and cloudy during the past week, but business has, nevertheless, been holding up very well. The sudden change from warm to cold has caused much sickness; an epidemic of gripple is sweeping over the city, and some deaths have resulted, hence there has been a strong call for bouquets for the sick and a very heavy demand for funeral work. Easter cleaned out the supply of bulbous stock, so there is little to be seen. Gratified by the big Easter trade, florists do not intend to be caught napping on Mothers' day, and are laying plans for a big business. Cut flower stock has been sufficient to meet the demand.

NOTES.

Schramm Brothers are making a strenuous campaign for the sale of seeds, in support of the local war garden commission. They are mailing out an attractive circular, and have an attention-compelling display in their Cherry street windows. Due to the publicity given home gardens by the government and the city, there has arisen an unusually heavy demand for vegetable seeds of all kinds, offering a profitable field to the florist who is wide awake.

S. N. Peck, Superior street florist, has been taking an active interest in the local Third Liberty Loan campaign. He has composed several patriotic poems, of which he gave recitals at ward meetings. Several of these were published in the daily papers.

Henry Miller, carnation specialist, has been sending in some splendid stock during the week, which has been enjoying a brisk sale. He is laying plans to have one of the largest cuts of carnations in his career for Mothers' day.

A. E. Warning has been having a heavy call for funeral work during the past week, and states that his business, despite the war, has been making a nice increase every month.

A. C. K.

Tacoma, Wash.

NO COMPLAINT ON EASTER TRADE.

Easter business among the florists was the best ever. Not a single exception to this report was heard. Some told of too many lilies; others lamented because they did not have more. This was the fault of some trying to "hog things," and for such there should be little pity for their lost flowers. Several failed to get them in for Easter, but they have no great lots or chance for loss through a surplus coming in too late. Good lilies brought a better price than ever before in this market, also some advance in nearly all other flowers, but not as great as the present times of high prices would seem to warrant. With the present advanced cost of everything, the low prices that our florists have been selling at will need to be changed or the glass will have to be used for something else—probably tomatoes. Many fine narcissi were brought in that were grown outside and gave a good supply of showy and cheaper flowers. Some very fine Double Von Sion have been noticed. All kinds of bulbs do so well here that from now to the end of the season, the city will be bright and showy with them. It is evident that a great shortage of good bedding stock will be noticed this spring. Some places have not been so short in many years.

NOTES.

John Hamilton will move his store from 11th street to the public market. The building where he is now located will be razed in the near future, and a modern business block will occupy the site. He reports better business than ever before.

The Hayden-Watson Co. sold more flowers than ever before in the same length of time. Their store "looked like it had been struck out by a cyclone." Everybody was tired, but happy.

Louis Tschunko is bringing in the best carnations that come to this market and he never has enough to go around. His business is mostly that of growing for local wholesale.

The California Florists had a store piled full and the only thing left was some hydrangeas. "Joe" had a smile, but it looked somewhat wearied—too many long strenuous hours.

Visitor: J. N. Bommersbach, representing Vaughan's Seed Store, Chicago.

S. L. H.

ROSES IN BIG SUPPLY

Including Fine Russell

**Orchids, Valley, Carnations, Sweet Peas,
Spring Flowers, Sprengeri, Plumosus,
Galax, Leucothoe, Boxwood, Woodwardia.**

Supply Department

Send us your order now for accessories for Mothers' Day.

We have a complete line of Boxes, Ribbons, Baskets, etc.

SPECIAL! 50 Assorted Tumbler Baskets, \$10.00

2½ Inch Own-Root Rose Plants FOR BENCHING

Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst at \$7.50 per 100, \$70.00 per 1000.

Milady and Richmond at \$7.00 per 100, \$65.00 per 1000. Russell at \$10.00 per 100, \$100.00 per 1000.

3¼ Inch Stock at \$35.00 per 1000 Additional.

600 3½-in. Grafted Hoosier Beauty, \$160.00 per 1000

PLANTS

CYCLAMEN.

4-inch pots..\$3.00, \$3.60 and \$4.20 per doz.

PANDANUS VEITCHII.

5-inch pots\$0.75 each

8-inch tubs\$3.00 and \$3.50 each

BIRD'S NEST FERNS.

6-inch pots.....\$1.50 each

TABLE FERNS.

2½-inch pots.....\$4.00 per 100

RUBBER PLANTS.

4-inch pots\$4.20 per doz.

5-inch pots 6.00 per doz.

HOLLY FERNS.

3-inch\$10.00 per 100

4-inch 15.00 per 100

5-inch pots\$3.00 and \$4.20 per doz.

6-inch 6.00 per doz.

COLEUS CHRISTMAS GEM.

5-inch\$3.00 and 4.20 per doz.

ASPARAGUS FLUMOSUS.

2¼-inch\$3.50 per 100

6-inch, made up..... 4.20 per doz.

ENGLISH IVY.

4-inch\$15.00 per 100

COCOS WEDDELIANA.

2¼-inch\$14.00 per 100

PYCHOSPERMA ALEXANDER.

3-inch pots\$15.00 per 100

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

Big Crop Now On

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, Shawyer, Brilliants, Ophelia, White Killarney and American Beauties.

GLADIOLI, very fancy, per dozen, 75 cents.

CURRENT PRICE LIST

AMERICAN BEAUTIES—Price, from 50 cents to \$4.00 per dozen, according to length of stems.

RUSSELL—best in this market.

Per doz.

Specials, extra long.....	\$2.00
Good length.....	1.50
Good medium.....	\$0.75 to 1.00
Good short.....	.50

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST.

Per 100

Long stems.....	\$8.00
Good medium.....	\$5.00 to 6.00
Good short.....	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

BULBS, FLOWERS AND ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT.

Per 100

Long stems.....	\$8.00
Good medium.....	5.00 to 6.00
Good short.....	3.00 to 4.00

CARNATIONS

Per 100

Belle Washburn, fancy red.....	\$3.00 to \$4.00
Pink and White, fancy.....	3.00 to 4.00
Lily of the Valley, per 100.....	5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGER, per 100.....	\$2.00 to \$4.00
GALAX, green and bronze, per 1,000.....	1.00
Choice Common FERNS, per 1,000.....	3.50

Chicago.

TRADE IS IMPROVING.

Business was better this week than it has been at any time since Easter and a gradual improvement may be expected from now on. Stock is plentiful and while it is selling better, prices are none too good. Roses are in exceptionally large supply in all the varieties grown for this market and obtainable at very attractive prices particularly, Ophelia, Sunburst, Champ Weiland, Richmond, Milady, Hoosier Beauty, Mrs. George Shawyer, Killarney, White Killarney, Killarney Brilliant, My Maryland, Mrs. Aaron Ward, Hearst, Montrose, Tipperary, Double White Killarney and the miniature varieties Cecile Brunner, Elgar, Baby Doll and Nesbit. American Beauty roses are in good demand at fair prices and clean up well right along considering the general market conditions. Carnations are in good supply but are moving better than they have for some time especially in the fancier grades. Sweet peas are reaching the market in large quantities and are in good demand at fair prices. Lilies and callas seem to be in oversupply but the call for them is improving at this writing. Snapdragons are seen in several of the stores in large numbers and are quite a factor in the market. Spanish iris and lupines are in fair supply but appear to be holding their own. Tulips and freesias are not as plentiful and the same holds true for Paper White narcissus. Lily of the valley, orchids and gardenias are selling well and there hardly ever appears to be a surplus. Stocks, lilac, jonquils, calendulas, mignonette, daisies, pansies, anemones, candytuft, gladioli, gypsophila, anemones and other seasonable flowers are included in the many offerings. Greens are in good supply with

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

BUY NOW!

Superiora Magnolia Leaves

Brown—Green—Purple, \$1.15 per carton.

Make up your Memorial Day Wreaths during your spare time and avoid the last minute rush.

the exception of smilax and Mexican ivy. Pussy willows are obtainable in quantity. Many of the growers are laying in their coal supply for next season and those who have not arranged to do so should act immediately for the present situation is such that the buyer might obtain terms from his dealer that he will not be able to later. Every grower should give this his immediate attention and not hold off any longer than possible for he may receive some information in the near future that will make him regret the fact that he has not done so. Take a tip from the writer and arrange for your supply immediately

and have it delivered on your premises as early as possible. It is advisable to get in touch with your dealer today.—DO IT NOW.

NOTES.

The Cook County Fuel Administration Committee, Raymond E. Durham, chairman, has mailed the following letter to the trade this week which is published for the benefit of those who may have been overlooked: "The adoption of the zone system has caused the withdrawal from this market of eastern coal that has been used extensively by florists, resulting in the necessity of the substitution of Illinois

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central } 2846
601

CHICAGO

Extra Heavy Supply

ROSES==CARNATIONS

Remember, when ordering, that we have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

Per 100

Specials	\$25.00
Select	20.00
Medium	\$12.00 to 15.00
Short	6.00 to 10.00

RICHMOND

Per 100

Specials	\$10.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

MILADY

Per 100

Specials	\$10.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

Killarney.....
White Killarney.....
Killarney Brilliant.....
Sunburst.....
My Maryland.....
Ophelia.....
Champ Wieland..

Per 100

Special	\$10.00
Select	8.00
Medium	\$5.00 to 6.00
Short	4.00

ROSES, OUR SELECTION

Per 100

\$ 4.00

Carnations, fancy	\$ 2.00 to 3.00
Harrisii	10.00 to 12.50
Valley	6.00
Sweet Peas75 to 1.00
Smilax	per doz. strings 2.50 to 3.00
Adiantum	1.00 to 1.50
Asparagus, per bunch.....	50c to 75c
Ferns, per 1,000.....	\$3.50
Boxwood	per bunch, 35c
Galax, bronze and green, per 1,000,	\$1.25
Leucothoe Sprays75 to 1.00

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

HEAVY SUPPLY OF SUPREME QUALITY CUT FLOWERS AND GREENS. YOU WILL LIKE OUR STOCK AND SERVICE. TRY US.

Callas

\$10, \$12.50 and \$15 per 100

Paper White Narcissi

\$3 per 100

Carnations

\$1.50 to \$3 per 100

Jonquils

\$2 to \$3 per 100

Easter Lilies

\$8 to \$12 per 100

Plumosus

35c to 50c per bunch

Leucothoe

75c per 100

Tulips

\$2 to \$5 per 100

Roses

All Prices

Galax

\$1.25 per 1000

Sprengeri

35c to 50c per bunch

Ferns

\$3.50 per 1000

Valley

\$5 to \$6 per 100

Mignonette

\$4 to \$6 per 100

Mexican Ivy

\$6 per 1000

Calendulas

\$2 to \$3 per 100

Cattleyas

\$6 to \$7.50 per doz.

Sweet Peas

75c to \$1.50 per 100

Daffodils

\$2 to \$3 per 100

Smilax

\$2.50 per doz.

Adiantum

\$1 per 100

Pussy Willow

35c to 50c per bunch

Snapdragons

75c to \$1.50 bunch

Order here. You cannot do better elsewhere—often not nearly as good.

ROSES---CARNATIONS

Best obtainable in the Chicago Market, so order from us.

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Extra Special	\$25.00
Select	20.00
Fancy	15.00
Medium	12.00
Short	10.00

RICHMOND. KILLARNEY BRILLIANT.	Per 100
White—KILLARNEY—Pink.	
Extra Special	\$6.00
Select	5.00
Fancy	4.00
Medium	3.00
Short	2.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$6.00
Select	5.00
Fancy	4.00
Good	3.00
Short	2.00

MINIATURE ROSES.	Per 100
Baby Doll	\$2.00
Elgar	2.00
ROSES, OUR SELECTION.....	3.00
CARNATIONS.	Per 100
Extra Special	\$3.00
Fancy	2.00
Good	1.50

MISCELLANEOUS.	Per 100
Valley	\$ 6.00
Lilies	12.50 to 15.00
Ferns, per 1,000	4.00
Smilax, per doz. strings.....	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch.....	.50
Asparagus Plumosus, bunch.....	.50
Boxwood, per lb.35

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

and Indiana coal therefor. It is our opinion that if there is a coal shortage this fall and coming winter the non-essential plants, among which the florists will undoubtedly be listed, will have difficulty in procuring fuel and it may be that orders will be issued placing them on a 50 per cent. basis. Under the circumstances it is imperative that the florists, in their own interests, should store coal immediately while there is a chance to get it. The mines are in position to ship coal to you now and the railroads are in position to haul it. This may not be the case a few weeks later, or at any other time during the balance of the year. We wish, if possible, to avoid a repetition of the trying experience that you had last winter and our advice and urgent request to you is that you—buy and store immediately as large a percentage of your year's supply as is possible for you to arrange for at this time. We trust we may have your hearty co-operation.

E. W. McLellan, of San Francisco, Calif., left for home, April 17, after spending a couple of weeks in this vicinity. He took 25,000 Mrs. Chas. Russell rose plants with him which he purchased from French & Salm, Union Grove, Wis., and will grow in a new range he has just rented.

H. B. Kennicott, of Kennicott Bros. Co., in talking over the peony situation for this spring remarks that their Villa Ridge stock will be in crop earlier than last season and that it is possible some may be ready for Mothers' day if the weather continues warm.

T. E. Waters, chairman of the good-of-the-club committee, invites all the local retail florists to submit suggestions for Mothers' day and Memorial day at the next meeting of the florists' club to be held at the Bismarck hotel, Thursday evening, May 9, at 8 p. m.

C. L. Washburn and wife have returned from a pleasant visit with E. B. Washburn, who is attending the officers' reserve training camp at Columbus, O. They stopped off at Richmond, Ind., on their return where they were the guests of E. G. Hill and family.

The Elmer Sigwalt family and John Lemke family have the sympathy of the entire trade in the loss of a loving husband and father whose death occurred this week, an account of which appears in the obituary column of this issue.

ROSES--CARNATIONS

Spanish Iris -- Calendulas -- Sweet Peas -- Narcissi
Tulips--Stocks--Jonquills--White and Yellow Daisies

FLORISTS' SUPPLIES

Magnolia Leaves-Magnolia Wreaths-Cycas Leaves, Etc.

O. A. & L. A. TONNER

30 East Randolph St., Chicago, Ill.

Mention the American Florist when writing.

High Grade Sphagnum Moss

O. F. MUNDT, Xmas Tree King

Wholesale Only. Send for Price List.

774 St. Anthony Avenue,

ST. PAUL, MINN.

Mention the American Florist when writing.

Bassett & Washburn are receiving regular shipments of gladioli from California which are arriving in splendid condition and consist of America, Mrs. Frances King, Augusta, Halley and several other varieties.

O. A. & L. A. Tonner report that their city sales, April 13, were exceptionally good when stock in all lines cleaned up nicely. They are featuring a good supply of choice Spanish iris.

Edward McCauley, son of Chas. W. McCauley, took an examination this week and if successful will enter the Annapolis Naval Academy in the near future.

At Peter Reinberg's store the daily receipts contain a large supply of fancy Mrs. Chas. Russell roses which are attracting much favorable attention.

Grant Wiffin, of Des Plaines, is one of the volunteer Liberty Bond salesmen in his district.



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

Mention the American Florist when writing.

One Piece Flower Boxes

24x4x3.....\$2.00 per 100
20x4x3..... 1.90 per 100

Sample box sent on request.

THE JOHN HENRY CO.
LANSING, MICH.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave. Chicago

Everything In Seasonable Cut Flowers and Greens

CURRENT PRICE LIST—Subject to Change Without Notice.

ROSES.		Per doz.			Per 100	ORCHIDS.		Per doz.
American Beauties,	60-inch stems.....	\$ 6.00	White Killarney, special	10.00 to	12.00	Cattleyas	\$6.00 to \$9.00	
	48-inch stems.....	5.00	" " select	" " medium	8.00	MISCELLANEOUS. Per 100		
	36-inch stems.....	4.00	" " short	5.00 to	6.00	Valley		6.00
	30-inch stems.....	3.00	Killarney, special	10.00	12.00	Easter Lilies	10.00 to	12.50
	24-inch stems.....	2.50	" " select	8.00	8.00	Callasper doz.	1.50 to	2.00
	20-inch stems.....	1.50	" " medium	5.00 to	6.00	Snapdragon	bunch	.75 to 1.00
	Short stems	\$ 0.75 to 1.00	" " short	4.00	4.00	Calendulas	2.00 to	4.00
Per 100			Mrs. Ward, special	10.00	12.00	Daisies	1.00 to	2.00
Mrs. Russell, special	25.00 to	30.00	" " select	8.00	8.00	Mignonette	6.00 to	8.00
" " select	20.00	" " medium	5.00 to	6.00	Sweet Peas50 to	1.50	
" " medium	12.00 to	15.00	" " short	4.00	4.00	Tulips	2.00 to	3.00
" " short	8.00	Sunburst, special	10.00 to	12.00	Jonquils	2.00 to	4.00	
Richmond, special	10.00	" " select	8.00	8.00	Daffodils	2.00 to	3.00	
" " select	8.00	" " medium	5.00 to	6.00	DECORATIVE.			
" " medium	5.00 to	6.00	" " short	4.00	Plumous strings	\$0.50 to	\$0.75	
" " short	4.00	Cecil Brunner	2.00 to	3.00	Plumous	per bunch	.35 to .50	
Milady, special	10.00	Elgar	2.00 to	3.00	Sprengeri	" "	.35 to .50	
" " select	8.00	Baby Doll	2.00 to	3.00	Adiantum, fancy long..	per 100	1.00	
" " medium	5.00 to	6.00	Extra special roses billed accordingly.		Smilax	per doz.	2.00	
" " short	4.00	ROSES, OUR SELECTION..	4.00	4.00	Ferns	per 1,000	3.50	
Killarney Brilliant, special	10.00	CARNATIONS.			Galax	" "	1.25	
" " select	8.00	Fancy	\$ 2.00 to \$ 3.00		Mexican Ivy	" " 5.00	.75	
" " medium	5.00 to				Leucothoe sprays75c		
" " short	4.00				Boxwood, per lb.....	.25c; cases	7.50	
Ophelia, special	10.00				Pussy Willows	per bunch	.35 to .50	
" " select	8.00				Subject to market changes.			
" " medium	5.00 to							
" " short	4.00							

Mention the American Florist when writing.

Heavy Supply of Roses and Carnations at Greatly Reduced Prices

If You Want Good Stock and Treatment Send Your Orders To Us For

ROSES CARNATIONS VALLEY LILIES DAISIES
 JONQUILS MIGNONETTE LUPINES IRIS CALLAS
 DARWIN TULIPS SWEET PEAS SNAPDRAGONS TULIPS

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

Chicago's most up-to-date and best located Wholesale Cut Flower House.

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Mention the American Florist when writing.

N. J. Wieter says that Wieter Bros.' records show that they have sold more Enchantress and White Enchantress rooted carnation cuttings so far for this season than in any other year. This house is cutting unusually fine Mrs. Chas. Russell, Ophelia and Richmond roses in quantity.

WANTED!

To handle on commission, Lilies, Tulips, Jonquils or other Seasonable Stock.

M. C. Gunterberg

—WHOLESALE FLORIST—

158 North Wabash Avenue,

CHICAGO

For
Your
Supply of
CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.



The Rapid Rapper

has made good and is in use in leading retail and wholesale establishments, where every effort is made to eliminate as much waste and expense as possible.

The Pedestal

is the most beautiful and ornamental plant stand obtainable. It is adjustable—Every Retail Florist should have several. Buy now at our special low introductory price. Fine proposition for Agents, Supply Houses or Jobbers.

The Rapid Wrapper Co.

56 E. Randolph Street
CHICAGO, ILL.

Burlington Willow Ware Shop,
Burlington, Iowa

Allan Humason, formerly traveling representative for the A. A. Arnold Paper Box Co. and the Raedlein Basket Co., who has been with the national army at Rockford as acting battalion sergeant major at regimental headquarters, has received an honorable discharge on authority granted as a convenience for government purpose. He visited his many friends here April 13, leaving the following day for Hoboken, N. J., to report to the commanding general for appointed duty at headquarters, where he will serve his country as a field clerk.

Poehlmann Bros. Co. is in good crop with roses and is supplying its trade with particularly fancy Mrs. Chas. Russell and Killarney Brilliant. The supply department is busy with preparations for Mothers' day and Memorial day which should create a large demand for stock in their line especially wreaths and sprays.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, attended the Elmer Sigwalt funeral at Arlington Heights, April 18. Mr. Sigwalt was a stockholder of the association, whose members extend their heartfelt sympathy to the bereaved family in this their hour of sorrow.

Gus. Alles, Wieter Bros.' able storeman, celebrated his forty-eighth birthday April 13. He looks as young as ever and is on the job every day at the store, where he has made a host of friends since being connected with this firm, through a great many years.

Zech & Mann are strong on all

seasonable stock, particularly fancy roses in all the leading varieties and choice sweet peas. The shipping trade is brisk at this establishment and the city demand is showing considerable improvement.

John Then and Anton Then are doing a very satisfactory business at their new store at 4729 Lincoln avenue opened recently under the name of Then Bros. They are sons of Anton Then, the well-known florist.

Frank Psenicka, son of James Psenicka, who joined the colors several months ago, is now with the regulars at Fort Sill, Oklahoma.

J. E. Pollworth is again attending to his duties regularly at Kennicott Bros. Co's. store after being on the sick list for over a week.

The George Wittbold Co. is distributing a useful and interesting 24-page booklet free to customers called "How to Plant and Grow Your Own Vegetable Garden."

Chas. Evert, with A. T. Pyfer & Co., has been notified by his draft board to appear for military service April 26.

Bassett & Washburn's Third Liberty Loan window flag reads 100%, meaning every employe is a subscriber.

Mrs. C. B. Tanner, of Hastings, Neb., has returned home after spending a pleasant visit here with relatives.

Jack Jacobs is again on deck at the E. C. Amling Co. store, after being on the sick list for some time.

A. Miller, president of the American Bulb Co., is back from a business trip to St. Louis, Mo.

Z E C H M A N N & N N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady.

Shawyer.

Sunburst.

Ward.

Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

SWEET PEAS

Our famous high quality stock is positively the best obtainable.

Arrange with us for your regular supply—they will be good sellers from now on.

SPANISH IRIS

Valley.

Callas.

Cattleyas.

Calendulas.

White Daisies. Yellow Daisies.

Pansies.

Mignonette

Tulips

SNAPDRAGONS.

Forget-Me-Nots.

GREENS.

Plumosus.

Sprengerl.

Galax, bronze.

Galax, green.

Ferns.

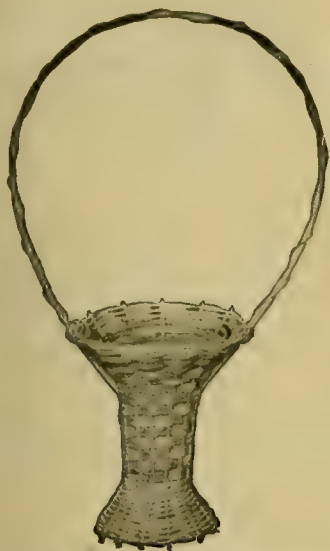
Mexican Ivy.

Smilax.

Leucothoe Sprays.

Adiantum.

Boxwood.



Two Special Basket Offers For Mother's Day

SUNDAY, MAY 12

25 TUMBLER BASKETS with Paraffine Liners. All Colors, - - **\$6.50**

25 TUMBLER BASKETS with Metal Liners. All Colors, - - **\$8.50**

ORDER NOW.

RAEDLEIN BASKET CO.,

713 Milwaukee Avenue, - - CHICAGO

A. C. Kohlbrand, secretary of the Wholesale Cut Flower Association, reports that the subscriptions from the trade to the Third Liberty Bond Loan to date are as follows: April 10, 58 subscriptions, \$7,100; April 11, 60 subscriptions, \$10,250; April 12, 65 subscriptions, \$6,450; April 13, 36 subscriptions, \$4,200; April 15, 58 subscriptions, \$6,250; April 16, subscriptions amounting to \$2,750. The retail trade which comes under the same division as the wholesale florists and growers report about \$16,000 worth of bonds to date, making a grand total so far of \$53,000.

A. L. Vaughan & Co. report a great improvement in trade this week, especially in regard to the city demand. The shipping trade is very good at this house with an increased demand for carnations.

Percy Jones, Inc., had an exceptionally good day, April 13, when the city demand was surprisingly brisk. The shipping trade is holding its own at this house.

The Wholesale Cut Flower Association will meet at the Hotel Sherman, Thursday evening, April 18, at six o'clock. Every member is requested to be present.

Michael Barker was called to Boston, Mass., April 15, by the serious illness of his brother, Peter Barker, whose death occurred the same day.

Miss Ludlow, with Vaughan's Seed Store, returned from New York, April 12.

Visitors: Judge Vesey, Fort Wayne, Ind.; John G. Heini, Terre Haute, Ind.; Swan Peterson, Rockford.

Cincinnati.

MARKET CONDITIONS IMPROVE.

The market during the past week showed considerable improvement, the supply diminishing and prices better and steadier, resulting in a fairly good cleanup. Many orders for Mothers' day are already coming in. Roses in general are excellent and in good supply and carnations continue plentiful, while the same holds true for sweet peas. Lilies are fairly plentiful and move fairly well. Darwin tulips are now coming in and orchids and lily of the valley may be had. Snapdragons, callas, pansies, poeticus and calendulas are included in the other offerings.

NOTES.

Dan Ruttle, of Latonia, Ky., has given up his store and conducts his business from his range. He now makes deliveries with a new auto truck.

YOUR



PROTECTION

Buy cut flowers rather than grow them. What you want, you can get at the price you wish to pay, which is cheaper than to compete as a retail grower against the greatest cut flower producing center in the world—CHICAGO.

Kennicott Bros. Co.

"Chicago's Most Popular Wholesale House"

Established 1881

CHICAGO

FANCY ROSES

HEAVY CUT

Russell--Hearst--Ophelia--Ward--Nesbit
Sunburst -- Montrose -- Milady--Brunner

Also Sweet Peas, Carnations

And All Other Seasonable Stock.

A. T. Pyfer & Company

Formerly at 30 E. Randolph Street

164 N. Wabash Ave.,

L. D. Phone, Central 3373

CHICAGO

Mention the American Florist when writing.



Mothers' Day

FOR THE GRAVES—The best suggestion for this day, because your customer gets a big value and you make a large profit.

By showing these sprays now, you will be offering your customers something new as well as giving them an exceptional value. These sprays are also a very good seller for **Memorial Day**, and you cannot go wrong in placing an order now, trimmed with Roses or White Carnations.

Three sizes: 50c, 75c and \$1.00 each.

State color of Carnations or Roses desired. These Cycas Sprays are trimmed with white or pink, or white with pink center Carnations; the same in Roses.

WHITE CARNATIONS, perfect imitation, \$2.00 per 100. Write for free samples and catalogue.

For Memorial Day Wreaths and Sprays, see our catalogue.

JOS. G. NEIDINGER CO.

THE HOUSE OF MERIT

FLORISTS' SUPPLIES, BASKETS, ETC.

1309-1311 N. Second St.,

PHILADELPHIA, PA.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

C. E. Critchell reports many large orders already received from out-of-town points for Mothers' day.

The Wm. Murphy Co. cleaned up a large supply of stock during the week.

E. H. Fries has purchased a new auto truck.

Visitors: W. G. Matthews, Dayton, O.; A. S. Cohen, New York, and Mrs. Emil Uhl, Greenfield, O. H.

Indiana State Florists.

The monthly meeting of the State Florists' Association of Indiana was held at the Bliss hotel, Bluffton, April 10. The cold, blustery weather cut down the attendance somewhat, but what the crowd lacked in size was made up in enthusiasm. The project of organizing the Mutual Hail and Wind-storm Insurance Association was discussed at length, and the proposition to employ a solicitor was agreed upon. One new member was admitted and two applications were recorded.

The vegetable plant proposition was discussed, and the majority of the members reported that they were producing from two to three times as many such plants as ever before, while others who had never paid any attention to this branch of the industry stated that they were growing enough to take care of their respective localities. All parts of the state will be supplied with fine, well grown plants.

Following the adjournment of the business session, the visitors were taken to the range of Myers & Co., where they inspected the finest assortment of vegetable plants they had ever seen. One large house was completely filled, while thousands of other plants in various stages of growth were seen in other houses. At this establishment there are at present

Grossberg-Tyler-Finnerman Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175.

CHICAGO, ILL.

20,000 tomato plants in pots and 30,000 in flats, nearly all Bonny Best; 60,000 cabbage plants and 125,000 of onions, in addition to thousands of Mango celery, kohlrabi, cauliflower and eggplants. Carnations, a feature here, were pronounced as fine as those present had ever seen, and the geraniums and other bedding plants showed equally fine form.

From here the party motored to the establishment of H. S. Wiecking, where they found another extra fine lot of plants, both in the vegetable and bedding varieties. This capable grower has more than 100,000 cabbage plants, in addition to thousands of other kinds. The members in attendance at the meeting asserted that those who were not on hand certainly missed a treat by not seeing these splendid showings in the vegetable plant line. D. M.

The Westchester and Fairfield Society.

The monthly meeting of the above society was held in Hubbard's hall, Greenwich, Conn., April 12, President P. W. Popp in the chair. The chief feature of the evening was a lecture on "The Future of Horticulture in America," by James Scott, Elmsford, N. Y. A hearty vote of thanks was accorded to Mr. Scott for his excellent lecture. Messrs. Turner, Conine and Foster also spoke on the same subject. Mr. Horn, from New York, described why we are at war, and appealed to all to buy Liberty bonds. The judges made the following awards: Cytisus Andræus from James Stuart, first

prize; calceolarias from W. Graham, second; carnations from R. Williamson, third. The following received honorable mention: Lemon tree with fruit, S. Duthrie; Iris hispanica, from F. Legerstrom; Iris Hollandea, from R. Williamson; vase of dahlia blooms from President Popp; collection of vegetables, greenhouse grown, Robert Williamson, first prize; James Stuart, second. The secretary was instructed to write a letter of sympathy to the family of the late Patrick Fairfield. Mr. Fairfield was one of our oldest members, and for 28 years he was gardener on the H. Mallory estate, Byram Shore, Porchester. President Popp celebrated the advent of an addition to his family by treating the members to sandwiches and light refreshments.

JACK CONROY, Cor. Sec'y.

PRINCETON, ILL.—The W. E. Trimble Greenhouse Co. donated over 5,000 roses and carnations which were used in decorating the automobiles in the parade which escorted selected men who left for training camps recently.

PETERSBURG, VA.—Better prices than usual and a 25 per cent increase in Easter trade, as compared with that of 1917, is reported by W. S. Young. The supply in all lines was short of the call. In plants, lilies, hydrangeas and azaleas were the best sellers. Violets, sweet peas, orchids and roses moved well. The public seemed well satisfied with sweet peas in place of lily of the valley or violets.

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

WILD SMILAX, \$2.50 Per Case

NATURAL LOG MOSS
Per bag (100 square feet).....\$1.75

PERPETUATED SHEET MOSS
Per bag (100 square feet).....\$3.50

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

Roses, Beauty, specials.....	\$8.00
" " 48-in.	5.00
" " 36-in.	4.00
" " 30-in.	3.00
" " 24-in.	2.50
" " 18-in.	1.50
" Mrs. Chas. Russell.....	1.00@ 4.00
" " " " " " " " " " " "	100
" Hoosier Beauty	5.00@15.00
" Killarney Brilliant	4.00@15.00
" Killarney	4.00@12.00
" White Killarney	4.00@12.00
" Richmond	4.00@12.00
" Rhea Reid	4.00@12.00
" My Maryland	4.00@12.00
" Mrs. Geo. Shawyer.....	4.00@15.00
" Milady	4.00@15.00
" Sunburst	4.00@12.00
" Mrs. Aaron Ward.....	4.00@12.00
" Hadley	4.00@15.00
" Ophelia	4.00@12.00
" Double White Killarney.....	4.00@12.00
" Mrs. Moorefield Storey.....	4.00@12.00
" Champ Weiland	4.00@12.00
" Stanley	4.00@12.00
" Tipperary	4.00@12.00
" Francis Scott Key	4.00@12.00
" Cecile Brunner	2.00@ 8.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 4.00
" Firflame	6.00@ 8.00
" Our Selection	4.00
" Carnations	2.00@ 4.00
" Cattleyas	per doz. 6.00@ 9.00
" Daisies	1.00@ 2.00
" Lilium Harrisii	10.00@15.00
" Valley	6.00
" Tulips	per 100, \$3.00@4.00
" Sweet Peas	2.00@ 3.00
" Jonquills75@ 1.50
" Snapdragons	2.00@ 3.00
" Calendulas	per bunch .75@ 1.00
" Mignonette	3.00@ 4.00
" Daffodils	6.00@ 8.00
" " " " " " " " " " " "	2.00@ 4.00

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of..\$4.50

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

Mention the American Florist when writing.

Wild Smilax, \$2.50 Per Case

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing.

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

BEAUTIES

Although not plentiful we have a better supply of them and we can furnish you Specials at almost any time in quantity. The quality of our Beauties is fine, good sized buds and a splendid color. When it comes to Beauties you cannot do better than place your order with us.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

REUKAUF'S DEPENDABLE FLORISTS' SUPPLIES

Get Ready Now for Memorial Day

ming Sticks and Wired Picks, all new stock, bright and fresh, is ready to go the moment the order comes.

Crepe White Carnations.

MARTIN REUKAUF, 433 Callowhill St., Philadelphia, Pa.

Philadelphia.

BAD WEATHER AND POOR BUSINESS.

The weather the past week has for the most part been very disagreeable; there was no sun from Tuesday until late Saturday, and snow, sleet, hail, rain and very high winds made it an exceedingly bad time either for shoppers or the production of flowers. The launching of the Third Liberty Loan also claimed the attention of all society folks, so that all social functions are off for the time being. The demand all through the week was very light, except on Saturday, when the small shipments received were not enough to half supply the demand. This was most noticeable in carnations, which were very scarce. There were particularly large shipments of roses the early part of the week; in fact, all along the line there was a supply largely in excess of the demand, and the wholesalers were put to it to handle the stock. The quality is fine in snapdragons, irises, stocks and all kinds of bulbous flowers, with especially good Darwin tulips; also calendulas, wallflowers, sweet peas in quantity, but getting rather short stemmed, white and yellow daisies, callas and Easter lilies, the latter mostly short-stemmed stock cut from pots that failed to make Easter. Cattleya Mossiae leads in the orchids and holds well in price. There are still a few violets, but the first warm spell will finish them. Plenty of good asparagus, mostly southern stock, is seen.

INTERESTING ITEMS.

Mark Mills, who believes in doing the best possible for his fellow man consistent with holding his position, so that he can give the most service, says that they have been compelled to raise prices a trifle so as to be able to meet the increased cost of production. Pot roses that sold formerly at \$3.60 per dozen now have to bring from \$4.50 to \$6. Some stocks are about the same, but others where labor, pots, etc., enter into production, are higher. The question of coal is important. Now is the time to lay in the winter's supply, and as coal is cash it means a long outlay of a lot of money before there is any return for it. Flower pots are scarce. The manufacturers are able only to turn out about half their capacity, on account of scarcity of labor. One large manufacturer will not guarantee delivery after May 1. Prices are 25 per cent higher than last season, with a credit of only 30 days. Pecky cypress lumber that used to sell at \$27 is now \$67 per 1,000 feet. Wooden pails and plant buckets that formerly cost \$11 per 100 now sell for \$27. Soil used to be dumped on the place for 50 cents per load; now it is \$5. Nine to 10 dollars per day for plowing is charged.

Business will be better than ever this year. My stock of Magnolia Leaves, Cycas, Waxed Crepe Flowers, all kinds and colors, Wheat Sheaves, Cape Flowers, all colors, Stem-

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, April 17. Per 100

American Beauty, per doz.,	1.00@ 4.00
Roses, Killarney	4.00@ 8.00
" Mrs. Chas. Russell.....	10.00@25.00
" Ophelia	8.00@15.00
" Richmond	6.00@15.00
" Sunburst	6.00@12.00
Lilium Giganteum	10.00@12.50
Carnations	2.00@ 3.00
Sweet Peas50@ 1.00
Daffodils50@ 2.00
Tulips	2.00@ 3.00
Antirrhinums	4.00@10.00

BOSTON, April 17. Per 100

Roses, Beauty	25.00@75.00
" Killarney Queen	6.00@12.00
" White and Pink Killarney.....	8.00@12.00
" Double White Killarney.....	6.00@12.00
" Killarney Brilliant	4.00@10.00
" Hadley	6.00@20.00
" Cardinal	6.00@12.00
" Mock	4.00@ 8.00
" Mrs. Chas. Russell.....	3.00@15.00
" Sunburst	8.00@20.00
" Taft	4.00@12.00
" Milady	6.00@12.00
" Ward and Hillingdon.....	6.00@12.00
" My Maryland	2.00@ 8.00
Carnations	4.00@ 6.00
Violets	1.00@ 1.50

BUFFALO, April 17. Per 100

Beauty Special	\$30.00@40.00
" Fancy	20.00@ 30.00
" Extra	15.00@ 20.00
" 1st	8.00@ 10.00
Roses, Killarney	3.00@ 8.00
" My Maryland	3.00@ 8.00
" Sunburst	3.00@ 8.00
" Ward	3.00@ 6.00
" Ophelia	5.00@10.00
" Russell	6.00@12.00
" Stanley	3.00@ 8.00
" Mock	4.00@ 8.00
" Shawyer	5.00@10.00
Lilies	8.00@10.00
Cattleyas	40.00@50.00
Carnations	2.00@ 3.00
Asparagus Sprengeri.....	.35@ .50
Ferns.....per 1000,	2.50
Smilax	20.00
Violets60@ .75
Sweet Peas75@ 2.00
Daffodils	2.00@ 3.00
Tulips	2.00@ 3.00
Romans	2.00@ 4.00
Paper Whites	2.00@ 3.00
Freelias	2.00@ 4.00
Calendulas	2.00@ 3.00

Hauling is expensive—\$20 for a 10-hour day for a two-ton truck and \$30 for the five-ton vehicle. They have been compelled to charge for packing on out-of-town orders, where it used to be free. Even here they assume half the expense, charging their cus-

Write For Our

Price List On Cut Flowers H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

BERGER BROS. Central Market ROSES, ORCHIDS, VALLEY VIOLETS.

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Pittsburgh Cut Flower Co. WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.
Growers of Quality Flowers.

tomers but 50 cents on every dollar's worth in the cost of this work. Mr. Mills believes all growers should raise less stock, then they can do it better, sell out clean and thus eliminate waste. He feels sure that plants will increase in price for the next year or two, and the man who does not protect himself in this way to meet the changed conditions will be forced out of business.

The use of the parcel post is steadily increasing with the trade, particularly in the transportation of cut flowers and all light packages. The Leo Niessen Co. is now using it to a large extent and is regaining trade that had been lost through the poor facili-

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service: Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

ties afforded by the express companies. A letter of appreciation was sent by them to Postmaster Thornton, who was much pleased with this mark of their approval, as he said in answering that most people only appeared to have time to write when something went wrong.

The death of Henry F. Michell, April 7, while fighting with the colors on the battle line in France, was a severe blow to his many friends in this city. He is the first member of the florists' club roll of honor of seven members who have so far joined the colors to meet this fate.

Henry Keffer, at one time quite a large buyer of plants for department stores, and later in the business as a retail florist, was buried April 13. At the time of his death he was connected with a large restaurant at the Hog Island shipbuilding plant.

Jean Weiss has returned from the orange groves and asparagus beds of Florida. He is much pleased with his vacation, which, he says, did him a world of good.

WITH THE WHOLESALEERS.

"The Liberty Bond drive and the bad weather was a little too much for the business. We managed to clean up finally, but prices were low on the short stock," says the Jos. Heacock Co.

Manager Miller, of the Philadelphia Wholesale Florists' Exchange, found too much stock for the business, but got by somehow. Their splendid stocks of roses are of fine quality.

Edward Reid moved a large block of stock the past week at low prices, but got even in the advance on Saturday. High grade sweet peas and roses are headliners.

Very little demand through the week was the Berger Brothers' report, but a good Saturday. Sweet peas, lilies and carnations were features here.

At the Leo Niessen Co.'s business for the week was dull, but there was a good cleanup on Saturday, with a scarcity of carnations.

K.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, **WHOLESALE Florist**

All Seasonable Cut Flowers
Mfr. and Dealer in "Florists'" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, April 17. Per 100		
Roses, Beauty, special.....	35.00@50.00	
" " fancy	15.00@25.00	
" " extra	10.00@15.00	
" " shorter grades. 8.00@10.00		
" Mrs. Chas. Russell.....	3.00@ 8.00	
" Killarney	6.00@20.00	
" Sunburst	4.00@10.00	
" Wards	3.00@ 5.00	
" Ophelia	4.00@12.00	
Carnations	1.50@ 3.00	
Cattleyas..... each \$0.35@ .50		
Valley	6.00@ 8.00	
Lilium Rubrum	5.00@ 6.00	
Easter Lilies	12.00@12.50	
Snappdragons	6.00@12.50	
Violets50@ 1.00	
Callas	10.00@12.00	
Daffodils	1.50@ 3.00	
Lilacs	1.00@ 1.50	
Calendulas	1.00@ 1.50	
Sweet Peas.....	1.00@ 2.00	
Asparagus.....string or bunch, .35@ .50		

PITTSBURGH, April 17. Per 100		
Roses, Beauty, special	20.00@30.00	
" " fancy	15.00@20.00	
" " extra	12.00@15.00	
" " No. 1	6.00@10.00	
" Killarney	2.00@12.00	
" My Maryland	2.00@12.00	
" Sunburst	2.00@12.00	
" Mrs. Aaron Ward	2.00@12.00	
Cattleyas	50.00@100.00	
Lilium Giganteum	12.00	
Adiantum	1.00	
Asparagus Sprengeri, bunch, .35@40		
New Crop Green Galax per 1000 \$1.25		
Carnations	3.00@ 4.00	
Daffodils	3.00@ 4.00	
Sweet Peas50@ 1.00	
Tulips	3.00	
Valley	8.00	
Calendula	2.00	
Iris	8.00	
Snappdragon	6.00@12.00	
Daisies	2.00	

MILWAUKEE, April 17. Per 100		
Roses, Killarney, W. Killarney..	3.00@ 8.00	
" " Ward	3.00@ 8.00	
" Mrs. Chas. Russell.....	6.00@25.00	
" Ophelia	3.00@10.00	
" Hoosier Beauty	4.00@10.00	
" Bon Silene, per bunch....	.50@ .75	
Carnations	1.50@ 3.00	
Valley	5.00	
Sweet Peas50@ 1.50	
Cattleyas	6.00@ 7.50	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing

EUGENE BERNHEIMER

—Wholesale Florist—
ROSES

Prima Donna, September Morn and Ophelia.
Carnations, Violets.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

St. Louis, April 17. Per 100		
Hadley	2.00@ 5.00	
Killarney	2.00@ 4.00	
White Killarney	2.00@ 4.00	
Hoosier Beauty	3.00@10.00	
Russell	4.00@15.00	
Sunburst	3.00@10.00	
Ward	3.00@ 6.00	
Mrs. Shawyer	2.00@ 8.00	
Ophelia	4.00@10.00	
Ferns	per 1,000 3.00	
Violets20@ .30	
Carnations	1.50@ 2.50	

New York.

SURPLUS CONTINUES.

The continuation of a surplus of stock and extremely bad weather, even for April, caused business to be very slow in the wholesale district during the past week. When the weather is fine, the street boys can be depended upon to take a portion of the surplus, but the weather of the past week was almost too much for them. If there was a ray of sunshine it was so fleeting that few noticed it, and rain, sleet or snow, accompanied by high winds, were almost unceasing. Even our accomplished weather forecaster gave up and acknowledged that it was a freakish storm that baffled his forecasting powers. In only one stock, American Beauties, was there a slight reaction for the better, and that was caused by a light supply rather than an increased demand. On April 8, specials were going at the rate of \$15 to \$25 per 100, but by April 13 they had crawled up to \$25 and \$35. Fresh stock of such roses as Ophelia, Killarney Brilliant, Shawyer, etc., ranged from \$1 to \$8, but much special stock—for there are different qualities of special—went lower than \$8. As we have at different times stated, we cannot quote stock that is sold by the box, merely to avoid throwing it in the dead cart. Carnations ranged from \$1 to \$3 per 100, and excepting the fancies, they had to be good to bring \$3. A great surplus of lilies continues to arrive and are particularly hard to move at three to five cents per flower. We do not see much of what can be called good lily of the valley, but the best brings \$3 to \$5 per 100. There is always a demand for good Spencer sweet peas, but \$1 per 100 is about the top for the best, while quantities of short stock is practically unsalable. Of the minor stocks, good yellow daisies seem to go fairly well, but snapdragons, stocks, pansies and other varieties hang fire. The cold weather has to some extent preserved the tulips and narcissi, but their finish cannot be long delayed. Both cattleyas and gardenias are slow, but prices are about the same as our quotations of April 13.

April 15.—A week of cold and dark weather has somewhat reduced the supply of roses and carnations, but excepting American Beauties there is little change in prices. American Beauties are not plentiful and the quality of part of the so-called "specials" is poor. In pink roses, the dark weather has had a bad effect on color. Lilies are a glut, with iceboxes overflowing to the cellars. There are a few good gardenias on the market, and a lot of trash that is going to the peddlers. Tulips are failing, though a few fair Darwins are seen. In sweet peas, daisies and various other stocks there is a surplus. Smilax continues scarce and sells well.

LIBERTY LOAN CAMPAIGN.

In addition to the subscriptions to the third Liberty Loan, by florists, published in our issue of April 13, we have reason to believe that the campaign is progressing favorably. Before this reaches our readers, the Greek-American florists will have entered it with enthusiasm. A special meeting of this organization has been called for the evening of April 17. George D. Nicholas and other prominent members of the association will take an active part in launching the campaign. Many may know the Greeks only as clever fellows in business, particularly the florist business; but scanning the pages of history we find that when, over three thousand years ago, Greece was surrounded by empires governed by despots, it was a republic. It has been said that the laws of the states were not the same,

From Cold Storage

LILIUM GIGANTEUM

7-9 (300 bulbs per case), \$60.00 per 1000.

LILY OF THE VALLEY

Best quality, \$30.00 per 1000.

Chas. Schwake & Co., Inc., 90-92 W. Broadway, New York

yet a common bond of brotherhood, and a common hatred of tyranny, led them to unite in repelling every foreign invader, and gave them at one time the dominion of the world. May we not believe that a country that glories in the victory of Miltiades at Marathon; that reveres the name of Marco Bozzaris—

"Bozzaris! with the storied and brave Greece ventured in her glory's time, Rest thee—there is no prouder grave, Even in her own proud clime!"—

has reared others. May we not believe that in this hour of national and world peril there are among us many men of Greek birth who will be as faithful to their adopted country as those heroes were to Greece?

BAYERSDORFER BUYS HERRMANN PLANT.

Calling, April 13, on A. Herrmann, manufacturer and dealer in florists' supplies at 404-412 East 34th street, we were greatly surprised to find Harry Bayersdorfer, the king-pin, so to speak, of the Florists' Supply House of America, in his shirt sleeves and with rolled cuffs. As Mr. Bayersdorfer is well known as a good dresser, particularly when away from home, we thought there must be something unusual on hand. He was then too busy to talk, but we managed to secure an appointment to meet him later at the Hotel Astor, where he and Mrs. Bayersdorfer are stopping. Our interview disclosed that he has bought and taken possession of the factory and business of A. Herrmann, at the above location. He will make enlargements and great improvements, and this deal may be the starting point of eventually transferring his entire business to New York. We will welcome him, for is there a florist here or elsewhere, who does not know the enterprising and genial Harry Bayersdorfer? He is always on hand when there is anything doing for the good of the florist trade. He is a 100 per cent American, a good business man and democratic in his daily walk and conversation.

NOTES.

President Totty, of the Society of American Florists, requests all secretaries of clubs and florists' organizations throughout the country to make statements of the aggregate of such subscriptions to the Third Liberty Loan by florists and allied tradesmen in their respective localities to Secretary John Young, 1170 Broadway, New York, that they may be published in the trade papers. Where there are no organizations, state vice-presidents or individual members of the society are requested to do so.

As will be elsewhere noted, A. Herrmann, for many years in the florist supply business in this city, has retired. At present he is not in the best of health, but we hope that throwing off the harness and a good rest will restore him. His many friends will rejoice if such be the case.

Herman Weiss, 130 West 28th street is receiving the finest lot of Cattleya Mossiae that have been on the market for some time. They are grown by L. F. Carrillo of Mamaronck, N. Y.



Mention the American Florist when writing

MY SPECIALTY SWEET PEAS AND ALL Flowers of Shipping Quality

Joseph S. Fenrich
51 West 28th Street, NEW YORK

Telephones—420-421-422 Farragut.

William Mackie
WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.



On or about May 1, the Rosery Flower Co., which for a number of years has been located at 24 East 34th street, will vacate its store at that number and transfer its business to its new store, 918 Park avenue, corner of 80th street.

J. Benson Stafford, formerly in business in Buffalo, has joined G. E. M. Stumpp's staff. Several years ago he was employed in this store when the elder Mr. Stumpp conducted it.

The retail business that for a number of years has been conducted at 130 East 34th street under the name of the Linsdale Floral Shop has been discontinued.

The steamship Nieuw Amsterdam, which sailed from an American port, March 28, arrived off the Hook of Holland, April 11.

Maurice Glass, 6th avenue and 26th street, is receiving exceptionally fine yellow daisies.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
8864 Farragut.

NEW YORK CITY

GEO. J. POLYKRANAS

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St.,

NEW YORK

Telephone No. 2264 Farragut.

J. J. COAN, Inc.

WHOLESALE FLORIST

115 West 28th St., New York

Phones 5413 and 5891 Farragut

Everything in Cut Flowers

Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Walter F. Sheridan

WHOLESALE FLORIST

Telephone Call:
3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

148 West 28th St., NEW YORK CITY

Telephones: Farragut 300 and 301

JOHN YOUNG & CO.

Wholesale Commission Florists

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Telephone Farragut 4336.

WILLIAM P. FORD

WHOLESALE FLORIST

107 W. 28TH ST., NEW YORK

Telephone 5335 Farragut.

Geo. C. Siebrecht

Wholesale Florist

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Tel. 608 and 609 Farragut.

CONSIGNMENTS SOLICITED

Telephone Farragut 9761.

Goldstein & Futterman
Wholesale Florists

The Right People to Deal With.

102 West 28th St., New York

Mention the American Florist when writing.

BADGLEY & BISHOP, Inc.

Phones, Farragut 4130-4131

34 West 28th Street, New York

Receivers and Distributors of Choicest Cut Flowers.

Mention the American Florist when writing.

Wholesale Flower Markets

NEW YORK, April 17. Per 100		
Roses, Beauty, special	25.00@40.00	
" " extra and fancy	10.00@15.00	
" " No. 1 and No. 2	3.00@ 8.00	
" Hadley	3.00@25.00	
" Francis Scott Key	3.00@10.00	
" Prima Donna	2.00@ 8.00	
" Alice Stanley	.50@ 6.00	
" Mrs. Geo. Shawyer	.50@ 6.00	
" Double White Killarney	1.00@ 8.00	
" Killarney	.50@ 5.00	
" " Queen	1.00@ 8.00	
" " Brilliant	1.00@ 8.00	
" Aaron Ward	2.00@ 8.00	
" J. L. Mock	2.00@ 8.00	
" Ophelia	1.00@ 8.00	
" Mrs. Chas. Russell	4.00@20.00	
" Hoosier Beauty	.50@ 4.00	
" Cecile Brunner	4.00@12.00	
Cattleya Orchids, special	35.00@60.00	
Rubrum	3.00@ 4.00	
Lilies, Longifolium and Formosum	3.00@ 5.00	
Lily of the Valley	3.00@ 5.00	
Adiantum Croweatum and		
Hybridum	.75@ 1.00	
Asparagus Plumosus...doz. bcbs.	1.50@ 3.00	
Smilax	doz. strings, 3.00@ 3.50	
Carnations	1.50@ 3.00	
Carnations, fancy	3.00@ 4.00	
Snandragons	per doz. .75@ 1.00	
Gardenias	per doz. .50@ 3.00	
Narcissus, Yellow	1.25@ 2.00	
Iris	per doz. 1.00@ 1.50	
Sweet Peas	.50@ 1.00	
Callas	per doz. .75@ 1.00	
Tulips	1.00@ 2.00	
Tulips, Darwin	3.00@ 4.00	
Daisies	.75@ 2.00	

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

CONSIGNMENTS SOLICITED

Mention the American Florist when writing

Telephone Farragut 634, 3066

HERMAN WEISS

Wholesale Florist

130 W. 28th St., NEW YORK

Mention the American Florist when writing.

Trade Directory

Price: \$3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St.,

Chicago

Telephones { 4422 Farragut D. J. Pappas, Pres.
4423 Farragut**United Cut Flower Co., Inc.**

WHOLESALE FLORISTS

111 W. 28th St., NEW YORK

Mention the American Florist when writing.

PHONE { 2335 } FARRAGUT
2336**WM. KESSLER,**

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing.

N.Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

Mention the American Florist when writing.

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-

trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

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WHOLESALE FLORIST

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing.

M. C. FORD121 WEST 28TH STREET
NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing.

D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

3102-1308 W. Division St.,

CHICAGO

We have recently had occasion to notice the activities of Rodman & Sons, who are located at Bushwick avenue and Conway street, Brooklyn. They have a beautiful store and conservatory, all comparatively new, and being near to Evergreen cemetery, they have a fine business. There are several brothers and at least one sister, all of whom are active in the business.

At the office of the Lord & Burnham Co. it was stated, on April 15, that the aggregate of subscriptions by florists and allied tradesmen in New York was then about \$70,000. About two thirds of the retailers had not then been visited.

Leikens, Madison avenue and 55th street, arranged a fine decoration in St. Thomas church, April 13, for the Culver-Williams wedding. The bridal bouquet was a particularly fine creation of white orchids.

Frank E. Campbell has opened an attractive flower store in connection with his undertaking business at 1966 Broadway. M. King, an experienced designer, is in charge of the flower department.

Peter F. McKenny, Fifth avenue and 42nd street, says that business continues good, so good that he felt justified in investing a thousand dollars in Liberty Bonds.

The Lincoln Florists is a new retail firm at 101 West 66th street, near Columbus avenue. Hanges & Benford are the proprietors.

Paul Meconi, Sixth avenue and 26th street, is receiving good stock of Ulrich Brunner roses. A. F. F.

Columbus, O.

SUPPLY AND DEMAND BALANCE.

On cut flowers, there is about an even break on supply and demand, with tendency toward surplus stock. Roses, carnations and sweet peas are the chief staples. Plants are scarce, not having recovered from the Easter clean-up. Hydrangeas are the mainstay, forming with tulips and hyacinths, the bulk of sales. As a reaction from the vegetable-raising craze of last spring, a renewed interest is being shown in planting. A big season is anticipated, with an abundance of oncoming stock with which to meet it. Shrubbery work has already started, and is brisk.

NOTES.

At their Broad street store, the Fifth Avenue Floral Company is showing some exceptionally fine calendulas, grown in the firm's greenhouses. They were pronounced by a visiting florist to be equal in coloring to the choicest specimens he had ever seen. This attractive store, located in a comparatively new but fashionable retail center, is proving to be a very successful venture.

The first get-together occasion of the florists' association since before Easter was held April 15, at the store of Frank C. Kroise. This is the start of a new plan, by which meetings

The 1st of May Thrift Stamp Day In The U. S. A.

The Active Co-operation of Every Reader of
The American Florist

Is Urgently Requested To Make It a Success

May 1st, 1918, will be observed throughout the United States as Thrift Stamp Day! On that day retail stores everywhere in every line of business will ask customers to take part of their change in Thrift Stamps! It will be patriotic for every man, woman and child to accept at least one Thrift Stamp as change on every purchase made that day—and to make as many purchases as possible on May 1st.

Here is a big, practical way of getting millions of Thrift Stamps into the hands of the people of the United States, and of insuring the success of the Government's War Savings Stamps campaign. Thrift Stamp Day will help everyone. It will prove a tremendous boost to business. On May 1st, 1918, the nation should do the biggest total retail business of any single day in our history! The beneficial habit of Thrift will be sown broadcast among the citizens of the U. S. A.! Most important of all, Uncle Sam will be furnished with the sinews of War and Victory!

American business must go "over the top" at once in a quick drive to make Thrift Stamp Day an overwhelming success. You wholesalers, you jobbers, you salesmen, must talk Thrift Stamp Day among your trade, arouse the enthusiasm of the retailers, the storekeepers, the clerks behind the counters. Uncle Sam needs your help. A practical plan has been prepared showing how each one of you can "do your bit" to make Thrift Stamp Day a red letter day in American business annals. Write for this plan today without fail. Remember, in helping Uncle Sam you are helping business and helping yourselves. Address Mr. W. Ward Smith, National War Savings Committee, 51 Chambers St., New York City.

NATIONAL WAR SAVINGS COMMITTEE
51 Chambers St., NEW YORK CITY

will be held alternately at the business places of different members. Heretofore the association has met at the Neil house.

Charles Washburn of Bassett & Washburn, Chicago, spent two days here last week, accompanied by Mrs. Washburn. They were visiting their son, who is in the adjutant training school of Ohio State University.

Negotiations are under way by Mrs. Teresa Graff, formerly doing business at 15 North High street, under the name of Graff Bros., to open a flower stand in the lobby of the Neil house.

Last week's meeting of the Columbus Horticultural society was addressed by Mr. Good, of Good & Reese Co., Springfield, O., the subject being "Roses." J.

PAYNE, O.—Frank F. Denison, whose establishment at Akron, O., was destroyed by fire, January 1, is now located in this city.

PROVIDENCE, R. I.—The feature of the meeting of the Rhode Island Horticultural Society, April 17, was an address by J. Curtis Hopkins, Chepachet, R. I., on "Insect Pests and Plant Diseases."

Buffalo, N. Y.

BAD WEATHER INTERFERES WITH TRADE.

Cold weather with snow had a bad effect on business in this city during the past week and the supply was not at all what could have been desired. Roses are plentiful and varied as to quality and the supply of American Beauties is short. Carnations have been very good, however. Funeral work is much in demand.

NOTES.

The Liberty Loan committees are all busy and thus far the results have been very gratifying. Local florists who cannot go to war are going to do their bit by the purchase of Liberty Bonds and in every way possible help the cause.

Charles Schoenhut is busy at LaFayette park selling bonds for the Third Liberty Loan for the Home Defense League, of which he is a member. He makes a splendid appearance in uniform.

The monthly meeting of the florists' club was well attended and the interesting report of President Elbers on his trip to California was much appreciated by those present.

W. J. Palmer, S. A. Anderson, Wallace H. Eiss and Mr. Weise are devoting much of their time to the Liberty Loan campaign. They are the right men in the right place.

W. H. Grever, of Allen street, had the arrangement of the flowers for the funeral of one of this city's most prominent ministers who died last week.

Charles Felton, Main and Utica streets, has purchased the store of S. J. Rebstock on Grant street and will conduct it as a branch.

The opening of the Liberty Bank under its new name called for a large amount of fine stock, April 15.

Jerry Brookins of Orchard Park is on the jury for two weeks.

BISON.

Rochester, N. Y.

GOOD TRADE DESPITE INCLEMENT WEATHER.

Trade during the past week has been brisk, notwithstanding the cold rainy weather which continued until Saturday. Tulips and daffodils are scarce, as are narcissi and freesias. There are callas and Easter lilies in abundance. Carnations are not as plentiful but the quality is good. Violets have improved with the cool weather and sweet peas are excellent and the supply strong. Hardy ferns, leucothoe, laurel and asparagus are scarce. The rose supply is good in all varieties.

NOTES.

Henry P. Neun is growing lily of the valley in pots, for which he finds a ready market.

George T. Boucher is kept busy with funeral work.

CHESTER.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857



745 Buckingham Place.
L. D. Phone, Graceland 1112

Send us your retail orders.

We Have the Best Facilities in the City
Mention the American Florist when writing.

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger



Eight and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis
and rest of Missouri.

Members of Florists' Telegraph Delivery.



Mention the American Florist when writing.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing.

Milwaukee, Wis.



J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph
Delivery Association.THOS. F. GALVIN
INC.NEW YORK — 561 —
Fifth AvenueBOSTON 1 Park Street
799 Boylston Street

Deliveries to Steamers and All Eastern Points.

Mention the American Florist when writing.

ORDERS
IN OR
AROUND

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK

785 Fifth Ave.

Member of Florists' Telegraph Delivery

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTEL

KOTTMILLER

426

Madison Ave.,
NEW YORK

ROANOKE, VA.

FALLON, Florist.

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.

To out-of-town florists:
We are in the Heart of New York

And give special attention to steamer and the-
atre orders. Prompt delivery and best
stock in the market.

Members of Florists' Telegraph Delivery.

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in the
city. All orders given prompt attention.

Members of Florists' Telegraph Delivery.

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

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to any part of the United States,
Canada and all principal cities in Eu-
rope. Orders transferred or entrusted
by the trade to our selection for de-
livery on steamships or elsewhere
receive special attention.

Reference or Cash must accompany all orders
from unknown correspondents.

Code Address: Alexconnell,
Western Union Code.

Bangor, Me.

Adam Sekenger
FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.



LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing.

Minneapolis, Minn.

WHITTED FLORAL CO.

H. B. WHITTED, Prop.

Careful attention given to all orders for
delivery in the Twin Cities or Northwest

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Member of Florists' Telegraph Delivery.
"We should all strictly adhere to the request of the United States Food Administration."

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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N. Y.

L. H. NEUBECK

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A. W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

City Index to Retail Florists
Filling Telegraph Orders.

Albany, N. Y.—Eyes, 106 State St.
Albany, N. Y.—Danker's.
Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. H. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Paley.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
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Milwaukee, Wis.—J. M. Fox & Son, Inc.
Minneapolis, Minn.—Whitted Floral Co.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—Phillips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
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New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Dards', 44th and Madison Ave.
New York—Hesslon.
New York—A. Meyer, 1062 Madison Ave.
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New York—Nicholas G. Pappas & Co.
New York—Thos. F. Galvin, Inc.
New York, Max Schling, 785 Fifth Ave.
New York, G. E. M. Stumm.
New York—Young & Nugent.
Omaha, Neb.—Alfred Donaghue.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—Grimm & Gorly.
St. Louis, Mo.—Mullanphy Florists.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 80 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heintz & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington—Geo. H. Cooke, Conn. Ave and L.
Washington, D. C.—Louise Flower Shop.
Washington—Gude Bros.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

New York. Telephone
Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

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Hess & Swoboda

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1415 Farnum St.

PHONES:
1501 and L1582

Members of Florists' Telegraph Delivery.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best Dunlop's

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representative of National Floral Corporation

Philadelphia Orders

Chas. H. Grakelow

Broad St., at Cumberland

Mention the American Florist when writing.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to



Schiller The Florist
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Brooklyn, N. Y.

JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store— 334 Lewis Ave., Telephone
No. 1150 Bedford
Telegraph orders delivered to all parts of New
York City, Brooklyn and Long Island.

Mention the American Florist when writing.

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heinel)
334 Superior St., Toledo, O.
Both Phones, 527

Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Rochester, N. Y.

J. B. KELLER SONS,
FLORISTS

25 Clinton Avenue N
Rochester Phone 506. Long Dist. Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Houston, Texas.

Robt C. Kerr
Floral Co.

Main and McKinney Phone Preston 160

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service



Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

New York.

Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Kansas City, Mo.

A. Newell
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Established over 20 years.

N. E. Cor. 10th and Grand Ave.

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WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones { 107 } { 420 } { 775 } Lenox

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Denver, Colo.

The Park
Floral Co.

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Members of Florists' Telegraph Delivery.



QUALITY and PROMPTNESS
New Orleans La.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE
Members F. T. D.

San Francisco

Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.



Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

New York.

DRAKOS CO.

FLORISTS

2953 Broadway, Opp. Columbia College

Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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**NASHVILLE and
CHATTANOOGA**

MEMBER
Florists'
Telegraph
Delivery

Joy's

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE
FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Los Angeles, Calif.

**Wolfskill Bros. and
Morris Goldenson**

Cut Flower Merchants

We solicit telegraph orders. Regular trade disct.
229 WEST THIRD STREET

Little Rock, Ark.

PAUL M. PALEZ
FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Michigan.

Orders will be carefully
cared for by

HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.
Member of Florists' Telegraph Delivery.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

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Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCAUSLEN, Prop.

173 North Fourth Street

All Orders Promptly Executed.

Cleveland, O.

The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Friedman

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St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery
in this section from the

LEADING FLORISTS OF THE NORTHWEST

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MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Omaha, Neb.

Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central
Pennsylvania.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers all New England Points

**KANSAS CITY,
MISSOURI.**

Rock's
FLOWERS

Members Florists' Telegraph Delivery Ass'n.

C. H. FREY Wholesale
and Retail
Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

C. Trauenfelder
FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing.

For Wisconsin Delivery
OF
"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN,
WISCONSIN

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.



**WASHINGTON
D. C.**

Gudes'

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

St. Louis, Mo.

WIRE

Grimm & Gorly

Mention the American Florist when writing.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Mention the American Florist when writing.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

LEIKENS,

Madison Ave. and 55th St.,
New York

Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

New York.

Gilbanks
Flowers of Quality

50 Broadway

New York

Malandre Brothers

2077 Broadway, near 72nd Street
'Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.

Orders from other cities receive our per-
sonal attention.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

A. MEYER,

Boston, Mass.

Penn
The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great
Northwest. Daily deliveries to Superior, Wis

Mention the American Florist when writing.

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffman, N. Y.

NEW YORK

1062 Madison Ave., near 80th St.

Phones, Lenox 2352-7019

Satisfaction Guaranteed.

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD
GREENHOUSES

Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.
Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

SEED establishments, flower seeds excepted, are on the priority list in coal distribution.

THE S. S. Nieuw Amsterdam of the Holland-America line has arrived off the Hook of Holland.

GARDEN SEED jobbers complain that the demand for replacement stocks has fallen off badly the past few days.

MOST mail order seedsmen report orders are less in number than last year, but the total volume is 50 per cent greater.

VAUGHAN'S SEED STORE reports its foreign traveler in southern France, recuperating from German dungeon experiences.

GRAND RAPIDS, MICH.—A. J. Brown, of the A. J. Brown Seed Co., is making a visit to his 1,200 acre farm in the Saskatchewan.

GRASS SEEDS.—Prices for grass seed on the Chicago Board of Trade April 17 were as follows: Timothy, \$7.00 to \$8.00 per 100 pounds.

No seed purchases on government contracts were made from January bids because of the small quantities offered and high prices quoted.

THE seed trade of Chicago has subscribed over \$40,000 for bonds of the Third Liberty Loan. Leonard H. Vaughan has the campaign in hand.

ALL American seedsmen having funds to the credit of alien enemies should report full details to A. Mitchell Palmer, custodian, Washington, D. C.

GRAND RAPIDS, MICH. — Walter Abrams, proprietor of the Abrams Seed Co., is disposing of his stock and fixtures preparatory to entering the army.

REFERRING to the account of the fire which destroyed the building of the Missouri Seed Co., Kansas City, as reported in our last week's issue, we are unable to determine whether any seeds stocks were burned, as the structure was used for furniture storage.

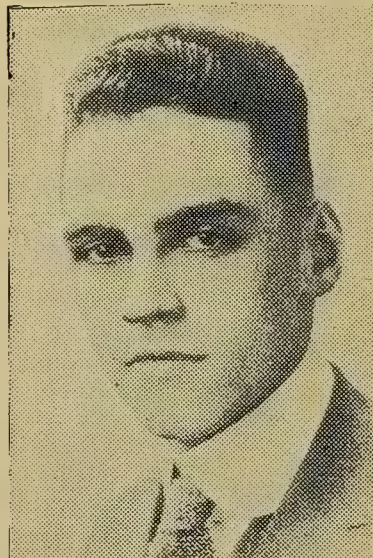
PHILADELPHIA, PA.—The W. Atlee Burpee Co. reports business to April 1 was slightly behind in the number of orders, but in value was probably 50 per cent ahead of the same date last year. On the whole, from the viewpoint of income, trade is very satisfactory, but difficulty in securing deliveries causes much inconvenience.

INDEPENDENCE, IA.—Mel. L. Webster Co. reports business very heavy, but by running night and day during January and February it was possible to get the orders out by March 1. Orders for bulk are being accepted only at open prices, but dealers seem to realize conditions. Packet business is showing up very heavy for 1919, even at the advanced prices it is necessary to charge.

A. T. FERRELL, of A. T. Ferrell & Co., Saginaw, Mich., has subscribed for Third Liberty Loan bonds to the amount of \$100,000.

SAN FRANCISCO, CALIF.—The Bay Counties Seed Co. reports the heaviest business in its history, with many items sold out. The demand in the nursery and plant department is also better than last season.

DES MOINES, IA.—The Iowa Seed Co. reports the volume of spring trade the greatest in the history of the firm. The peak was reached earlier than usual this season due apparently to the fact that early buying was urged. Delay in freight service and slow arrival of stocks have caused more difficulty than usual.



Henry F. Michell.

Died at the Front in France. See Obituary.

Seed Importations Threatened.

The Federal Horticultural Board at Washington gives notice of a public hearing on proposed restrictions or prohibitions with respect to the importations of plants and seeds from foreign countries, May 28, in Room 11, Federal Horticultural Board, Washington, D. C., at 10:00 a. m. In view of the tendency of the non-commercial officials in control, or whose advice is taken in such matters at Washington, it becomes necessary for those whose business may be seriously affected as a result of this action to spend some money personally in a trip to Washington and to employ counsel to represent them. It should be remembered at the same time, another board, (Federal War) is busy restricting, by most difficult conditions, the importations of all plants and bulbs. Between the two boards, the importing nurserymen and seedsmen are likely to find their foreign trade well shut out.

French Bulbs.

In a communication from Toulon dated March 15, the quantity of narcissus bulbs planted is said to be normal, but owing to a serious drought, which it is estimated has retarded growth two months, it is impossible to predict what the crop will be. The first rain fell December 20, with further precipitation in January and during the first two weeks in February, but lack of sufficient moisture continues a factor. The question of labor, which may be so scarce and expensive that growers may find it to advantage to employ it in harvesting other crops, will also have to be taken into consideration. Roman hyacinths, it is said, will be scarce and high in price.

Cable advices of April 13 indicate that the Growers' Syndicate will not make any prices before May. Higher prices are anticipated on hyacinths. Predictions regarding narcissus prices are not yet made. It is thought jobbers will hold off before closing at high rates this year owing to many well-known difficulties in exporting. Rain is needed to protect the crops.

Seed Potatoes Cheap in Pennsylvania.

According to C. F. Preston, secretary of the Pennsylvania Potato Growers' Association, more than 11,700 bushels of seed potatoes of virtually all varieties are available at low prices for planting in that state this spring, the average price being \$1.50 per bushel. He points out that storage conditions for the most part have been ideal and urges farmers to keep up the acreage, declaring that last year's history of high priced seed and a low-priced crop will be reversed in 1918.

Japanese Lily Imports.

Lily bulbs exported from Japan, year 1915, 9,988,011 bulbs; year 1916, 15,502,825 bulbs; year 1917, 16,643,994 bulbs. This does not look like a 1917 shortage as was claimed by dealers in Japan last summer.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Mention the American Florist when writing.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

FOR SALE

Several thousand Knox seed corn dryers. Never used. Address

W. C. PRESSING SEED CO.,
NORWALK, OHIO.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomdale
Farm.

Bristol, Pa.

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

Seed Catalogue Test of Patriotism.

Last year every man from bank president to bootblack became a farmer, community gardens spread themselves in the suburbs, and costumes for farmerettes engaged the attention of the great distributors of feminine attire. The call for the intensive cultivation of the soil met with an almost universally enthusiastic reception.

As the planting season of 1918 approaches, there is even more urgent need of an increase in the production of foodstuffs than that which faced the United States a year ago. With it comes a test of patriotism and persistence for the rural and suburban American, for even the city dweller with his tiny back yard. Many a man who last November figured ruefully that his war potatoes had cost him about fifty dollars a barrel, many a woman whose recollections of the summer of 1917 are a medley of backaches and mosquito bites, wartlike tomatoes and sweet-corn ears of the size beanpods should be, has greeted the arrival of the seed catalogue with a groan of despair.

To these wise and saddened farmers we would say: "Your hour of supreme effort approaches. Now is the time to prove that sticktoitiveness which is supposed to be in the make-up of every true American. Now is the time to gird on your agricultural armor and approach that plot of ground, whether it be a matter of square feet or of acres, not with the expansive enthusiasm of the amateur, but with the dogged, reasoning industry of a workman who knows his job and is going to stand by it."

With this spirit, one and all, we shall make the crops of 1918 the greatest the world has ever seen.

We do not mean to urge that John Smith is to plant potatoes where experience has proved potatoes will not grow. Let him try beans, and pray that they will strike the proper combination. Tom Jones, in another state of the union, most likely has the sort of soil which only the potato loves. What we believe is that with the wisdom of experience, plus common sense, plus an earnest determination to labor steadily, the autumn of 1918 will see few discouraged gardeners and bring few reports of unprofitable labor.—Munsey's Magazine.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds**SPECIALTIES**

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

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SEEDS Specially Prepared for Export**KELWAY'S**

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
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Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

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Telephone Main 2762.

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SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

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16-24 in. long; 4-6 largest diameter, 1 pkt., 25c; 5 pkts., \$1.00.

NEW POPCORN. Sweet and good, yields well; yellow grain, pops white, 1 pkt., 15c; 2 pkts., 25c.

MRS. E. C. SEFTON, Originator
CHILLICOTHE, MO.

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SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

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Calendula: Orange King; Lemon Queen.

Snapdragon: Silver Pink.

Begonia: Vernon.

Delphinium Newport Rose, finest Pink Larkspur, at 80c per oz.; \$2.25 per ¼ lb.

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Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed
100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10 000 seeds, \$30.00,
25,000 seeds, \$72.50

Also all other seasonable Seeds, Bulbs
and Supplies.
Wholesale Price List Free.

HENRY F. MICHELL CO.
518 Market St., Philadelphia, Pa.

Asparagus Plumosus Nanus Seed

New crop, cleaned, lath-house grown.
Now ready to ship.

1000 or more seeds. \$2.25 per 1000
5000 " " " 2.00 " "
10,000 " " " 1.75 " "
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Delivered free anywhere in the U. S.
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important varieties of
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Garden Seeds
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Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
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Seed Packets for 1919

ORDER NOW

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express charges, shut downs and loss of business. We can
fill your orders promptly now, but not next December.

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FITCHBURG, MASS.

CARNATIONS

Rooted cuttings, strong clean stock, \$25.00 per
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Specialties: Pepper, Egg plant, Tomato,
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Correspondence Solicited.

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VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

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Grass Mixtures

—FOR—

Golf-Tennis-Polo
MEET ALL REQUIREMENTS FOR ALL SOILS
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Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash, Pumpkin,
Cucumber and Watermelon Seed and Field Corn,
on Contract.

CORRESPONDENCE SOLICITED

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Grown for the Wholesale Seed Trade.

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Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

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GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Tur-
nip, Radish, Beet, Etc.

Branches: Michigan, MILFORD, CONN.
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Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.
Woolworth Bldg., New York City

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Philadelphia

Wholesale Price List for Florists
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Robert Craig Co...

High
Class - **PALMS**

and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Rooted Carnation Cuttings

	Per 100	Per 1000
Thenanthos.....	\$2.00	\$18.00
Beacon.....	2.60	20.00
Alice, (Light Pink).....	2.00	18.00
Herald.....	2.00	15.00

	Per 100	Per 1000
Ward.....	\$2.00	\$15.00
White Enchantress.....	2.50	20.00
Rose Pink Enchantress.....	2.50	20.00

ROSE PLANTS, 2½ in. Pots

	Per 100	Per 1000
Champ Welland.....	\$5.00	\$45.00
Sunburst.....	5.00	45.00
Pink Killarney and My Maryland...	5.00	45.00

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WHOLESALE FLORIST

2,000,000 SQUARE FEET OF GLASS

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GERANIUMS

ROOTED CUTTINGS.

Summer Prices—Ready now, and fresh lot every two weeks. S. A. Nutt, per 1000, \$10.00; Ricard and Poitevine, per 1000, \$12.50. If wanted by Parcel Post add \$1.00 per 1000 to above prices.

ALBERT M. HERR, LANCASTER, PA.

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GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St, NEW YORK and ORANGE, CONN.

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Orchids

If you want Orchids for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.
LAGER & HURRELL, Summit, N. J.

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Roses, Rhododendrons, Boxwood

Spring importation of Holland stock now ready:

Baby Rambler Roses, two year field grown. We have regraded these and are shipping out as No. 1 grade only such plants as you should have for pot plant and best retail sales. Per 100 \$20.00

Baby Rambler, (Mme Norbert Levavasseur) Crimson..... 18.00
Baby Tausendschon, pink; Baby Dorothy, deep pink; Ellen Poulsen, light pink; Erna Teschendorf, dark red; Greta Kluis, deep rose; Jessie, bright rose; Mrs. Cutbush, light pink; Orleans, bright rose; Triumph de Orleans, bright red.....

Baby Ramblers, same varieties as above, in medium or No. 1½ grade, a little lighter plants, suitable for smaller pots, or outside planting..... \$130.00 per 1,000 14.00

Hybrid Tea Roses, two year field grown; Arthur R. Goodwin, Bessie Brown, Betty, Farbenkonigen, Grus An Teplitz, Killarney, Lady Ashtown, Lady Alice Stanley, Mad. A. Chatenay, Mad. Caroline Testout, Mad. Leon Pain, Prince of Bulgaria..... 20.00

RHODODENDRONS.

Fresh, clean looking stock in best possible condition, 18 to 24 inches high, 8 to 12 buds, at..... \$5.00
24 to 30 inches high, 12 to 16 buds, at..... 115.00

Hardy Hybrids in all colors, only such sorts as are hardy in America.

BOXWOOD.

Ball shaped bush and pyramidal forms; bright foliage and up to grade, all balled and burlaped.

Bush Shape—	Per 100	Pyramid—	Each
18 inches high.....	\$75.00	42 inches high.....	\$2.25
30 inches high.....each	1.75	48 inches high.....	3.25

Globe or Ball—	Each	54 inches high.....	4.00
18 by 18 inches through..	\$3.75		

Kalmia Latifolia—	Each
18 to 24 inches.....	B & B \$1.00
24 to 30 inches, heavy bushy.....	1.50

Acuba Punctata—24 inches.....	1.00
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CIBOTIUM SCHIEDEI

4 to 5 foot spread, 9 inch cedar tubs, \$5.00 each.
These plants are particularly good value. Write for prices of Kentias.

JOSEPH HEACOCK COMPANY, Wyncote, Pa.

Mention the American Florist when writing.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

THE Florida melon crop promises to be large and earlier than usual.

VEGETABLE acreage in Florida reported by the United States department of agriculture, April 8, was as follows: Beans, 5,475; cucumbers, 3,515; peppers, 1,931.

MINNEAPOLIS, MINN.—Mrs. Gertrude Ingenhutt, aged 104 years, who for many seasons has planted and personally tended a garden, is planning a war garden this year. To the fresh food from her garden and the pleasure and exercise derived from working it, she attributes her health and longevity.

Asparagus Demand Fair.

South Carolina Colossal Green sold \$5.00 to \$7.00 per dozen bunches in leading northern markets. California firsts reached \$11.00 per dozen in New York and fancy light green sold at \$5.00 per crate in Chicago. The demand for choice asparagus was fair to good in most markets.—Market News, April 4.

Cabbage Demand Stronger.

The demand in some markets is reported improving. Western New York continues at \$10 to \$16 in bulk with sales by shippers at \$20 to \$25 at Rochester. Jobbing prices in eastern and central markets advanced sharply to \$45 to \$50 at Chicago. Southern producing sections showed an advance ranging from five to 10 cents. Jobbing sales in northern markets were uneven.—Market News, April 4.

Prices of Indoor Fruits and Vegetables.

Chicago, April 16.—Cucumbers, 2 dozen box, \$2.00 to \$2.50; celery, crate, \$2.00 to \$2.25; leaf lettuce, per box, 17½ to 20 cents; radishes, per barrel, \$4.00 to \$6.00; tomatoes, 6 baskets, \$2.00 to \$4.50.

New York, April 15.—Celery, per crate, \$1.50 to \$3.00; cucumbers, 50 cents to \$1.00 per dozen; mushrooms, 40 cents to \$2.00 per 4-pound basket; tomatoes per pound, 12 to 35 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$3.00 to \$4.00.

Garden Plans.

The W. Atlee Burpee Co., Philadelphia, Pa., has issued several plans in connection with the campaign for increased garden planting that have met with the hearty approval of the food administration, the National Council of Defense and numerous organizations that are planting war gardens. In calling attention to the most profitable vegetable garden crops both for large and small areas, information is given as to proper methods of sowing the seed, fertilizers, drainage, selection of the garden site, practical garden plans, etc.

Cabbage and Cauliflower Protection.

Not all gardeners are aware of the necessity of protecting cabbage and cauliflower plants against injury from frost. This is especially so in case the plants have not been well hardened, or when a long, warm spell is followed by a severe freeze. What is needed at this time is protection for the stem, as the leaves may be neglected. We have for years practiced a method that has given entire satisfaction.

Beginning at the end of the field from which the prevailing winds blow, we set the plants leaning away from the wind, which in our case, would be leaning toward the east; all rows are set leaning in the same way. The plants are at once filled with a hoeful or handful of earth applied to the west side, which helps in one way to hold the plants steady and prevent damage by high winds, and, on the other, keeps the stems from freezing. We have done this to such an extent that only the tips of the leaves were visible and left the plants in this shape for three weeks with no injury. Very often the plants erect themselves later on—if not, a little help must be given when steady warm weather sets in. This method can also be of use in fighting the maggots. In one locality, the flies lay their eggs against the stem the latter part of April or the first days in May. The young maggots at once attack the stem and often the crop is ruined. We find that upon investigation we can determine when the eggs are laid, and by compelling the flies to deposit their eggs upon one mound of ground—we can scatter these eggs in all directions and cultivate them under deeply to such an extent that they either never hatch or never find our cabbage. This method is superior to any chemical or fly paper treatment.

Another mistake made in some locations, is excessively deep planting.

When set too low, the ground at the roots is too cold, retarding root action. We find plants "walk off" more readily if set only moderately deep and hilled for protection as above. Later on, when the plants start to grow, we scatter a scant handful of nitrate of soda around each plant, taking care to keep the nitrate at least three inches away from the stem. This will soon tell on them. To keep nitrate in good workable shape, we pound the lumps and screen through ¼-inch mesh screen and immediately mix with four or five times its bulk of bone meal or acid phosphate. Thus nitrate of soda cannot cake nor "creep" away and is ready for instant service. Besides, the phosphate is a help to our plants.

MARKETMAN.

“Market Gardening”

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 Cents.

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Cabbage and Tomato Plants

Large strong plants of the best varieties at 75c and \$1.00 per 100. Write us for prices in thousand lots.

J. F. WILCOX & SONS

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TWENTY MILLIONS FROST-PROOF CABBAGE PLANTS READY

Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier.
From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

TO SEEDSMEN ONLY

R. A. van der SCHOOT, Hillegom, Holland

Begs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

Inquiries and quotations may be addressed to the undersigned, who is the American representative of the House, and ready to furnish all information.

No retail trade solicited. We believe we are the only Holland House whose business in the United States is "STRICTLY WHOLESALE."

A. M. van der SCHOOT

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American
Grown

Gladiolus Bulbs

At Cost to
Produce

The Best Paying Crop Last Summer
Constant Cutting of Salable Plants

NO COAL BILLS

These are healthy frost-free Bulbs, our own Michigan and Illinois grown.

	Firsts 1½-2 in. 1000	Medium 1¼-1½ in. 1000		Firsts 1½-2 in. 1000	Medium 1¼-1½ in. 1000
America.....	\$16.00	\$13.00	Europa (big white)	\$60.00	
Augusta	15.00	12.00	Myrtle (good pink)	75.00	\$65.00
Mrs. F. King	15.00	12.00	Sunbeam (Primulinus).....	80.00	65.00
Panama	36.00	30.00	Schwaben, big yellow	65.00	
*Chicago White	22.50	17.00	VAUGHAN'S MIXTURES.		
Pendleton	50.00	38.00	XXX Florists'	\$16.00	\$13.00
Halley (early)	20.00		Standard	13.00	10.00
*Chicago White is a dandy Florist variety for window and shop work.			Scarlet Shades	14.00	11.00
			Pink Shades	15.00	12.00

Planting stocks of several of above at close prices, write.

✂ All the above F. O. B. Chicago ✂

LILIES

Your Empty Easter Benches need fillers.
LILIES are wanted ALWAYS.

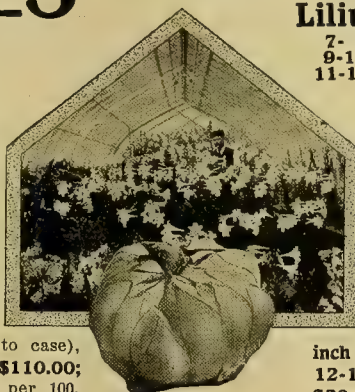
Lilium Giganteum Per Case
7-9 inch, 300 to case.... \$18.00
9-10 inch, 200 to case.... 25.00
11-12 inch, 130 to case.... 25.00

Auratum

8-9 inch (160 to case),
per 100, \$7.00; per 1000,
\$65.00. 9-11 inch (100
to case), per 100, \$9.50;
per 1000, \$90.00. 11-12
inch (75 to case), per 100,
\$17.00; per 1000, \$160.00.

Album

8-9 inch (200 to case),
per 100, \$9.50; per 1000,
\$90.00. 9-11 inch (140 to case),
per 100, \$12.00; per 1000, \$110.00;
11-12 inch (90 to case), per 100,
\$17.00; per 1000, \$160.00.



Rubrum

8-9 inch (200 to case),
per 100, \$7.00; per 1000,
\$65.00. 9-11 inch (140
to case), per 100, \$10.00;
per 1000, \$95.00. 10-11
inch (125 to case), per 100,
\$12.00; per 1000, \$110.00.
11-12 inch (100 to case),
per 100, \$15.00. 11-13
inch (91 to case), per 100, \$17.00.
12-14 inch (72 to case), per 100,
\$20.00.

Cannas

All Sound,
Two Eye Stock.

	Per 100	Per 1000		Per 100	Per 1000
Allemania	\$3.00	\$22.50	Mrs. A. Conard	\$6.00	\$50.00
Madam Crozy ..	3.00	22.50	Orange Bedder ..	6.00	50.00
David Harum ..	3.50	30.00	Venus	3.00	22.50
Fred. Benary ..	3.00	22.50	Wyoming	3.00	25.00
Goldbird	6.00	60.00	FIREBIRD	12.00

2½ inch pots of all the above ready Now.

Yellow Humbert

Without a doubt the finest
Yellow Canna yet introduced
— a perfect companion to
King Humbert. Dry roots.

Per 100	Per 1000
\$5.00	\$45.00

Lily of the Valley

Holland grown, from storage, per
1,000, \$30.00.

Valley Clumps, per 100, \$25.00.

Full lists of CANNAS, GLADIOLUS,
ROSES, DAHLIAS and other choice
Florists' flowers are given in our
"Book for Florists" — free for the
asking.

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NEW YORK

Spring Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEK N, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

Tuberous Rooted Begonias and Gloxinias

Importation just arrived in fine condition.

DOUBLE FLOWERED BEGONIAS

Crimson.....	\$6.00 per 100; \$55.00 per 1000.
Scarlet.....	
Pink.....	
White.....	
Yellow.....	
Mixed colors, \$5.00 per 100.	

SINGLE FLOWERED BEGONIAS

Crimson.....	\$4.50 per 100; \$40.00 per 1000.
Scarlet.....	
Pink.....	
White.....	
Yellow.....	
Mixed colors, \$4.00 per 100.	

GLOXINIAS. Splendid bulbs, White, Purple and Spotted..... \$6.00 per 100

The Storrs & Harrison Co., Painesville, Ohio

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

TAMPA, FLA.—The Thomas Nurseries will consider change in name to Florida Estates, April 18.

NEW HAVEN, CONN.—The Elm City Nursery calls attention to the fact that tree planting is not only a good habit but a duty we owe to forthcoming generations.

Nursery Shipments Exempt of Embargo.

In the Bulletin of the American Association of Nurserymen of April 1, Curtis Nye Smith, Boston, Mass., counsel of the association, reports that the committee on express transportation composed of the vice-presidents of the Adams, American and Wells-Fargo companies, with A. M. Richardson, Washington, D. C., secretary, has issued instructions to express companies as follows:

"Nursery stock, in packages not exceeding 300 pounds, and all seeds should be classed and handled as perishable matter, and also excluded from embargoes along with government shipments, food products, etc."

Nursery Importations Threatened.

The Federal Horticultural Board at Washington gives notice of a public hearing on proposed restrictions or prohibitions with respect to the importations of plants and seeds from foreign countries, May 28, in Room 11, Federal Horticultural Board, Washington, D. C., at 10:00 a. m. In view of the tendency of the non-commercial officials in control, or whose advice is taken in such matters at Washington, it becomes necessary for those whose business may be seriously affected as a result of this action to spend some money personally in a trip to Washington and to employ counsel to represent them. It should be remembered at the same time, another board, (Federal War) is busy restricting, by most difficult conditions, the importations of all plants and bulbs. Between the two boards the importing nurserymen and seedsmen are likely to find their foreign trade well shut out.

Park Department Changes in New York.

The New York Times of April 12 says in part: "Carl F. Pilat, for five years landscape architect for the city park department, resigned yesterday at the request of Commissioner William F. Grell. According to Mr. Pilat, the reason the commissioner gave for asking his resignation was Mayor Hylan's plea for economy."

"Mr. Pilat's removal follows closely upon the action of Commissioner Grell in dismissing Charles F. Flitner, curator of the Dyckman House Museum at 204th street and Broadway, and Mrs. Martha Rush, another old employe of the museum. These two, the commissioner replaced with Capt. Frederick Hensler and his wife, who like the park commissioner, are naturalized Germans.

"Although friends of the commissioner said last night that the removal of Mr. Pilat had nothing to do with pro-German-American prejudice, it was pointed out that by the resignation a naturalized Austrian named Gattringer, who was Mr. Pilat's assistant, becomes acting landscape architect. Mr. Gattringer is a civil service employe, and Mr. Pilat was not."

"Protests against the removal of the landscape architect are being sent to Mayor Hylan which severely condemn the action of the commissioner. It has been pointed out that the city must have a landscape architect, and that the summary removal of a competent man on such grounds as the park commissioner gives is unwise and unfair."

In this connection it may be stated that a short time ago, a foolish scheme was hatched to dig up a part of Central park and make trenches, the ostensible object being to show the people something of "war" and make them more patriotic. Central park is about as near to real war as some of our citizens want to go. The trench scheme was eventually abandoned.

A. F. F.

Barberry Dangers.

Secretary of Agriculture Houston calls attention to the fact that *Berberis vulgaris*, *B. purpurea* being included, is responsible for the loss of millions of bushels of wheat annually, being the cause of black stem rust, a plant parasite that requires the common barberry as an alternate host to complete its life cycle. In a campaign to control the rust disease, it is urged that elimination of all common barberry be made at once wherever it has been planted. The immediate destruction is necessary, as rust develops on the bushes about May 1 and may be carried at once to the wheat. The fact that the barberry is some distance from the wheat fields does not indicate that the rust cannot be transferred to the grain, the spores being carried long distances by wind, and can infect a number of wild grasses, producing new crops of spores, which in turn can be spread like clouds of dust over entire counties in a few days.

The Illinois State Council of Defense has urged all patriotic citizens of that state to at once dig up and burn all plants of the tall or European barberry, there being yet time to replace the destroyed shrubs with other more beautiful species, especially the Japanese variety, which does not harbor the rust and is much better for ornamental purposes than the vulgaris. The value of the barberry is so insignificant compared with the great food value of cereal crops, especially at present, that no one should hesitate to make this sacrifice at once.

The distinguishing points in the two varieties are as follows: Japanese—Edge of leaf smooth; twigs of last year, reddish-brown; berries, single or rarely in groups of two or three. *Vulgaris* (common)—Edge of leaf, sawtoothed; twigs of last year, dun or grey; berries in a cluster on one main stem.

Manetti Stocks Home-Grown.

A comparatively new enterprise for this country was started not long ago by John D. Knickman, who is an experienced florist and nurseryman, and has located at East Northport, Long Island, N. Y. It is the growing of manetti stock for budding and grafting purposes.

This venture is timely, as a recent order has prohibited the importation, for an indefinite time, of all trees, shrubs and plants. He has a considerable area of suitable land and has a large stock coming on that will be ready this fall for indoor grafting. The stock for budding, as is generally known, takes two years' growth and will not be ready for the trade until next year, but for grafting, he expects to have, this fall, a supply that will meet all demands of the trade. He is also growing English ivy, and will be prepared to ship rooted or unrooted cuttings and plants. Another feature of his work is a great stock of hardy perennials.

John D. Knickman, who is a brother to C. B. Knickman, of the well-known horticultural farm of McHutchison & Co., New York, started in greenhouse work when he was 10 years old and spent 22 years at it. For 14 years, he was with the well-known firm of Bobbink & Atkins, Rutherford, N. J. As by inclination and experience he is well equipped for this enterprise, we expect him to be successful.

A. F. F.

2¼ and 4-inch Pot-grown. **ROSES** Hardy Climbing Field-grown

Spring Price List, 400 best new and standard sorts, on own roots, from summer propagation.

THE LEEDLE FLORAL COMPANY—SPRINGFIELD-OHIO.

VIBURNUM PLICATUM

Also *Berberis Thunbergii*, *Hydrangea paniculata*, *Weigelia*, *Spiraea*, etc.

Ask for complete list of Oak Brand Shrubs.

The **CONARD & JONES CO**

Robert Pyle, Pres.



WEST GROVE PENN'A.

Ant. Wintzer, Vice-Pres.

THE WORLD'S BEST

DAHLIAS

Best new and standard varieties, strong well ripened field-grown roots, at right prices. Send for special wholesale list. We can make prompt shipments, or will reserve for spring delivery if desired.

SPRING LAKE DAHLIA FARM
P. O. Box 332, SPRING LAKE, N. J.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstowne June., N. J.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.



D. HILL—The Evergreen Specialist.

Since the days when I used to dig and pack every order myself, my business has grown, but my policy remains the same—"Give every customer complete satisfaction."

Hill's Evergreens

AND OTHER CHOICE NURSERY STOCK

Since 1855

For over half a century our main business has been to give satisfaction.

Many Florists are pushing the Landscape feature of their business with increasingly profitable results.

As this branch of your business develops, draw on us for your requirements in choice ornamental Evergreens and other Nursery Stock, either developed specimens for immediate results or small plants for lining out.

Send us your want list for pricing. Make up your order now and send it in at once. Planting season is near at hand. Please note the following:

Hill's Evergreens

	10	100	1000
Abies Balsamea (Balsam Fir)			
10-12 in.	\$ 1.40	\$ 9.00	
12-18 in.	1.70	12.00	
Abies Tsuga Canadensis (Hemlock)			
6-10 in.	\$ 1.30	\$ 8.00	
10-12 in.	1.60	12.00	
3-4 ft. B&B..	20.00		
Abies Concolor (Silver Fir)			
4-8 in.		\$ 2.00	\$ 12.00
10-12 in.	\$ 1.50	10.00	
2-3 ft. B&B..	12.50		
Abies Douglasi (Colo. Douglas Fir)			
4-8 in.		\$ 2.00	\$ 12.00
12-18 in.	\$ 1.70	12.00	
18-24 in.	2.50	20.00	
3-4 ft. B&B..	20.00		
Juniperus Communis (English Jun.)			
3-6 in.		\$ 2.50	\$ 15.00
6-10 in.	\$ 2.00	15.00	
Juniperus Hibernica (Irish Jun.)			
6-8 in.		\$ 3.50	\$ 30.00
Juniperus Virginiana (Red Cedar)			
2-4 in. Seedlgs.		\$ 1.50	\$ 9.00
6-12 in.	\$ 1.40	9.00	80.00
12-18 in.	2.30	18.00	
Picea Alba (White Spruce)			
4-8 in. Seedlgs.		\$ 1.85	\$ 14.00
12-18 in.	\$ 1.40	9.00	
18-24 in.	1.70	12.00	

	10	100	1000
Picea Canadensis (Black Hill Spruce)			
Excellent bushy type from Black Hills, S. D.			
6-10 in.	\$ 1.30	\$ 8.00	
10-12 in.	1.50	10.00	
Picea Excelsa (Norway Spruce)			
4-8 in. Seedlgs.		\$ 1.75	\$ 9.00
6-10 in. Seedlgs.		2.00	12.00
12-18 in.	\$ 1.10	6.00	
18-24 in.	1.50	10.00	
Picea pungens (Colorado Blue Spruce)			
3-6 in. Seedlgs.		\$ 2.50	\$ 15.00
6-10 in. Seedlgs.	\$ 1.50	10.00	
10-12 in.	2.50	20.00	
12-18 in.	3.50	30.00	
Pinus Austriaca (Austrian Pine)			
12-18 in.	\$ 2.00	\$ 11.00	
18-24 in.	2.50	16.00	
Pinus Mugho (Dwarf Mountain Pine)			
6-10 in. Seedlgs.		\$ 2.25	\$ 15.00
8-10 in.	\$ 2.40	15.00	
10-12 in. XX..	3.00	20.00	
12-18 in. XX..	3.50	25.00	
Pinus Resinosa (Red or Norway Pine)			
18-24 in.	\$ 2.50	\$ 16.00	
2-3 ft.	3.20	22.00	
Pinus Sylvestris (Scotch Pine)			
6-12 in. Seedlgs.		\$ 1.75	\$ 12.00
12-18 in.	\$ 1.70	8.00	
18-24 in.	2.10	12.00	
Retinospora Plumosa			
6-8 in.		\$ 3.50	

	10	100	1000
Sequoia Gigantea			
1-3 in. Seedlgs.	\$ 1.50	\$ 10.00	
Taxus Canadensis (American Yew)			
6-12 in.	\$ 8.00	\$ 65.00	
12-18 in.	12.00		
Taxus Baccata (English Yew)			
6-10 in.	\$ 7.50	\$ 65.00	
Taxus cuspidata (Japanese Yew)			
6-10 in.	\$ 1.50	\$ 10.00	
Thuja Biota Orientalis			
3-6 in. Seedlgs.		\$ 2.00	\$ 11.00
6-12 in. Seedlgs.		2.50	16.00
12-18 in.	\$ 1.70	12.00	
18-24 in.	1.90	14.00	
Thuja Occidentalis (Am. Arbor Vitae)			
4-8 in. Seedlgs.		\$ 2.00	\$ 12.00
6-10 in.	\$ 1.10	6.00	50.00
10-12 in.	1.30	8.00	70.00
12-18 in.	1.60	11.00	
18-24 in.	2.30	18.00	
Thuja Compacta (Compact Arbor Vitae)			
6-8 in.		\$ 3.50	
Thuja Globosa (Globe Arbor Vitae)			
4-6 in.		\$ 4.00	
Thuja Pyramidalis (Pyr. Arbor Vitae)			
4-6 in.		\$ 3.50	\$ 30.00
6-8 in.		3.75	35.00
Thuja Wareana Siberica			
4-6 in.		\$ 3.00	

Deciduous Trees and Shrubs

STRONG, CLEAN, THRIFTY YOUNG PLANTS, SUITABLE FOR LINING OUT

	100	1000.
Acer Saccharum (Hard Maple)		
12-24 in.	\$ 2.25	\$ 13.50
2-3 ft.	3.00	20.00
Crataegus Crus Galli		
6-12 in.	\$ 2.00	\$ 14.00
Crataegus Mollis		
6-12 in.	\$ 2.25	\$ 18.00
Juglans Nigra (Black Walnut)		
12-18 in.	\$ 1.75	\$ 15.00
Malus Coronarius (Wild Crab)		
6-12 in.	\$ 2.50	\$ 20.00
Ulmus Americana (Am. White Elm)		
12-24 in.	\$ 1.50	\$ 6.00
2-3 ft.	1.75	9.00

	100	1000.
Berberis Thunbergi (Jap. Barberry)		
6-15 in.	\$ 1.50	\$ 9.00
12-24 in.	2.50	16.50
Forsythia Fortunei		
6-15 in.	\$ 2.00	\$ 16.50
Forsythia Intermedia		
6-15 in.	\$ 2.00	\$ 16.00
Ligustrum Amurense (Amoor River-North)		
6-12 in.	\$ 2.00	\$ 15.00
12-18 in.	2.25	18.00
Ligustrum Iibota (Iibota Privet)		
6-12 in.	\$ 1.25	\$ 10.00
Lonicera Morrowi		
8-15 in.	\$ 2.00	\$ 15.00

	100	1000
Pachysandra Terminalis		
4-8 in.	\$ 2.50	\$ 20.00
Rosa Setigera		
4-8 in.	\$ 1.75	\$ 15.00
Rosa Multiflora		
6-12 in.	\$ 1.75	\$ 12.00
Spirea Van Houttei (Bridal Wreath)		
6-15 in.	\$ 2.00	\$ 15.00
Symphoricarpos Alba (Snowberry)		
6-15 in.	\$ 1.75	\$ 15.00
Syringa Vulgaris (Purple Lilac)		
6-15 in.	\$ 1.50	\$ 12.00

Complete Wholesale Price List on Demand

THE D. HILL NURSERY CO., Inc.

EVERGREEN SPECIALISTS

LARGEST GROWERS IN AMERICA


Box 404, - - - - Dundee, Illinois

These Prices Are Intended for the Trade Only.

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Elmer D. Smith & Co., Adrian, Mich.

LIST OF VARIETIES AND PRICES ON APPLICATION.



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25
AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

Nassau County Horticultural Society.

The regular meeting of the above society was held in Pembroke hall, Glen Cove, N. Y., April 10. There was a good attendance, with President Robert Jones in the chair. One petition for active membership was received. The president appointed the following to act as judges for the monthly exhibits: John F. Johnston, James McCarthy and Arthur Smith. Their awards were as follows: Competition, vase of antirrhinum, mixed, Robert Jones, 1st; vase of outdoor flowers, Frank Petroccia, 1st; bunch of 50 violets, Frank Petroccia, 1st; exhibition, bunch of violets, cultural certificate awarded to Frank Petroccia. Robert Jones, upon request, gave a short talk on his method of growing antirrhinums, which proved very interesting and instructive.

An essay, written by L. P. Jensen, St. Louis, Mo., entitled "The Relation of the Gardener to Civic Work," was ably read by Sam. J. Trepess. A letter of thanks was ordered sent the author. Robert Jones offered a prize of \$5 in competition for tulips at our next meeting. Competitions for our next meeting, to be held May 8, are: 24 pansies, one vase of bulbous flowers grown out of doors, and one pan of narcissi. It was unanimously agreed that the treasurer be empowered to purchase a \$500 Liberty Bond for this society.

HARRY GOODBAND, Cor. Sec'y.

Seasonable Stock You Will Need

	Per 100	Per 1000
Asparagus Sprengeri, 2½ in.....	\$3.00	\$27.50
Acalypha Sanderi and Triumphans, 2½ in	4.00	
Buddleia Veitchiana Lindleyana, Magnifica and Amplissima, 2½ in	5.00	40.00
Green Leaved Cannas, in standard varieties, from 3 in pots	4.50	
Cobaea Scandens, 2½ in pots.....	4.00	
Ferns, Aspidium Tsussimense, Cyrtomium Falcatum, Pteris Tremula and Pteris Wimsetti, 2½ in.	3.50	30.00
Boston Ferns 2½ in	4.00	37.50
Heliotrope, Jersey Beauty, F. Nightingale, Buissan, Fleur and Snow Wreath, 2½ in.....	3.00	27.50
Impatiens Hybrids, all colors mixed, 2½ in.....	4.00	
Petunias, double, 8 distinct varieties, 2½ in	4.00	
Petunias, Giant Ruffled, single mixed, 2½ in.....	3.00	
Salvia Zurich and Splendens, 2½ in.....	3.00	27.50
Palms, Kentia Belmoreana, 2½ in., \$10.00 per 100; 3 in., \$15.00 per 100; 4 in., \$40.00 per 100. Fine dwarf clean stock to grow on.		
Cocos Weddelliana, 2½ in., \$12.00 per 100.		

THE STORRS & HARRISON CO.
PAINESVILLE, OHIO

Just Arrived From Holland

A shipment of Double and Single

TUBEROUS ROOTED BEGONIAS

In prime condition. We offer:

Double Red.....	} \$5.50 per 100; \$50.00 per 1000.	Single White...	} \$4.00 per 100; \$35.00 per 1000.
Double Rose....		Single Rose....	
Double White...		Single Red.....	
Double Yellow..		Single Yellow..	
Double Crimson		Single Crimson	
Double Mixed, \$5.00 per 100; \$45.00 per 1000.		Single Orange..	
		Single Mixed, \$3.50 per 100; \$32.50 per 1000.	

HENRY A. DREER

714-716 Chestnut Street, Philadelphia, Pa.

The above prices are intended for the trade only.

PETERBORO, ONT.—The local trade reports a fine Easter business. Lilies were a little short of the demand, but everything moved well at good prices.

TOLEDO, O.—I. N. Keller, veteran florist of this city, who built the first greenhouse here 45 years ago, and has continued the business since that time, has retired. He is a veteran of the civil war, and lost a leg during that conflict.

DAISIES

Our Stock Has Been Carefully Selected.

	Per 100
Mrs. F. Sander, 2-in.	\$2.00
Boston Yellow, 2-in.	3.00
Alyssum, Giant Double, 2-in.....	2.00
Geraniums, Labeled, 2-in.....	2.00
Vinca Variegata, 2-in.	1.75

ELMER RAWLINGS, Allegany, N. Y.

Ready Reference Section.

10 CENTS PER LINE, NET.



ADIANTUM.

Adiantum Croweanum, 6-in., \$20 per 100; \$1.50 per 1,000; 250 at 1,000 rate. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia.

ASPARAGUS.

ASPARAGUS PLUMOSUS. Extra fine, 3-in., \$5.00 per 100; 4-in., \$8.00 per 100. Sprenger, 4-in., \$7.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprenger, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Sprenger, 200 four-in., good plants, \$10.00 per 100. Cash please. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus plumosus, 2½-in., per 100, \$3.00; Sprenger, 4-in., per 100, \$7.50. Albert M. Herr, Lancaster, Pa.

Asparagus Sprenger, 2½-in.; \$3.00 per 100; \$27.50 per 1,000. The Storrs & Harrison Co., Painesville, O.

BEGONIAS.

BEGONIA LUMINOSA COCINEA, 2½-inch pots, extra strong; \$4.50 per 100; \$40.00 per 1,000; 3-inch pots, \$3 per 100; \$75 per 1,000 JACOB BECKER, 5211 Ludlow St., Philadelphia.

Begonias, tuberous rooted, single and double. For colors and prices see advertisement elsewhere in this issue. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Begonias, transplanted seedlings, Vernon and Prima Donna, \$2.00 per 100. Ernest Rober, Wilmette, Ill.

Begonias, Gracilis Rose, Erfordi and Vernon type, 3-in.; \$3.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BOXWOOD.

Boxwood. Ball-shaped, bush and pyramid forms, bright foliage and up to grade, all balled and burlapped. For sizes and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

Box and Bays. New imported stock in green painted tubs. Pyramid, standards, globe and bush shaped. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Lily bulbs. For immediate use or later delivery. Lillium Giganteum, L. Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Gladioli; strictly first size. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

BULBS.

Bulbs. Lill. Giganteum, 7-9 in. (100 to case), \$7.50 per case; (300 to case), \$20 per case; 8-10 in. (225 to case), \$20 per case; 9-10 in. (200 to case), \$23 per case. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lill. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Hardy Lilies. Lillium Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Henry F. Mitchell Co., 518 Market St., Philadelphia, Pa.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, 2-inch, \$6.00 per 100; 4-inch, \$15.00 per 100. ERNEST ROBER, Wilmette, Ill.

CALLAS.

CALLA LILIES. Extra quality started 2½-in. pots, \$4.00 per 100; 5-in. coming in bud, \$2.00 per doz. THE WAGNER PARK NURSERY CO., Sidney, O.

CANNAS.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATION CUTTINGS.

Extra fine stock, ready for immediate delivery.

	100	1,000
Carnegie	\$2.00	\$15.00
Victory	2.00	15.00
Bonfire	2.50	20.00
Matchless	3.00	25.00
Alice	2.00	18.00
Pink Enchantress	2.00	18.00
White Enchantress	2.00	18.00
Ward	2.50	20.00

WIETOR BROS.,
L. D. Phone 2081.

162 N. Wabash Ave. Chicago.

ROOTED CARNATION CUTTINGS.

Extra fine, well-rooted cuttings for immediate delivery.

	100	1,000
Superb	\$6.00	\$50.00
Aviator	3.00	25.00
Matchless	3.00	25.00
Euch. Supreme	3.00	25.00
Wh. Enchantress	2.50	20.00
Mrs. Ward	2.50	20.00
R. Pink Euch.	2.50	20.00
Enchantress	2.50	20.00

CHICAGO CARNATION CO.
Illinois.

Rooted carnation cuttings. Thenanthos, Beacon, Alice, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2.00 per 100, \$15.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CARNATIONS.

Carnation rooted cuttings, strong clean stock. Matchless, White Enchantress, Pink Enchantress, Rose Pink Enchantress, Enchantress Supreme, Beacon and Windsor, \$25 per 1,000. James Vick's Sons, Rochester, N. Y.

Carnations. All first-class stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CINERARIA.

Cinerarias. 2, 3 and 4-in., \$6 and \$10 per 100. Ernest Rober, Wilmette, Ill.

COLEUS.

COLEUS. Fine 2-inch stock, best bedding varieties, \$2.00 per 100. Cash, please. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclameus, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

DAFFODILS.

Daffodils—Cut blooms, \$2.50 per 100. GEORGE LAWLER, Tacoma, Wash.

DAHLIAS.

Dahlias. Best new and standard varieties; strong, well ripened field-grown roots, at right prices. Send for special wholesale list. Spring Lake Dahlia Farm, Box 332, Spring Lake, N. J.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

DRACAENA INDIVISA, 4-in., \$12.50 per 100. 5-in., 20c and 25c; 6-in., 50c. Ernest Rober, Wilmette, Ill.

Dracaena Indivisa, very fine, 5-in.; \$25 per 100. HARRY HEINL, W. Toledo, O.

FERNS.

—FERNS—

	Per 100
Roosevelt, 2½-in.	\$ 4.50
Boston, 2½-in.	4.50
Teddy, Jr., 2½-in.	5.00
Scholz, 2½-in.	4.50
Scholz, 4-in.	18.00

THE REESER PLANT COMPANY, Ohio
Springfield,

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. Aspidium, Holly, Mayll, Willson and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERNS.

Ferns. All bushy, well furnished. Boston, Teddy Junior and Bird's Nest. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Ferns. Table, good assortment, 2½-in. pots, \$3.00 per 100; Holly ferns, Cyrtomium Rockfordianum, 4-in., \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. Table ferns, \$3.50 per 100. ERNEST ROBER, Wilmette, Ill.

Ferns, pot-grown. Boston and Scotii., 5-in.; \$25 per 100; 6-in., \$35 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsia (Un. variegata)—2 to 5 eyes, \$10.00 per 100.

ERNEST ROBER, Wilmette, Ill.

GERANIUMS.

GERANIUMS. Special this week. 10,000 Potveinc, 2½-in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks. \$2.50 per 100, \$25.00 per 1,000. Other standard varieties same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

GERANIUMS. Nutt, extra fine, 3-inch stock. \$6.00 per 100; \$55.00 per 1,000. Order now.

J. A. BUDLONG, Chicago.

GERANIUMS, 5,000 Nutt. (red), nice clean stock in 3-inch pots, \$50.00 per 1,000. Cash please. NICK REDING, 6731 Ridge Ave., Chicago.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitvine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums. 2½-in., S. A. Nutt, extra heavy, \$3.00 per 100, \$27.50 per 1,000. ERNEST ROBER, Wilmette, Ill.

GLADIOLUS.

MASSACHUSETTS GROWN GLADIOLI.
All Prices Are Quoted per 1,000

	1½ in.	1¼ in.	1 in.
	and up	and up	and up 1¼ in.
America, light pink	\$18.00	\$12.00	\$ 9.00
Augusta, white	15.00	12.00	9.00
Brenckleyensis, scarlet....	15.00	12.00	9.00
Cameo, white	15.00	12.00	9.00
Empress of India, dark red	25.00	20.00	15.00
Glory of Holland, white....	25.00	20.00	15.00
Chicago White, white....	25.00	20.00	15.00
Halley, salmon pink....	15.00	12.00	9.00
Independence, scarlet....	15.00	12.00	9.00
Mrs. F. King, salmon pink	15.00	12.00	9.00
Mrs. F. Pendleton, pink....	45.00	36.00	27.00
Mary Pennell, lavender...	75.00	60.00	50.00
Peace, white	30.00	24.00	18.00
Exhibition Mixed	12.00	10.00	8.00
Extra Choice Mixed	10.00	8.00	6.00

Correspondence solicited on other varieties, smaller sizes or bulblets.

CENTRAL GLADIOLUS GARDENS.
JELLE ROOS MILTON, MASS.

GLADIOLUS.

America.

	1000	1000
1½-in.	\$14.00	¾ to 1-in.\$6.00
1¼ to 1½-in.	12.00	½ in. and under, 3.00
1 to 1¼-in.	9.00	
Klondike 1¼ to 1½-in.	14.00	
Good Mixed, 1st. size	10.00	
H. HILLS, Bristol, Ind.		

GLADIOLUS AMERICA.

8000. 1½ to 2 in.per 1000 \$12.00
Warranted true to name and sound.

H. O. MARTIN What Cheer, Iowa.

GLADIOLUS.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GLADIOLUS. Mixed flower bulbs, 1-in. to 2-in., only \$6.50 per 1,000. Send for catalog. HOWARD M. GILLET, Box C, Lebanon Springs, N. Y.

Gladiolus. The Bride. Splendid early forcing white, \$7 per 1,000, \$13 per 2,000. Vaughan's Seed Store, Chicago and New York.

GREENS.

Greens. Wild Smilax, \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Wild Smilax \$2.50 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HARDY PERENNIALS.

Hardy field-grown perennials. Hardy Carnation, Campanula, Shasta Daisy, Delphinium, Digitalis, Gypsophila, Hollyhock and many others at from \$8.00 to \$12.00 per 1000. Send for list. JOHN F. HAUSER, R. R. 1, Bayfield, Wis.

HYACINTHS.

Hyacinths, in pots, pans and boxes, 10 cents per flower. ERNEST ROBER, Wilmette, Ill.

IVIES.

English Ivy, very fine, 4-in.; \$15 per 100. HARRY HEINL, W. Toledo, O.

LANTANAS.

Lantanas, mixed varieties, pink, yellow and red, 2-in., strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

LOBELIAS.

Lobelia, transplanted clumps, dark blue and light blue—\$1.50 per 100.

ERNEST ROBER, Illinois.

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Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

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HASSALL & CO., Orchid growers and raisers, Southgate, London, England. Cattleyas, Laelia Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

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Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Cibotium Schiedel, 4 to 5-foot spread, \$5 each. Joseph Heacock Co., Wyncote, Pa.

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Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

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200,000 large stocky September transplanted, field-grown blooming pansy plants. Superb strain; all salable stock. Satisfaction guaranteed. \$1.35 per 100, \$12.50 per 1000. Ready about April 20th. Cash with order. BRILL CELERY GARDENS, Kalamazoo, Mich.

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Petunias, double, 8 distinct varieties, 2½-in.; \$4.00 per 100; Giant Ruffled, single mixed, 2½-in.; \$3.00 per 100. The Storrs & Harrison Co., Painesville, O.

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Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$1 \$7 and \$15 per 100. Ernest Rober, Wilmette, Ill.

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California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

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Strong one-year-old bench plants, grafted. 1,000 Mrs. Aaron Ward, \$8.00 per 100.

100 Titania, \$20.00 per 100.

100 Collette Martinette, own root, \$20.00 per 100.

250 Golden Gem, own root, \$20.00 per 100.

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Brooklyn, N. Y.

EXTRA FINE 2½-INCH ROSE PLANTS.

	100	1000
Ophelia	\$ 7.00	\$60.00
Russell	10.00	90.00
Killarney Brilliant	5.00	40.00
White Killarney	4.00	35.00
Pink Killarney	4.00	35.00
Sunburst	5.00	45.00
Richmond	4.00	35.00
Mrs. George Elgar	4.00	
Baby Doll	4.00	

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L. D. Phone, Randolph 2081.

2½-INCH ROSE PLANTS.

Extra fine stock and big value at prices quoted. Order early and protect your supply.

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Milady	6.00	50.00
Sunburst	6.00	50.00
White Killarney	6.00	50.00
Ophelia (2-in. and 2½-in.)	6.00	50.00

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Wholesale Growers of Cut

Flowers and Plants.

182 N. Wabash Ave., Chicago.

L. D. Phone—Randolph 631.

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Rose Plants, 2½-in. pots, Ophelia, Champ Weiland and Sunburst, \$5.00 per 100, \$45.00 per 1,000. Bench plants, Maryland, Milady, \$6.00 per 100, \$50.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

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2000 CHAMP WEILAND
Extra fine 2½-in. stock, \$7.00 per 100.
\$65.00 per 1,000.

J. A. BUDLONG,
184 N. Wabash Ave. Chicago.

2½-INCH ROSE PLANTS.

Ophelia, \$5.50 per 100; \$45.00 per 1,000.

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See ad. on page 559, issue of March 30. Get complete list of The Leedle Floral Co., Expert Rose Growers, Springfield, O.

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Roses, in bud and bloom, 50c, 75c and up to \$2.00 each. ERNEST ROBER, Wilmette, Ill.

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SALVIA. Bonfire and Splendens, vigorous 2-in. established stock, \$2.50 per 100; \$20.00 per 1,000. THE WAGNER PARK NURSERY CO., Sidney, O.

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Santolina, rooted cuttings, per 100, \$1.20. ODOR GREENHOUSES, Iola, Kan.

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Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Pansy, gig, finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fireball, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

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Tulips. In pans and boxes, 5 cents per flower. Ernest Rober, Wilmette, Ill.

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Transplanted Verbenas. Separate colors, \$1.50 per 100. Ernest Rober, Wilmette, Ill.

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Field-grown plants, ready now. Genuine White Bermuda Onions, \$1.50 per 1000; frost-proof cabbages, (8 varieties), fine tomatoes, (24 varieties), 40c per 100, \$1 per 500, \$1.50 per 1000, sweet and hot peppers (10 varieties), egg-plants (4 varieties), 50c per 3 dozen, 85c per 100, \$3 per 500, \$5 per 1000. F. O. B. Navasota. Prompt shipment. No orders under \$1 accepted. If wanted by parcel post add 5c postage for each 100 plants. Discount 25 per cent on orders of 50,000 or more plants of a kind. Send no personal checks. SCOTT FLORAL CO., Navasota, Tex.

Cabbage plants, frost-proof Jersey, Charleston, All-Head, Sure-Head and Early Flat Dutch varieties at \$1.30 per 1,000 in 5,000 lots and up. Ozark Seed & Plant Co., Nashville, Ark.

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CABBAGE PLANTS

Extra fine, large, strong stock.
Transplanted Seedlings,
\$3.00 per 1,000.

EARLY JERSEY WAKEFIELD.
SUCCESSION,
DANISH BALL HEAD.
Order Early.

GEORGE WITTBOLD CO.

745 Buckingham Place. Chicago.
L. D. Phone, Graceland 1112.

Tomato, strong seedlings, Bonny Best, Stone, Ponderosa and Kansas Standard, per 1,000, \$2.00; transplanted, per 1,000, \$3.00. Peppers, Vaughan's Magnum Dulca, Chinese Giant and Ruby King. Strong seedlings, per 1,000, \$2.50. ODOR GREENHOUSES, Iola, Kans.

Cabbage, tomato, sweet potato and onion plants. For varieties and prices see advertisement elsewhere in this issue. Coden Nurseries, Coden, Ala.

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100,000 extra strong Vinca variegata ready for a shift from 2-in. pots, \$1.75 per 100, \$17.00 per 1,000; 10,000 year-old cut back, 4-in. pots, \$5 per 100. Elmer Rawlings, Allegany, N. Y.

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Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

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Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

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Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

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Neponset Flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

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Mfg. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago, Ill.

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Bernheimer, Eugene, Philadelphia, Pa.

Berning, H. G., St. Louis, Mo.

Budlong, J. A., Chicago.

Chicago Flower Growers' Ass'n, Chicago.

Coan, J. J., New York.

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Ford, M. C., New York.

Ford, William P., New York.

Froment, H. E., New York.

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FULL SIZE No 2



FOLEY GREENHOUSES

SUPERIOR IN CONSTRUCTION
DURABLE AND INEXPENSIVE

WRITE FOR ESTIMATE

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440 S. Dearborn St.. CHICAGO

**Model Extension
Carnation Support.**

Made with two or three circles. Endorsed by all the leading carnation growers as the best support on the market. Pat. Jly. 27, '97; May 17, '98.

Galvanized Wire Rose Stakes.—Write for prices before ordering elsewhere. Prompt shipment guaranteed

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New York

WORLD'S OLDEST and LARGEST
Manufacturers ofALL STYLES AND SIZES OF
FLOWER POTS**A. H. HEWS & CO., Inc.**
Cambridge, Mass.

Mention the American Florist when writing.

REED & KELLER,
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FLORISTS' SUPPLIESWe manufacture all our
Metal Designs, Baskets, Wire Work
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Glassware, Pottery, Decorative Greens
and Florists' Requisites.

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For Spraying.

APHIS PUNK

For Fumigating.

Ask Your Dealer for It.
NICKOTINE MFG. CO.
ST. LOUIS.

Mention the American Florist when writing.

Hansell Rocker GratesAre best for greenhouse use.
Write for particulars.**HANSELL GRATE CO.**

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GRADE....

For GREENHOUSES

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No.	Diam.	Ea.	Doz.	100
10	20 in.	\$2.75	\$30.00	\$230.00
20	18 in.	2.25	24.00	190.00
30	16 in.	1.75	19.00	152.00
40	14 in.	1.50	17.00	135.00
50	12 in.	1.00	1.00	88.00
60	10 in.	.70	7.75	62.00
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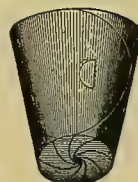
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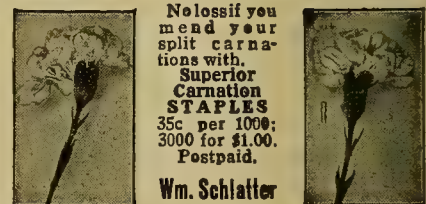
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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. L.

CHICAGO AND NEW YORK, APRIL 27, 1918.

No. 1560

THE AMERICAN FLORIST

ESTABLISHED 1885

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MAKING THE GREENHOUSES PAY.

Crop Rotation and Intensive Culture.

The economic use of greenhouse space by means of practical and efficient crop rotation, together with intensive cultural methods, is worthy the attention of all growers. The greatly increased cost of production on account of the high price and scarcity of both coal and labor, as well as all supplies and material used in the business, added to which is the high cost of everything that pertains to household expenses, makes the carrying on of the business a serious problem. To speed up production, and to also make two blades of grass grow where one grew before, is worth the effort, provided quality can be maintained.

John W. Prince, foreman of the W. K. Harris establishment, Philadelphia, Pa., is a most practical grower, who believes that the main thing to be attained in growing plants for market, is quality. Far too much stock is grown that lacks the finish to put it over. His plan is to produce only the amount that can be given the necessary space to bring each plant to perfection, when all will find a ready sale at top prices. In a recent interview, he described crop rotations and cultural methods, by means of which the houses are kept full the year round producing four full crops of salable plants and cut flowers.

Beginning the year, July 1, with the bedding stock out of the way, leaving the houses empty, the tables are filled with soil and planted with strong plants of chrysanthemums from three-inch pots. The best cuttings are obtained from stock plants carried over the winter in an outdoor frame, protected from extreme weather by one hot-water pipe. These, dormant during the winter, make a very sturdy growth in spring, providing splendid strong cuttings.

As fast as the chrysanthemums are cut out, beginning in early October, the tables with a little well-rotted manure added to the soil, are to be planted with Ten Weeks stocks, which have been

sown in August outside, in frames and which by this time are in five-inch pots. When potting, throw away the rank growing plants as they are all pretty sure to be single. Snapdragon is also an excellent plant for cut flowers, which has been grown in the frames into four-inch pots. These latter should be planted about four inches apart each way, and grown so as to get one good spike from each plant. These, and the stocks, will be ready to cut starting January 15 and will last until the end of February.

Primulas, malacoides and obconica, in four-inch pots, are also a splendid crop to follow the chrysanthemums. In this case it is better to remove the soil. Given sufficient room, they make shapely plants, well clothed with foliage and carry a mass of flowers. Jerusalem cherries and stevias, potted from the field, also are good stock to fill the vacant space. Pot poinsettias are a profitable crop that can be spread out and given the required space after the chrysanthemums. When the Christmas stock is gone, preparations are made for Easter, and every available foot of space is then filled with hydrangeas, roses, lilies, etc.

Seed of the spring bedding plant annuals is sown in flats the last of January and placed on pipe shelves above the inside of the walks. As they mature, they are pricked off into similar flats which are also placed on the shelves. Mr. Prince is opposed to shelves on account of the shade thrown on the stock below, and would only use them as a makeshift in emergencies when there is not sufficient table space.

The first vacant room after Easter is to be at once filled with the various bedding plants, which should be as forward as possible. Cuttings of coleus, ageratum and geraniums are taken January to April. Leave most of the foliage on cuttings, giving them plenty of room in the bed, where they will root quicker and make a good plant at once. Bouvardia root cuttings are made in February and March. This plant is also good to follow the chrysanthemums, being lifted from the field

and planted or heeled in in frames to protect from the early frosts, until room is made inside.

Mr. Prince's method of handling Easter lilies is to plant the bulbs the last of November in six-inch pots, using moist soil. Place in frames outside, and cover with one foot of soil. No water is given at this time, there being sufficient moisture in the soil to encourage root growth, and the frame is covered with boards to keep off the rain. These are brought into the house after the Christmas stock has been moved and are then found to be well rooted. They can now be watered with safety as the roots are there to take up the moisture and push the growth along.

Easter forcing roses are lifted in early October, potted, then plunged in manure in the field and the tops covered with straw. The warm manure induces a root growth, which gives them quite an advantage over stock lifted later and kept dormant.

Cyclamens can be grown outside in a frame, but to be successful with them there, the grower must be in love with his work, ever watchful. Each plant must have just so much water. The sash are to be raised to admit of free circulation of air. They make very sturdy plants when well done. All should have sufficient space to insure short leaf growth, as long stemmed leaves give a plant an untidy appearance. They are a good summer crop in place of chrysanthemums in the house, where they also require careful handling.

Ferns of the Boston type grow quickly into money in the summer greenhouse; planted the middle of June from 2½-inch pots, they are ready for sixes by August, and soon finish into salable stock. There will also be found plenty of runners for next year's stock.

Many men in trying to account for failures blame it on the plants or bulbs, when Mr. Prince says, it is the grower's fault every time—a little too wet or too dry or too hot, a week too late in starting, or forcing without sufficient root growth, letting insects get their work in before going after them, etc. The proper temperature and sulphur cures or prevents mildew, but many neglect these simple remedies.

The most successful grower is the one who had his young stock the farthest advanced when there is room to move it forward. There should always be more than is required, so that the strongest can be selected. Grow no more than will receive the best attention, so that each will be a perfect salable plant. It is quite possible to grow four good crops to a house every 12 months; in fact, it has to be done, if one is to come out ahead under present conditions.

Making Use of Waste Space.

Many florists have spaces between houses that can be put to economic use by the aid of hotbed sash or with muslin cloth, for protection in early fall until the crop is cut. An added safeguard is one row of steam pipes around the bed near the ground to use in sudden drops of temperature. With such space available, stock can be moved outside easily in the season, leaving valuable greenhouse room for rapid succession of crops. An irrigation pipe over the center of the bed provides an easy method of watering such outside beds. The W. W. Edgar Co., Waverley, Mass., and Gude Brothers Co., Washington, D. C., have found this space very economical and compared with its efficiency the cost of fitting up was merely nominal.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Mothers' Day.

This year's observance of Mothers' day, the business of which has become of so much importance to those who encourage it, promises on account of the war to have more of a national significance than at any previous time. A visit to Miss Jarvis found her very enthusiastic and positive that the coming celebration would be the greatest in the history of the day.

Mothers' day has been recognized by the national government to the extent that on that day flags are displayed on the government public buildings all over the world. The chaplain of the senate will deliver a Mothers' day prayer, and its observance will be general at all the cantonments, and even on the battle front. Soldiers who are forbidden to wear ornaments or badges other than those belonging to the service or received for Valiant Service, are permitted to wear flowers in honor of their mother on Mothers' day. The government has also furnished The Mothers' Day International Association, of which Miss Jarvis is president, with the illustration which is used as the picture feature of their official poster or window card. This was drawn and colored by the celebrated artist, Alice Barber Stephens. It portrays a war mother, who having given her sons to the army and navy, is also engaged herself at the desk taking orders for Liberty Bonds. These posters contain inscriptions for use at church or camp. One reads: "Special Services, Hearty Welcome for You." The other, especially appropriate for florists is: "Send a Box of Flowers to the Mother of Your Heart." The association also publishes an official programme, which contains an order of service, a synopsis of which is as follows:

Selected music.

To be sung—Onward Christian Soldiers.

Mothers' day prayer as delivered in United States senate.

Lord's Prayer chanted. Responsive Scripture; Verses referring to parents and mother.

Mothers hymns.

All Hail the Power of Jesus' Name.

Nearer My God to Thee.

Jesus Lover of My Soul.

Offertory.

Recitation—The Bravest of the Brave.

Singing—Home Sweet Home.

Mothers' day tribute—Five minute address.

National hymn—(all standing)—

"Our Parents' God, to Thee."

"What patriot homes may do for our Country."—Ten minute address.

The Star Spangled Banner.

Close with prayers for our homes and all homes and mothers of defenders of world-freedom.

A page in the programme gives hints for proper observance of the day.

Patriots, are described as follows: Women have ever been among the most loyal and self-sacrificing of patriots. They have not only given their own earnest lives to their country through deprivation and faithfulness, but also have given those more precious to them than their own—the lives of their beloved sons, husbands, fathers, brothers.

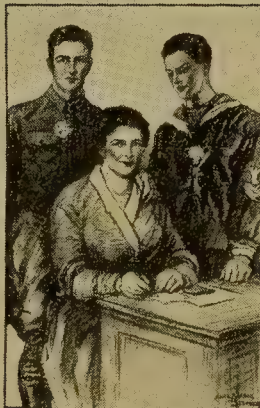
Home outing, home going, home writing, in memory, and honor badge, the international memory flower of mother, home and country, the white carnation, is the Mothers' day emblem. Its whiteness, form, endurance and fragrance, typify the truth, beauty, fidelity and ever rising incense of mother love.

Slogan: In honor of "the best mother who ever lived, the mother of your heart."

Miss Jarvis is averse to any other form of publicity than that which is number of times to convince her that put forth by the Mothers' Day International Association. I have tried all the efforts made by the florist trade all over the country are of the greatest benefit in popularizing the day. Her desire is that the trade make a general use of the posters and official programme, which are furnished practically at cost. Programmes \$3 per hundred.

Mother's Day

Anna Jarvis, Founder, Philadelphia



Second Sunday in May

In Honor of "The Best Mother Who Ever Lived"—Your Mother

BADGE—WHITE CARNATION

Send a Box of Flowers to
"THE MOTHER OF YOUR
HEART"

OFFICIAL POSTER OR WINDOW CARD OF MOTHERS' DAY INTERNATIONAL ASS'N, INC.

Miss Jarvis is a great lover of flowers, having a quantity of plants about the house in winter, and window boxes for summer decoration at every vantage point in front and rear of her residence. The address of the Mothers' Day International Association, Inc., is care of Miss Jarvis, 2031 North 12th street, Philadelphia, Pa.

ROBERT KIFT.

Next Week in the Flower Shop.

"Say it with money," has put, "Say it with flowers," out of the running, for the past week or two, and it is quite right that it should. Every energy that is not required for the actual running of the business should be devoted to the sale of Liberty Bonds, Patriotic displays in the windows with Liberty Bond posters as central features are opportune and can be made as artistic as any other decorative scheme.

When the time limit set for this third campaign has run its course, and the amount subscribed, let us hope, has gone "over the top" of that desired, by a billion or two, home duties will receive attention. There is such a quantity of all kinds of flowers in the market at this time, that special sales at low prices are in order. The dollar box, the tumbler basket for the same price, or 25 or 50 cents more, are specials that can be sold at these figures, and still show a good margin of profit. They must, however, be handled in quantity. Trim the window with cut flower boxes, a number of them filled ready to be carried off, arranged among the empties, some of which are tied up, with addressed or plain tags attached, which would indicate that they also are filled. A good-sized price window card or sign, calling attention to the specials, is necessary. Such a display can be made very attractive.

When the feature is tumbler baskets, the window can be hung full, from top to bottom, with about half of them filled. As all the flowers are in water, they will remain in good salable condition, and at least last the day out. These small baskets filled with the low growing forget-me-not plants, which are now in flower, will be found quite attractive and salable. To get the greatest benefit from these sales, they should be advertised in the daily papers, and also with circulars or postcards, to the list of customers. Aside from the direct profit, if they are made a feature of the store's business at all such times as the conditions in the market warrant, they give great publicity to the firm, which brings other business. The customer who is attracted to the store by the box or basket, is a good prospect who may see something else that suits his fancy in the well arranged stock. The more or less continuous advertising of the special sales is sure to bring results, the constant tapping, as it were, finally attracting the desired attention.

It is a good plan to feature certain cut flowers in bunches of a dozen or 25 sprays, by wrapping in a cornucopia of waxed paper a dozen short-stemmed pink or Ward roses, bunches of sweet peas, stocks, wallflowers, long-stemmed pansies and the like. These placed in bowls or wide-mouthed vases on counters or in the flower case, make a good showing. They suggest something that is complete in itself, ready to be carried away. The waxed paper should be arranged to increase and not contract the size of the bunch.

Do not forget that Mother's day is approaching and should receive its share of publicity. There will be good



ACACIA PUBESCENS.

A Choice Cut Flower, Especially Useful in Table Decorations.

business if you go after it, the sales and profit being in proportion to the zeal and enthusiasm you throw into the work.

Are you co-operating in the publicity campaign? This has so far shown wonderful results. Secretary Young says the doors are wide open. All are invited to contribute and become identified with this movement, which will be of the greatest benefit to the trade.

How About That Subscription?

Have you felt the pulse of our publicity campaign yet, to the extent of better business than you had hoped for before our campaign started? We hear glowing reports all along the line from east to west and north to south about the best Easter business, etc., and may not the national publicity campaign for flowers have been partly the cause?

Pretty good fellows get on the wrong side once in a while and we feel it is merely carelessness on their part in not getting on the band-wagon with their subscriptions to help this campaign of ours go "over the top," so that every florist, grower and retailer alike, will eventually benefit from the propaganda.

Do not overlook your duty in this campaign, when by sending your check to the Secretary, John Young, New York, you will have met your obligation to this fund, and made this co-operation plan of ours, a big success.

We know there are plenty of broad-minded florists who do not feel that it is right to see the other fellow give up, and side-step any issue that is for the general upbuilding of the craft as a whole, but who were in the past unable to spare the money, but now that Easter is over can feel like doing their share towards our campaign fund.

Boys! this work of ours, while only in its infancy, if continued, will be the best insurance you ever paid for. Look back and think of the difference in the minds of the florists, as regards to their feelings about the business now, and six months ago. Do you not think the optimism of some of the leaders last year, has helped a bit? If you do think so, just send a contribution commensurate with the advantages and benefits which you are receiving.

There will be a book published shortly of all who have contributed. Can you afford to be out of it? Help the cause, and thereby help yourself. Make the S. A. F. proud of the best movement that ever was put over for the general good of all concerned and show them you are in full accord with the work, by doing your share.

HENRY PENN, Chairman,
S. A. F. Publicity Committee.

Acacia Pubescens.

This most beautiful of all the acacias, with its lovely yellow, pendant, tufted clusters and fine lace-like foliage, is, when in blossom, one of the most ornamental greenhouse plants. Its fragrance is delightful. It is also valuable as a cut flower, being especially useful in table decorations, where its graceful sprays lend themselves to almost any kind of floral arrangement. Well flowered plants in pots are graceful in the extreme--they are ideal for all high-class decorations. To most propagators, however, they are an enigma.

The methods of raising young plants are by grafting, stem cuttings, root cuttings, and layering. When planted in the ground, and sometimes in the pot or tub, they will send up

suckers which show vigor, but it seems almost impossible to lift and have them live. The easiest and the method which gives best percentage of success is layering. This is best done after the first summer growth is made. Use the firm wood of the new growth and layer into a three-inch pot of sandy sphagnum, which must be kept wet. Temporary platforms, or sticks driven into the ground, will support the pots.

When grown for cut flowers, they do best planted in the ground. The accompanying illustration is of several plants that have been growing in a small, old-fashioned house, 20x55 feet, for the past 20 years. Eight plants fill this house, from which a very good crop of flowers is taken each year from February 12-15 for about one month. They require very little looking after, except watering and temperature, which at night during the winter is from 58° to 60°. It is essential that when through flowering they should be pruned well back, so that all new growth shall be strong and vigorous.

Every large city could support such a house as this, which would be found quite profitable to any one who would take it up. The illustration is of the acacia house at the nurseries of W. & H. F. Evans, Rolandville, Philadelphia, Pa.

Flowers in War-Time.

Food will win the war, but food is not the goal. It is only ammunition. This war is for the souls of people and of peoples. And while we raise potatoes and cabbages to feed the flesh, the spirit must not be forced to wait till the second table. The soul should sit at meat along with the body.

Shall we banish flowers from our gardens? Can we afford to cut music out of our war programme? Cabbages are of the rank and file of the fighting forces, but poppies are the regimental band. Flowers are for solace in the serious business of hoeing cabbages and killing the worms thereon. Potatoes we need for food, but pansies we must have for thoughts.

It would be to Germanize our land, if we cut gay color out of our war gardens, and left the gardener only the drab business of serving tables. The wondrous structure of the cabbage may be worth long meditation; but we do not meditate upon it. The rose compels meditation. Flowers on the mantel are incense offered to the soul of the house—the Home. If Germany had thoroughly subdued America a home would not be needed. A house and a cabbage patch would be sufficient.

War is sad business, but it needs no professional landscape crepe-hangers. Dots and dashes, belts and splashes of color are needed in our landscape more than ever. We owe a whole season of garden cheer to the eye of the passer-by in our neighborhood. Dooryard color is Red Cross bounty. It is first aid to the warsick mind and the broken spirit. By taking thought the householder can have a succession of color growing about his house from spring frost to autumn frost, and this without subtracting at all from the time he should give to the food garden. The heart will find spare moments for flower culture. Keep the home gardens blooming.—Minneapolis Journal.

THE CARNATION.

Planting in the Field.

As soon as the planting ground becomes dry enough to allow for it to be properly worked, the work of getting it in shape for planting out the young plants should be pushed along without further delay. After April 20 the weather conditions will permit of the plants being planted outside. Carnations are hardy enough to stand any light frosts that we may get from now on, and they are far better off planted in the field than standing in small pots under glass. The danger that should be guarded against more than anything else is that of flooded, wet ground through heavy rains. This can be done by drainage and the careful preparation of the land, making it as level as possible so that there do not remain any hollow places for the water to form pools after rains.

The general lay out of the planting ground has to be governed to a great extent according to the available space at each grower's command. Those who grow a large number of plants generally follow the field method, planting the plants 10 to 14 inches apart in the rows and the rows 16 to 20 inches apart to allow for the use of the hand cultivator. The grower with a smaller area of ground at his disposal usually follows the plan of setting the plants closer together in beds of about four feet wide with a walk between each bed and depends on the use of the hoe for cultivating and keeping the beds free of weeds, but it does not matter so much which plan is followed.

The most important thing for us to consider at the start is a careful preparation of the ground. The land that was manured and ploughed last fall, can now be easily gotten in shape by going over it with a harrow to loosen it up, breaking up the lumps and making it as level as possible. Our planting ground lays very low, and unless we are very careful in the preparation, it will remain too wet to be good for the plants. To overcome this, the land is plowed up in beds of about 25 feet wide, with a furrow left between each bed to serve as a shallow ditch for the water to drain away. After the plowing is done, a man goes over the ditches, throwing out the loose dirt, leaving a solid bottom the width of his shovel. The surplus water then drains off the beds and is carried away by the ditches. We do not use the same land two years in succession, but have to use it again the second or third year, and between the times it is used for carnations; it is prepared and sown down to grass and the sod taken from it for use in the benches in the greenhouses.

The smaller planting spaces are best prepared by digging with the spade, and it is better to do the digging just before everything is in readiness for planting out. The work then goes much quicker than if the ground is allowed to remain and get battered down again by rains.

MANURING THE LAND.

This is a question that many times puzzles the new beginner in carnation culture, as well as being oftentimes the cause of a great deal of his disappointments. In dealing with this matter, we should first take into consideration the short season that the carnation plants remain in the field; also, to bear in mind that during that short time, the shoots are being continually

pinched back and the strength thrown back into the body of the plant.

Partly rotted manure can be worked into the ground in liberal quantity in the fall of the year and greatly benefit the growth of the plants the following season, but if manure of the same state is put on the land just before planting time in the spring, it is very liable to cause a soft growth, making the plants susceptible to stem rot and other diseases, so if it is necessary to manure the land just before planting, be sure it is well-rotted and do not be too liberal in the quantity used.

PLANTING.

After the preparation of the land has been attended to, the next thing in order is to make arrangements for the planting. This is a job when once started that should be pushed along to its completion as rapidly as possible. The plants should have been thoroughly hardened off, either by having been out in the cold frames for a week or 10 days or by having given them a hardening by keeping the steam heat off the houses with ventilation enough to maintain a low temperature. When starting the planting, put enough help in the field to keep that part of the work steadily moving, then apply the same method in the greenhouse to keep the planters supplied with plants as they need them.

If the plants are in pots, have them knocked out and set in flats at the greenhouse. They then can be carted to the field as needed. Be sure and insist on careful planting, both as to setting the plants and keeping the rows straight.

C. W. JOHNSON.

Greenhouse Help Problem Solved.

At the present time florists all over this land—in fact in Europe as well—are finding the question of getting good greenhouse help, a problem to worry them. The present war is calling our best young florists and growers from the greenhouses as well as men from all other businesses. How are we to find good, steady, reliable growers to take their places?

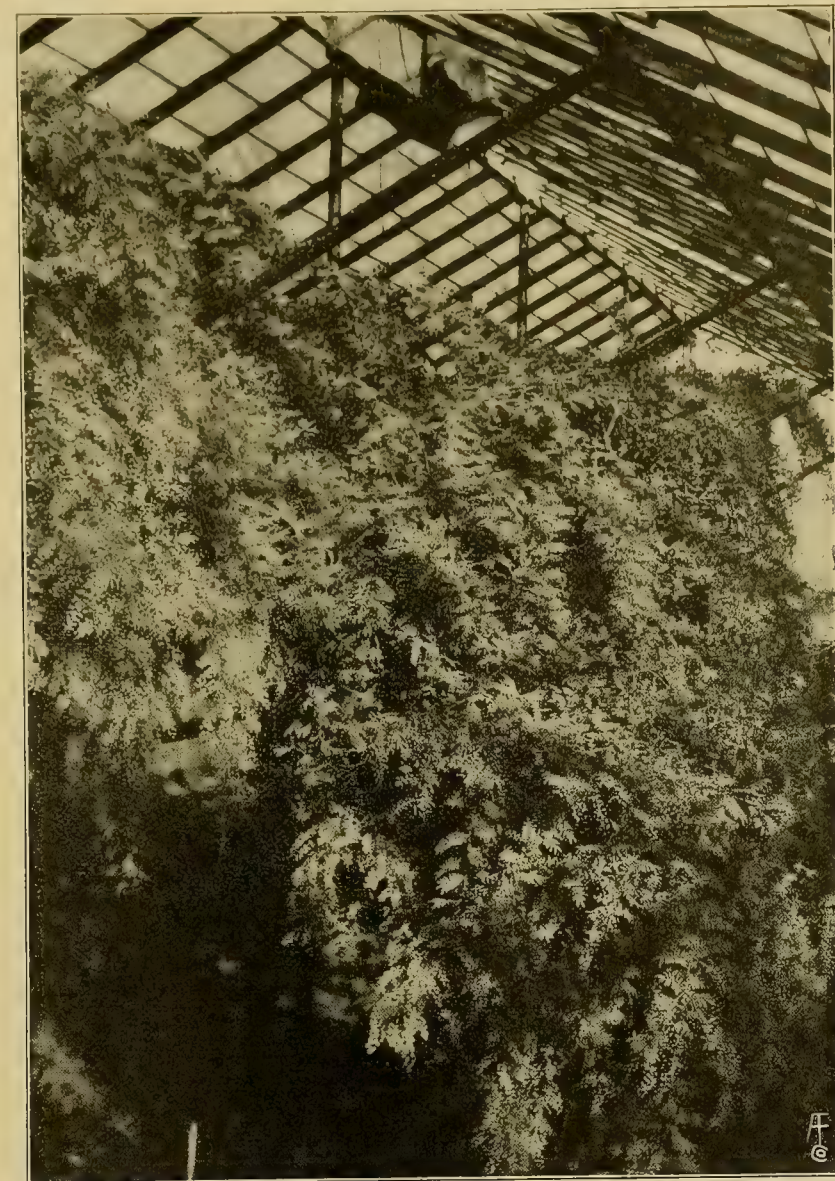
This is easily answered and the time is here when we should break away from the old plan of things and use good practical sense, and not cling to the old ways just because it has been the custom—because Joseph has always had 10 old men that served an apprenticeship in Holland, is no reason why we must have 10 of the same kind (or five, if our place is smaller than Joseph's). We are living too much according to past custom and our feet still continue in the old rut. We stumble along in the mud of the same old rut, when if we were to climb out onto the side, we would perhaps find nice green grass to walk in—perhaps find time to occasionally spend a moment in the shade to help get the old mud off our feet—in other words, find time to better things by thinking and planning them out. We all know, much of the work around a greenhouse is hot and heavy work, and we also know the greater part of it is not hard work; in fact is very light and easy—the "know how" is the principal thing. Some florists seem to have the "know how" better than others and the same is true in all other walks of life, and the one that has the best of the "know how" proposition, is the winner, or the most successful. This rule holds good in all things that we mortals try to do. Whether it is

man or woman, the same rule holds true.

We are told that it was Mother Eve that gave Father Adam the apple, and the fact, that in the present day, we get "lemons," does not get away from the fact that Eve knew right where to get the apple (the modern Eves seem to know where to find the lemon patch, also) and we have no certain assurance that Adam ever knew a thing about how that apple grew or how it was cultivated until Eve handed it to him. So if we go back to the beginning, we find that it must have been Eve that was the first gardener (maybe, she grew some flowers, too). Now, if Eve could give the apple to Adam (he accepted it as good, too), what is the matter with the modern Eves helping to furnish flowers? Scratch your head and think it over. I never had a sister, but if there had been one, I am certain I should not wish to think her incapable of learning as much about putting a little plant into a pot as I do, mastering the many little details of routine work, reasoning out a fertilizer problem, making a cutting, using a hose with a force, wrapping up a dozen little plants, spacing and planting in, disbudding, or even in waiting on my friends who might come for a plant. No, I should be proud to think her just as capable of becoming as proficient in the floral work as I. Why shouldn't I? Take the general run of humanity, and we find that our sisters (and our neighbors' sisters also) have heads that measure the same in diameter or circumference that ours do, and lately we find they can learn and vote as intelligently as we do. Now, why not give them one more opportunity, and at the same time pay them good wages to produce the pot plants and care for the growing of the cut flowers? Brother, the question is not so hard to solve if you make up your mind to cut loose from the old custom of doing everything just because Jim or John does that way, or perhaps because father did so and so.

Many kinds of industries find the girls and women better than they found the men. They are more dependable, quicker and more thorough, and at last the time has come when there seems to be no other way to do. I am going to relate two things that I have observed in my "mixing around" in 32 states during the last 20 years in floral work. First, I will say that I believe I can count on the fingers of one hand all the instances I know of where a woman has made and continued a successful store in the retail trade—and I have found that as a rule 75 per cent or more of the flower buying public are ladies, and they seem to prefer a boy or a man to wait on them. So, my brother, it's a fine young man behind the counter that keeps the cash register bell on the jingle the most. Brother Abraham holds his hands up along side his head, and says: "Ve can pay de rent, if ve get de peesness." Try the boys.

Seven years ago, I made a visit to my home state (Ohio), and, of course, visited a few of the florist friends. At one establishment, I found them busy at propagation, and in a pleasant, cool place, found 17 men (mostly old men—they were cheap help), busy clipping cuttings. A few of them were getting them piled up at a fair rate, but the most of them (as I sized it up) were not paying as much in return for what they were being paid as a 10-year-old



ACACIA PUBESCENS.

Grown in Solid Bsd for Cut Flowers by W. & H. F. Evans, Rolandville, Philadelphia, Pa.

boy should do. I simply took notice and said nothing. When on the way back to Puget Sound, I stopped at a place in a western state and found them busy at propagation—the same kinds of stock, too. Seven women were busy, and the thing that astonished me was, they were actually clipping and preparing more of the cuttings than the 17 men were doing back there in the east. Tobacco smoke did not get into my eyes, and I never upset a cuspidore as I went through the place.

The sooner we realize that "Old Time Custom" is being killed by the kaiser—or Democracy, why, the better off we will be.

As a general rule we hire a laborer for most of the heavy hard jobs round a greenhouse, while the expert puts in his time in directions or in the more scientific work that requires that "know how" side of the business, and right here is where the "know how" could be useful by a good woman being on the job, just the same as by a man. This world has a place for us all, and the florist business might be benefited by the help from girls or women just as well as any store or factory. If they were offered the chance, I feel pretty

sure that many of the women would prefer the florist's work to the job of clerking in a store. Pay them good wages, though, and you will find them worth it.

S. L. HARPER.

Hail Damage at Belleville, Illinois.

A severe hail storm accompanied by heavy rain and high wind, April 16, caused considerable damage to growing establishments in this city and vicinity, among those hardest hit being Adolph G. Fehr, who suffered a loss of about 40,000 feet of glass, 10 houses wrecked and two thirds of his stock ruined. The total damage here is estimated at \$5,000 with \$2,000 insurance. Gust W. Grossart's range was also badly damaged, 10,000 feet of glass being smashed and all plants are reported ruined. E. W. Guy estimates his loss at about \$6,000 without insurance. The rain broke down the plants. The St. Clair Floral Co. reports a loss of 25,000 feet of glass without insurance, the total damage aggregating \$4,000. Among other sufferers were G. E. Fuchs, George Lehman and the Goetz Greenhouses. M. Schoenberger and Walter E. Ogle escaped, their ranges being out of the storm section.

National Publicity for Flowers.

The promotion bureau is calling the attention of florists to the fact that there will appear in the Saturday Evening Post and The Literary Digest, issues of May 4, advertisements featuring Mothers' day, which is Sunday, May 12. A good many florists have already provided themselves with the electrotypes furnished by the bureau's service, in order that they may use their local newspapers to link up with the publicity obtained through these national magazines. It is safe to say that these magazines cover a large percentage of the population in every section, especially among the classes which include prospective flower buyers, so it goes without saying that the magazine advertisement is easily connected with the local advertisement which reproduces it in its main particulars. It has already been demonstrated that this particular form of cooperation is most profitable.

Florists who use the moving picture theaters for direct appeals to the public can get the bureau service of four slides which also, as far as possible, feature the magazine advertisements. Take the Mothers' day advertisement for instance: The delighted mother holding the bunch of carnations in her hands, with the shadow picture underneath of the devoted son who has remembered Mothers' day is a picture calculated to stamp itself in the minds of the public at this season, and it is up to the florists to push the impression along and cash it in at their own establishments.

The secretary has, in the last few days, been devoting himself to the spreading of the campaign doctrine in the communities adjacent to headquarters, with satisfactory results. He is arranging an itinerary for personal visits which will embrace a wide area of territory throughout the country, and has had volunteered to him the help of various trade organizations to promote meetings of florists at points covered by his trip. Florists' clubs which have not already taken this form of cooperation into consideration should get in touch with the secretary at once, so that his itinerary routing may be as far reaching as possible.

The financial standing of the campaign, as regards the support so far given it, is well shown in the list of subscribers to the fund just published by the promotion bureau. Copies of this list will be furnished to anyone making request of the secretary for same, and it is advised that any who have difficulty in determining the amount they would like to contribute to the fund apply for a copy, and see for themselves what their brothers in the trade are doing. All contributions are entirely voluntary; the idea is that each should give what he feels he can afford, and he is assured beforehand that there will be no criticism—the movement has got beyond anything of this sort.

Through clerical errors two or three inaccuracies crept into the published list of subscribers, which the promotion bureau here desires to correct. The state of Ohio is credited only with subscriptions amounting to \$1,287. Added to those enumerated should be the following: Cleveland Cut Flower Co., \$100; Cleveland Florists' Club, \$200; Mrs. Mercer, Cleveland, \$25 C. Merkel & Son, Mentor, \$50, and Fred Witthuhn, Cleveland, \$25, making the total \$1,687. Another affects the published total of subscriptions from the state of Michigan. The L. Bomb Floral Co. of Detroit subscribed \$100, while their subscription is printed as \$25. The total subscriptions from Michigan therefore should read as \$1,150.50, instead of \$1,076.50.

It is encouraging to record the receipt from Cleveland of advice from Herman P. Knoble that active work in the publicity campaign is only just beginning there, and that the state's total will speedily be doubled.

The following additional subscriptions to the fund have been recorded—annually for four years:

Fred H. Meinhardt, St. Louis, Mo.....	\$ 10.00
W. Rummier, Rutherford, N. J.....	5.00
Coles Flower Shop, Kokomo, Ind.....	5.00
C. E. Hubbard, Topeka, Kans.....	5.00
Blackman Floral Co., Evansville, Ind.....	10.00
Chickasha Greenhouse, Chickasha, Okla..	3.00
Chas. Schoenbut, Buffalo, N. Y.....	15.00
F. P. Sawyer, Clinton, Mass.....	5.00
Donnelly Floral Co. Wichita Falls, Tex.....	10.00
Corp. of Chas. F. Meyer, New York.....	25.00
H. M. Robinson Co., Boston, Mass.....	100.00
Morgan Floral Co., Fort Morgan, Colo.....	5.00
Paul W. A. Grallert, Oakland, Calif.....	10.00
Jos. Harris & Bro., Shamokin, Pa.....	5.00
K. M. Erdman & Son, Mt. Carmel, Pa.....	5.00
Robt. H. Hawkins, Bridgeport, Conn.....	20.00
O. H. Herman, Council Bluffs, Ia.....	25.00
Bonnett & Blake, Brooklyn, N. Y.....	15.00
C. E. Rossiti, Sunbury, Pa.....	5.00
Louis Menand, Albany, N. Y.....	5.00
Western Pot Mfrs. Ass'n, (for one year)	100.00
M. Wilson, New Haven, Conn.....	5.00
C. S. Macnair, Providence, (for one year)	5.00
Chas. Abrams, Brooklyn, N. Y.....	15.00
Cleveland Cut Flower Co., Cleveland.....	100.00
Cleveland Florists' Club, Cleveland.....	200.00
Mrs. Mercer, Cleveland.....	25.00
Fred Witthuhn, Cleveland.....	25.00
C. Merkel & Son, Cleveland.....	50.00

\$813.00

Previously reported from all sources..\$32,376.00

Grand total\$33,189.00

JOHN YOUNG, Sec'y.

Unemployed Requisitioned.

Arthur Cowee, the well known grower of gradioli, at Berlin, N. Y., is a member of the legislature from Rensselaer county. At the last session of the legislature, recently closed, he introduced a bill to provide for requisitioning the labor of able-bodied men of this state, between the ages of 18 and 60 years, who are not engaged in a lawful and useful business, occupation, trade or profession. The bill passed both houses and is now in the hands of Governor Whitman, who, it is generally believed, will sign it and issue the proclamation. This bill is more drastic in its provisions than the laws that have been enacted in New Jersey, Maryland and Virginia along the same lines. The age limit is raised to 60 years, and the wages are fixed and measured by the pay of a member of the state guard.

Extracts from the bill follow:

Section 1. The uninterrupted continuance and development of the agricultural, industrial and other industries of the state, and the uninterrupted, increased and efficient production of food and other articles needed by the citizens of this state, by the armies of the United States and by our allies engaged in the present war, is hereby declared to be a public purpose, essential for the protection and welfare of the state and of the United States."

Section 4 contains the following:

"The sheriff of every county shall not later than May 1, 1918, cause to be published at least once in a newspaper published in the county and posted in such number of places as he may deem advisable, a notice describing the persons who are subject to this act and require them to register with him on or before June 1, 1918, as required by this act. Any person subject to this act, who shall fail to so register shall be deemed a vagrant and punishable as such."

Provisions are made in the bill for the employment of such registered persons by any department, board, commission or officer of the state, or any municipal corporation, or any private person or corporation conducting an

industry or occupation included in the proclamation of the governor.

The following classes are exempt from the provisions of the bill: Students or others fitting themselves for a trade or industrial pursuit while they are so engaged; persons temporarily unemployed by reason of differences with their employers, and persons engaged in a seasonal business, trade or occupation, although at certain periods of the year they are not so employed. The incidental collection of rents, etc., from property a man owns, does not exempt him.

Section 10 and 11 follow:

10. Payment of compensation. If any person or corporation fails to pay any person compensation to which he is entitled, pursuant to this act, such compensation shall be paid by the state out of any money appropriated for such purpose, and the state may recover from such employer the amount of any compensation so paid by the state.

11. This act shall take effect immediately."

A. F. F.

Milwaukee.

SUPPLY EXTREMELY SHORT.

With a week of cloudy and cool weather, the supply of cut flowers was decreased to such an extent by the end of last week that it was not possible to fill all orders satisfactorily. The demand increased day by day to such an extent that by Friday good carnations, for instance, moved readily at \$4 per 100. All other lines also enjoyed a briskness which has not prevailed since the Easter rush. Funeral orders were very numerous and well divided throughout the city.

NOTES.

Harold Baumgarten, secretary of the firm, "Baumgarten (Inc.)," and one of the most popular among the younger set in the craft, who is in Class 1, received his call last week and expects to join the colors with the next quota, who will leave in the near future.

At the Holton & Hunkel Co.'s sales-rooms, they remarked, "What a difference in the quantity of carnations coming in now, in comparison to the big cut around the Easter holiday." They have been getting numerous inquiries about stock for Mother's day.

C. C. Pollworth has been a very busy man the past week in behalf of the government, soliciting subscriptions among the trade for the Third Liberty Loan. Wm. Zimmerman, who is chairman of the committee, reports fairly good results to date.

Gust Rusch has been doing jury duty in the circuit court since April 15 and says that he is up for 90 days from that date. At the same time his partner, Frank Devanthal, was asked to serve on the federal jury six days a month for six months.

Geo. Seeley, brother of Bryan Seeley, of Gust Rusch & Co., who was the first man drafted from Milwaukee, was reported killed in France, April 12.

Will Schumacher, formerly with the Holton & Hunkel Co., when last heard from was active in the aviation corps in France.

Every member should attend the regular florists' club meeting, Thursday, May 2.

E. O.

Chicago Bowling.

NORTH CHICAGO LEAGUE SCORES.

Players	1st Game	2d Game	3d Game
Lorman	173	175	243
Martin	139	145	177
Huebner	106	229	206
Zech	182	164	215
Olsem	210	231	188
Totals	889	944	1029

OBITUARY.

Mrs. J. F. Sullivan.

A distinct shock and lasting sorrow was experienced by the florist fraternity of Detroit, Mich., when, on April 18, it became known that Mrs. J. F. Sullivan had passed to the beyond. And yet this was not, by far, the limit, because the waves of sorrow, in their travels, engulfed hundreds of customers and friends, all of whom realized the great loss they had sustained.

Married June 7, 1881, she came with her husband to Detroit in 1886, and started a retail flower shop on Woodward avenue in 1888, and ever since, and more and more as years flew by, Mrs. Sullivan developed those great and beautiful womanly virtues of wife and mother, which, in so many uncountable instances, were transmitted to her customers, who, in return, looked upon her as a friend and an adviser. Rare as these instances of beautiful character development are, they are quickly recognized and an appreciative public grasps the hand of her who seems a blessed blossom on a desert world today. Blessed with four children, Norman, Mrs. Wilfred J. Mahon, Irene and Ernest, it is safe to assume that many girls and boys, old and young, felt her departure into a lighter and better world as keenly as these children, heartbroken as they are.

Her last day of distributing the sunshine of good cheer and motherly care was on that unusually busy Easter Saturday. An affliction of pleurisy developed kidney trouble and dropsy, and, while her soul was anxious to cheer and advise those about her, the body ceased to act, and peacefully Mrs. J. F. Sullivan slept away.

If we are stunned by her death, how much harder must it be for him who, through many years of close association, has had so much more benefit from her cheerful disposition, sound counsel and care. And it was to him, the husband, whom the many customers and business friends have sent choice tokens uncountable and warm words of condolence. Touching indeed was also the sober assemblage of all creeds when the last rites were said for the soul departed at the chaste but beautifully decorated St. Aloysius church.

And while the family mourns, may they not forget the blessing of having had her for these many years as a mother and be thankful to Him who guides all of us. A FRIEND.

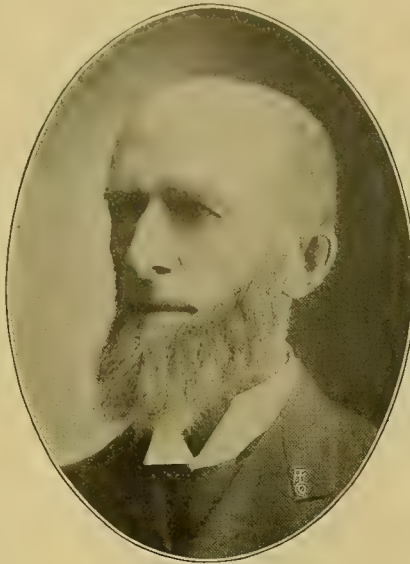
Matthew Crawford.

Matthew Crawford, recognized as the "Gladiolus King" of Ohio, and prominent for many years as a strawberry specialist, died April 2 at his home in Belle Center, that state, after a three days' illness following an attack of pneumonia. He was 79 years of age.

The deceased was born in County Antrim, Ireland, and following the death of his father, he came to this country when 10 years of age accompanied by his mother and a younger brother, locating in Ohio. In 1856, Matthew Crawford entered the market gardening field and since that time until his death he made horticulture his life work. In 1876, he began making a specialty of strawberry plants, a few years later became well-known as a successful grower of gladiolus bulbs, and much credit is due him for developing interest in this flower and bringing it to its present state of perfection. He had grown as many as two million bulbs in one year, which he supplied to the markets, and also made large shipments of flowers dur-

ing the season. During the past few years he has been gradually disposing of his bulb interests, and at the time of his death was preparing to ship the last of his bulbs.

As a lecturer and writer on horticultural subjects covering a wide range, the name of Matthew Crawford is well known. He was well qualified by an experience of 60 years, during which time he constantly conducted experiments in flowers, fruits and vegetables and was recognized also as an



The Late Matthew Crawford.

authority on soils in many states. Among his best known works is "The Book of Gladiolus" written by him in 1911, in collaboration with Dr. Van Fleet. He is survived by one son, William Crawford of Chicago, another son, Norman, having preceded his father in death two weeks before.

Emma Elizabeth Poehlmann.

Emma Elizabeth Poehlmann, nee Parker, beloved wife of the late John W. Poehlmann, mother of Frieda L. Poehlmann and John G. Poehlmann, died at her home 4728 Beacon street, Chicago, Tuesday, April 23, at the age of 54. She was well-known to the trade, having attended many of the S. A. F. conventions and flower shows throughout the country with Mr. Poehlmann. She had not been in the best of health for some time and recently returned from a sanitarium at Battle Creek, Mich., where she had been receiving treatment. The funeral will be held from the late residence Friday, April 26, at 11:30 a. m., with interment at Graceland cemetery. The Poehlmann family has the sympathy of all members of the trade in this their hour of sorrow.

Frank K. Lamereaux.

Frank K. Lamereaux, a florist located at 14 Spring street, Port Jervis, N. Y., committed suicide by drinking carbolic acid in his greenhouse, April 8. He was about 60 years old, and well known in Port Jervis and vicinity and his untimely end and the circumstances that led up to it shocked the community. We learn they were as follows: A young man from Callicoon, seeking to evade the draft, was being hidden and fed in Lamereaux's house. It is said that he repeatedly denied that the man was there, but something had aroused the suspicion of the officers and they searched the house and found him. At this stage, Lamereaux drank the poison, while the officers' backs were turned for a moment. A. F. F.

Miss Eliza McKinley.

Miss Eliza McKinley, one of the best known and highly esteemed women in Pittsburgh, Pa., where she had been connected for a long period of years with Randolph & McClements, died at her home April 11, after an illness of several months. She gave up active work in July last year, but had been devoting a few hours a day to her duties until her demise. Her passing is mourned by a large circle of friends, in addition to her father, one brother and two sisters.

Boston.

FAIR DEMAND AT REASONABLE PRICES.

Market conditions remain unchanged, with flowers not over plentiful. Prices are reasonable and clean up well each day. Roses are selling as low as \$2 a hundred, and the best, \$12. Carnations are a drug on the market, the best costing \$3 a hundred. Candidum lilies are arriving in large quantities and are offered at \$3 a hundred. Spanish iris is arriving in good quantities and sells well at \$1 and \$1.50 a dozen. Sweet peas are not plentiful and sell at \$1 and \$1.50 a hundred. English primroses and English daisies clean up easily at \$2 a dozen bunches.

NOTES.

Peter Fisher is sending to his salesman, Geo. Noyes, an excellent grade of Ophelia roses. Mr. Noyes is also receiving some good carnations from Sam Goddard, among the best being Matchless and Laddie, which sell for \$4 to \$6 a hundred.

The E. & D. Welch Co. has given up the wholesale business which they have conducted for a number of years. Everything was sold at auction and good prices were obtained.

J. M. Cohen, salesman at the co-operative market, has purchased a new Paige car to be used in motoring with buyers back and forth from greenhouses of various growers.

Thomas Clark has moved from his basement location on Boylston street to a store on the same thoroughfare where business is bound to improve.

Robert Montgomery is having a very good year with roses. Among his best are Killarney, Killarney Queen, White Killarney and Ophelia.

From Thomas Roland's greenhouses at Nahant, there are arriving in the market Tausendchon rose bushes and French hydrangeas.

Edward McMulkin, at one time one of the largest retailers in the city, has closed his store and is now with H. M. Robinson & Co.

B. A. Snyder & Co. report good business and when the writer called, the force was very busy packing out-of-town orders.

Kidder Bros. have started to ship iris. They are the best coming to market and clean up readily at \$1.50 a dozen.

The Boston Rose Conservatories are coming in with a heavy crop of Russell, the new Boston rose, Hadley and Ophelia.

Wm. Nicholson is shipping to market quite an assortment of flowers, and the first Primulinus hybrid gladioli.

Estey Bros. are sending in a fine strain of anemones, ranunculus, ixias and sweet peas. S. K. G.

ILION, N. Y.—Edward A. Baker, for many years a resident of this city and who conducted a florists' establishment here until quite recently, died April 5.

SPRINGFIELD, MASS.—Marshall Headle, landscape gardener at the Forest Park rose garden, has received a commission as first lieutenant in the aviation camp at Issoudun, France.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

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E. G. HILL finds that his profits on 300,000 Columbia rose plants will take care of his income and excess profits tax in fine shape.

THE will of the late Tillie Bloch, Cincinnati, O., sets aside \$10,000 for fresh flowers to be placed on her grave every Sunday for 10 years.

THE coal famine of the past winter, with all its disasters, was due to a shortage of less than 10 per cent. There is now a possibility of a 40 per cent fuel oil shortage unless relief is had from Mexico and reduction and transportation safeguarded.

THE War Industries Board has reached an agreement with the lead industry whereby the latter will furnish the government with its monthly requirements, 6,000,000 pounds minimum to 12,000,000 pounds maximum, at an average price of seven cents per pound.

Society of American Florists.

NATIONAL FLOWER SHOW COMMITTEE.

President C. H. Totty has appointed William H. Duckham, Madison, N. J., a member of the national flower show committee, to fill the unexpired term of William P. Craig, Philadelphia, Pa., resigned.

JOHN YOUNG, Sec'y.

New York Flower Show.

Cheques for the premiums awarded at the recent show in the Grand Central Palace have all been forwarded to the winners. The medals awarded are now being struck, and will be distributed as soon as received.

President Schenck, of the New York Florists' Club, has appointed the following as a committee to consult and co-operate with a similar committee to be appointed by the Horticultural Society of New York, as to arrangements and conduct of the 1919 flower show: A. L. Miller, Jamaica, N. Y.; Chas. Schenck, 436 Sixth avenue, New York; Edw. Sceery, Paterson, N. J.; Wm. H. Duckham, Madison, N. J.; Chas. H. Totty, Madison, N. J.; Frank H. Traendly, 436 Sixth avenue, New York; Wallace R. Pierson, Cromwell, Conn.; Geo. E. M. Stumpp, 761 Fifth avenue, New York; Max Schling, 785 Fifth avenue, New York; P. W. Popp, Mamaroneck, N. Y.; John Young, 1170 Broadway, New York.

PRIZES FOR WHITE VIOLETS.

W. Albert Manda, South Orange, N. J., has notified the secretary that Mrs. Alfred I. Dupont, Wilmington, Del., offers the following prizes for white violets exhibited at the 1919 show:

For the best bunch of double white violets, containing 150 or more blooms —Prize, \$50.

For the best bunch of single white violets, containing 150 or more blooms —Prize, \$50.

The violets' own foliage only is to be used for green.

The competition is open to all, and the exhibits will be judged by the following distribution of points: Size and perfection of flower, 60; fragrance, 40.

JOHN YOUNG, Sec'y.

Security Behind Liberty Bonds.

When a man asks you to lend him money, you ask, "What security can you give?" "Well," he replies, "I need \$1,000, and I have a farm that is worth \$3,000. I will give you a mortgage." You lend him the money and feel pretty safe, although you know that a thousand things may happen that will prevent the prompt payment of the interest, or make impossible the repayment of the loan. And you know that something may cause the farm to depreciate, though you do not expect any such result.

Now the United States government comes to you and says: "A man in Europe has opened war on us and intends, if he possibly can, to get the upper hand of us and make us pay a prodigious amount of money as a price of peace. If the Kaiser licks us he may compel us to pay him \$50,000,000 for immunity from further aggression. What we need is \$30 a head from all American citizens to fight the Kaiser and make it impossible for him to mulct us. But you need not give the money. Merely lend the government your loose funds. You will receive a Liberty Loan bond, backed by the absolute promise of the United States to repay the money with 4½ per cent interest. And the money you lend will be exempt from most taxes while the government is using it."

Security? Why, the security is absolute. One year's produce in this country is greater six times over than the entire amount of money the government owes on all its bonds. The property value behind the Liberty Loan bonds is not less than \$250,000,000,000. Add to that, the money value of the lives of the producing population of America—figuring on the lowest basis—and you make a total security too big for the human mind to grasp. Moral: Invest in all the Liberty bonds you can.

Enemy Trading List Revised.

Washington, D. C., April 20.—A revised enemy trading list, containing more than 5,000 names and for the first time including enemy firms in the neutral countries of Europe, was issued today by the war trade board. It was established in conjunction with Great Britain and France to unify the efforts of the allies to keep their products from reaching the enemy. Italy has accepted the list in principle. The number of firms listed as enemies in South America was slightly reduced from previous lists, after investigation disclosed that the protestations of many that they were neutral were justified. Besides the neutral countries of Europe, Greece and Morocco are included in the territory covered by the list.

To minimize inconvenience to American merchants it was announced that "the war trade board is collecting the names of non-enemy firms which might be substituted for those within the prohibitions of the act." The board warned exporters that the omission of a firm's name from the list did not justify commerce with it.

Clay Products Manufacture Restricted.

The United States fuel administration issued, April 17, regulations approved by the war industries board restricting the manufacture of clay products and rearranging and dividing the manufacturing programme of the industry in such a way as to place it on the basis of war industry. Curtailment is in each case based on the average output of the past three years. Ten orders were signed by Fuel Administrator H. A. Garfield, the products dealt with being arranged in classes, and manufacture curtailed on a percentage basis as follows: Stoneware, which is construed to cover vitrified and glazed receptacles and containers made from common buff burning clays by any process whatsoever, excepting stoneware used in the chemical industry, 15 per cent; the other classes, which include, face brick, common brick, paving brick, terra cotta, roofing tile, floor and wall tile, sanitary ware, hollow tile, drain tile and sewer pipe, 50 per cent.

Trade War Threatened.

The United States must prepare to meet terrific competition in the great struggle for the world's commercial supremacy, according to reports submitted to the national foreign trade council in session at Cincinnati, O., April 20. It is pointed out that just as Germany organized her gigantic fighting machine, so she is organizing her industry for the trade battle after the war. America must learn cooperation, must educate her youth in business and must not hamper her shipping by restrictive legislation.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Ads., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By a good, all-around greenhouse man. Address
Key 808, care American Florist.

Situation Wanted—By a competent gardener, experience in all branches of gardening. Illinois or Wisconsin preferred. Address,
Key 896, care American Florist.

Situation Wanted—Horticulturist, agriculturist, head gardener, superintendent private estates; Denver, Colorado, preferred; landscape architect, gardener, all branches; experienced, practical, single man; references. Address
Key 894, Care American Florist.

Help Wanted—Gardener wanted at once. Good place for the right party.
**M. Froelich,
5527 West Walton St., Chicago.**

Help Wanted—Apprentices for orchids, roses and pot plant department.
**Poehlmann Bros. Co.,
Morton Grove, Ill.**

Help Wanted—Good designer and decorator for first-class retail store. Address
**Leikens,
Madison Ave. and 55th St., New York.**

Help Wanted—At once, good grower of potted plants. Must be able to take charge of 8000 feet of glass and know how to fill window boxes. Salary \$20.00 per week. **F. J. Munzing,
6101 Broadway, Chicago. Phone Edge-water 1004.**

Help Wanted—Stenographers and typewriters, men and women, for departments at offices at Washington, D. C. Entrance salary \$1,000—\$1,200. Applicants must be at least 18 years of age. For further information and application blanks address **United States Civil Service Commission, Washington, D. C.,** or local boards of examiners.

Help Wanted—Willing worker for store, one who can wait on trade, get the prices, know the value of flowers, write plain, be polite, make artistic corsages and bunches. Paid every Saturday evening when the hands on the clock are straight up and down. Gentleman or lady. Answer with reference and salary. Will wire acceptance.
**W. G. Matthews, Florist,
Dayton, Ohio.**

For Sale or Rent—Eleven greenhouses, five acres of land and orchard at Ridge and Washington avenues, Wilmette. For further particulars call on or write to
**John Felke,
716 Ridge Ave., Wilmette, Ill.**

For Sale—Handsome McCray refrigerator, 6 ft. high, 7 ft long, 2½ ft. deep. Has never been used. Cost \$237, but will sacrifice. Will also make reasonable terms to deserving party. Call at **T. Stein's, 1923 S. Wabash Ave., Chicago,** before 9:30 a. m. or after 6 p. m.

For Sale—Greenhouses, about 20,000 feet of glass, 10 squares from Court House; city of 40,000 population; good retail and wholesale trade. Just the time for spring trade but must sell to settle estate. Liberal terms; write for particulars. **Riverside Floral Co., W. A. Richison, Admr., Muncie, Ind.**

For Sale—Retail florist store in Chicago; on north side; doing a well established cash trade. Splendid opportunity for a live young couple. Very reasonable price. Must sell quickly to settle an estate.
**Mat G. Weis,
Box 97, R. R. 1 Morton Grove, Ill.**

GREENHOUSE BARGAIN

For Sale. One new Moninger Greenhouse, 4,500 feet of glass, with 3 acres of fertile land, five room dwelling and out buildings nearly all new; lots of evergreen and flowering shrubs. Lanes out in nursery now, also nice assortment of fruit trees, raspberries, grapes and currants. Greenhouse stocked at present with carnations, ferns and bedding plants, also stocks of chrysanthemums and carnations coming on. Heating system the latest hot water, fired with gas. The largest bill for any month last winter was \$26.00 which includes heat for house. Location one of the best, in a thriving glass town, only greenhouse here. Reason for selling my interests in the south call my attention. For further information apply
Utica Floral Co., Utica, O.

Help Wanted

An experienced plant grower for large commercial place. Must come well recommended. State salary expected in first letter. Answer quick.

Key 889, care American Florist.

HELP WANTED

Two men experienced in general greenhouse work. Give full information in first letter including experience, references and wages desired.

**IOWA STATE COLLEGE
Horticultural Dept., Ames, Ia.**

HELP WANTED

Several experienced rose growers. Steady job all the year. Good wages to the right parties. Apply at greenhouses.

**BASSETT & WASHBURN
Hinsdale, Illinois**

HELP WANTED

**Rose Grower
For a firm near Chicago**

**Address Key 895,
Care American Florist.**

For Sale or Rent

A bargain. Three large greenhouses, living, packing and salesrooms attached, with good and growing local business. Only florist in high grade North Shore Chicago suburb of 3,500 people. For terms, address

Key 888, care American Florist.

For Sale

Good paying Chicago retail store in desirable location with very little competition. Easy terms to right party. This is a chance of a lifetime. Address

Key 890, care American Florist.

For Sale

200 boxes of greenhouse glass.

**PETER REINBERG
30 East Randolph Street, CHICAGO**

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

**AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO**

ANNOUNCEMENT

Will be in Cleveland for 10 days and will sell the Cleveland Florists' Exchange. It is necessary now to close all my affairs in the East. The price is a snap for a paying business. Get in touch with me NOW.

GEORGE W. SMITH, Pres., 606 Huron Road.

An Ambitious Grower Can Better Himself

A grower capable of taking full charge of a range of 30,000 feet devoted to a general line of cut and potted stock, and who can produce results, can have a life position where his earnings will be limited only by his ability. We guarantee top market price for everything produced, so selling does not enter into the proposition.

The position pays a salary of \$150 per month, and a bonus of 10% of the net profits paid yearly.

Applicant must take full charge of production, help, etc., and manage the place as if he owned it. Send full particulars as to experience, ability, etc., with references, which will be carefully investigated before answering.

Address

Key 892, care American Florist.

Do you canvass the trade?

Your salesmen can cover their territory thoroughly and completely, without missing a prospect—

You can circularize effectively without the expense, trouble and delay of compiling mailing lists—

BY USING THE

American Florist Company's TRADE DIRECTORY

529 Pages, \$3.00

EXTENSIVE LIST BY STATES AND TOWNS OF FLORISTS, SEEDSMEN AND NURSERYMEN

EXTENSIVE LIST ALPHABETICALLY OF FLORISTS, SEEDSMEN AND NURSERYMEN

ALSO LISTS OF

FOREIGN MERCHANTS
FIRMS ISSUING CATALOGUES
HORTICULTURAL SUPPLY HOUSES
SEED GROWERS

PARKS, CEMETERIES
LANDSCAPE ARCHITECTS
EXPERIMENT STATION HORTICULTURISTS
BOTANICAL GARDENS

If you are looking for business in any of these lines, you will find the Trade Directory of indispensable assistance.

AMERICAN FLORIST COMPANY

440 SO. DEARBORN STREET, CHICAGO.

San Francisco.

STOCK OF GOOD QUALITY PLENTIFUL.

After experiencing one of the best Easters in the history of the city trade, things have settled down to the usual dullness that always follows a good holiday business. There is plenty of stock of nearly every description, and the quality offered is all that could be desired. Russell roses were never better, and good stock is bringing fine prices. American Beauties are more plentiful than at any other time during the season. Good stock always meets with ready sale. Ophelia is plentiful and very fine. Quite a few Baby Doll are coming in now and are very popular for corsage work. Cecile Brunner is also coming in freely. Quite a lot of finely grown outdoor stock is being offered also. Carnations are in ample supply, with a steady demand and prices normal. Silver Pink snapdragons and Keystone are coming in and meeting with much favor. In bulbous stock, there is quite an overproduction of tulips; a great number of these find their way to the street and are offered at all prices. Plenty of Dutch hyacinths are seen on all sides. Violets are very plentiful and at this writing are of first-class quality; the shipping demand still continues to be quite heavy for them. The chief variety grown for the shipping trade is the California Giant; this variety is a wonderful keeper and is the most popular shipping sort. Very few orchids were to be seen during the week. Gardenias are none too plentiful, and lily of the valley is still out of the market. Large quantities of the finest Spencer sweet peas still continue to arrive and are in constant demand. They have brought very remunerative prices during all the season, but the outdoor stock is expected in shortly

and this will no doubt have a tendency to lower prices very considerably. Great quantities of flowering fruits in many shades are being offered and are very good sellers. Among the novelties offered in the flowering shrub line are Tamarix Africana and Eucalyptus ficifolia, both of which are very beautiful just now and are in much demand. The call for ferns keeps up steadily and good stock is none too plentiful. Most of the stores are making very pretty displays of nephrolepis in variety and also cinerarias in pots.

NOTES.

Superintendent Percy Ellings, of the Lynch Nursery Co., at Menlo Park, reports a very heavy demand for chrysanthemums since the firm's catalogue was issued. He has also propagated over 100,000 to be grown for cut flowers for the shipping trade this fall. Plant business is quite heavy at this place, much of it being used for landscape work.

The annual sweet pea show held by the city of Eureka promises to be a very important one this year. It will be held under the auspices of the chamber of commerce. Chas. W. Ward, of the Cottage Gardens Nurseries, is taking a leading part in making the show a success, and his firm will be a large exhibitor of all the newest varieties.

The E. W. McLellan range at Burlingame is producing some extra fine rose stock just now. They are cutting heavily of Baby Doll, which is very popular. Their American Beauties and Russells are of the finest quality, and Manager J. A. Axel says there is no difficulty whatever in disposing of the large cut of this establishment.

The new store of the Thomas Floral Co. at the corner of Jones and O'Farrell streets is greatly admired for the fine display that is kept up at all times.

They say they are greatly pleased with business and that they intend to handle high-grade flowers and plants only. Their window of nephrolepis is very attractive.

Owing to present conditions, the Menlo Park Horticultural Society has decided not to hold a sweet pea exhibition this year. Instead, an impromptu show will take place some time in June on a regular meeting night. The society is steadily gaining in membership and is in a very flourishing condition.

Peter Rock, foreman of the nursery in Golden Gate park, is busily engaged in raising thousands of ornamentals for next season's planting. This nursery is well arranged, and Mr. Rock has been many years in his present position and is well known in nursery circles throughout the state.

The show held by the California State Florists' Society, April 12, was a very pretty one and was well patronized. A great variety of spring flowers were shown and the display of bulbous stock was especially fine. The show was complimentary, no admission fee being charged.

A. O. Stein says that trade has been very satisfactory in his neighborhood since Easter. He always maintains a very elaborate display at his store and his windows are a source of delight to all passersby. His large force of help is always busily engaged on decorations.

Chas. Cohen, of the Ferry Floral Co., tells us they had the best Easter ever experienced by his firm. They also shipped a great number of flowers and plants to distant parts. The large store in the Ferry building is always kept up in a very pleasing manner.

Francis Howard, the noted landscape engineer of New York, is spending some time in this city, studying landscape problems at some of our leading

THE Florists' Supply House of America

To My Customers and the Trade Generally:

I hereby announce the sale of my florists' supply business and factory to H. Bayersdorfer & Co., who after making improvements, will continue the manufacture of Metal Wreaths and other supplies. Thanking you for your many years of patronage, which I assure you will be as well served by the new house.

I am respectfully yours,

A. HERRMANN.

The above purchase combined with our own line, gives us the largest stock of Metallic Flower Designs in this country. Send your orders at once for Memorial Day. Try a \$10, \$25 or \$50 collection from this splendid assortment.

H. BAYERSDORFER & CO., 1129-31 Arch St., Philadelphia, Pa.

Ulrich Brunner Roses

We are receiving a large supply of the celebrated **Ulrich Brunner Roses** from the range of V. Zuber & Sons, Whitestone, L. I.

All grades from number two to specials.

NICHOLAS G. PAPPAS & CO., Wholesale Florists
112 West 28th Street, Telephone Farragut 2287. NEW YORK

estates. It is quite probable that he will remain here for an indefinite time.

Edwin Hoff, manager of the MacRorie-McLaren stores, says business is very good with his firm. He adds that their great trouble at the present time is to secure experienced help.

J. W. Williams, who has been with the Art Floral Co. for some time past, has resigned his position, to take a long rest. At present he is undecided as to his future plans.

Walter K. Lewis, vice-president of the Art Floral Co., is in this city for a short stay. He says the floral trade in Los Angeles was very good at Easter.

John Bianchini is managing Joseph's store on Grant avenue during the absence of J. Cuneo, who is confined to his home by illness.

G. N.

Pittsburgh.

PLENTY OF BUSINESS AND GOOD SUPPLY.

There has been plenty of business and amply stock to take care of all orders. Funeral work has been extra heavy; in fact, has been for the past three weeks. There is very little demand for flowers to be used for any occasion, except funerals. There have been a few weddings which called for some fancy roses and snapdragons and other spring flowers. Carnations are plentiful and hold up well in price, the best selling at \$4 per 100 with the inferior grades at \$2 and \$3. There is a fine cut of roses coming to this market and they sell at list prices. There seem to be more Sunburst than any other. Prima Donna, September Morn, Hoosier Beauty, Ophelia, Killarney and Ward are all in the best of condition and find ready sale upon arrival. Some very fine pink, bronze and white snap-

dragons are seen and some specimen spikes of white sold at \$3 per dozen last week. Sweet peas are about the only flower for which there is no demand, too many coming to the market the warm weather shows its effect, and are very poor when they arrive. There is an enormous quantity of yellow daisies at present, which are not moving very fast. There is always an extra large supply of them at this time of the year. Bulbous stock is about done for and we are all thankful. The farmers are now bringing in their outdoor daffodils and narcissi and they are sold very cheap. Some very good iris is coming, also belladonna of a very good quality. Lilies are very scarce. Some peonies are seen, but of no importance. Orchids and lily of the valley have very little demand. Greens are not arriving in quantities sufficient to supply the call.

NOTES.

There were 13 members present at the weekly luncheon and meeting of the retail florists' association April 16. The committee appointed to arrange for a banquet to be held May 7, reported they had almost completed plans and submitted three menus which looked pleasing to those present. D. W. Ludwig is chairman of this committee and anything he arranges for is about O. K. There will be good music, speakers, eats and smokes. All florists are invited, and a good time is assured all who attend besides the valuable information they will be able to obtain. A speaker of prominence has been invited to be present that evening. Advertising suggestions for Mothers' day were submitted and a committee was appointed to pass on them. This is a real live organization, and any retail florist in the Pittsburgh dis-

trict who does not become a member, is missing something that is beneficial to his business. Meetings are held every Tuesday at noon, at the Seventh Avenue hotel. Ask the wholesale men all about it.

Private Thos. Kelleher has been confined to the base hospital at Camp Lee. Dave Hill was at Camp Lee this week, visiting his brother, who is in the signal corps.

Some very fine white snapdragons are grown by the McCallum Co. at the greenhouses at Evans City.

Almost every flower store in the city has been short of help all week on account of sickness.

M.

NEW BEDFORD, MASS.—Harry Krawzler will open a flower shop at the location recently vacated by F. C. Covill.

CLARKSBURG, W. VA.—John Chisholm, formerly of Wheeling, has taken a position with the Hayman Greenhouse Co., of this city.

ROCK, ISLAND, ILL.—The Tri-City Florists' club has decided to consolidate its advertising with the national publicity campaign of the Society of American Florists. All future publicity will be directed by the club's committee and not individually.

SPOKANE, WASH.—With prices about as usual except for lilies, Hoyt Bros. report a small gain in 1918 Easter sales compared with those of last year. The supply in all lines was plentiful. A special feature of interest was the fact that the "Four Hundred" class, usually a standby as flower purchasers, never entered the store this year.

SUPPLY HOUSE

POEHLMANN'S

Mothers' Day Boxes



This beautiful design printed in two tone effect in Pink and Violet on cover of Miss Gray folding box of the most practical sizes. Order now for immediate delivery

	Per 100	Per 1000
24x5x3 1/2	\$10.00	\$ 90.00
28x8x4	13.50	120.00

We have a complete line of Mothers' Day accessories including

Corsage Ties, Chiffons Boxes, Green Wax Paper

Order from us and you will be assured of prompt delivery; realize that transportation is very much delayed to some points.

Our line of Baskets have given good satisfaction. Try us on an assortment of \$10.00 to \$20.00 in

Cut Flower and Tumbler Baskets

POEHLMANN

72-74 E. Randolph St.,



CUT FLOWERS

Roses Orchids Valley

Including Fine Russell

**Carnations, Sweet Peas, Galax,
Sprengeri, Plumosus, Leucothoe,
Spring Flowers, Boxwood, Ferns.**



Don't be a slacker for Mothers' Day; get your order in early.
Our roses will be the same good quality they were Easter.

PLANTS

CYCLAMEN.

4-inch pots..\$3.00, \$3.00 and \$4.20 per doz.

PANDANUS VEITCHII.

5-inch pots\$0.75 each

8-inch tubs\$3.00 and \$3.50 each

BIRD'S NEST FERNS.

6-inch pots.....\$1.50 each

TABLE FERNS.

2½-inch pots.....\$4.00 per 100

RUBBER PLANTS.

4-inch pots\$4.20 per doz.

5-inch pots 6.00 per doz.

HOLLY FERNS.

3-inch\$10.00 per 100

4-inch 15.00 per 100

5-inch pots\$3.00 and \$4.20 per doz.

6-inch 6.00 per doz.

COLEUS CHRISTMAS GEM.

5-inch\$3.00 and 4.20 per doz.

ASPARAGUS FLUMOSUS.

2¼-inch\$3.50 per 100

6-inch, made up..... 4.20 per doz.

ENGLISH IVY.

4-inch\$15.00 per 100

COCOS WEDDELIANA.

2¼-inch\$14.00 per 100

PYTHOSPERMA ALEXANDER.

3-inch pots\$15.00 per 100

2½ Inch Own-Root Rose Plants FOR BENCHING

Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst at \$7.50 per 100, \$70.00 per 1000.
Milady and Richmond at \$7.00 per 100, \$65.00 per 1000. Russell at \$10.00 per 100, \$100.00 per 1000.

3¼ Inch Stock at \$35.00 per 1000 Additional.

N BROS. CO.

Long Distance Phone, **CHICAGO, ILL.**
Randolph 35.

ROSE CROP NOW ON

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, Shawyer, Brilliants, Ophelia, White Killarney and American Beauties.

GLADIOLI, very fancy, per dozen, 50 to 60 cents.

CURRENT PRICE LIST—Good Until May 2.

AMERICAN BEAUTIES—Price, from 50 cents to \$4.00 per dozen, according to length of stems.

RUSSELL—best in this market.

Per doz.

Specials, extra long.....	\$2.00
Good length.....	1.50
Good medium.....	\$0.75 to 1.00
Good short.....	.50

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST.

Per 100

Long stems.....	\$8.00
Good medium.....	\$5.00 to 6.00
Good short.....	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

BULBS, FLOWERS AND ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

Carnations for Mothers' Day will be scarce. Quotations on Roses mailed on application.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

BUSINESS IS MUCH BETTER.

Trade has been quite good the past week, when stock in all lines cleaned up nicely at fair prices. Carnations are selling better than they have for sometime, but the receipts are considerably smaller. American Beauty roses are in good demand and there is no great surplus when the stores close at night. Mrs. Chas. Russell roses are arriving in good supply and the quality of most of the stock of this variety seen in this market this week is exceptionally fine. Roses in general are in large enough supply to meet the present demand and include very fancy Ophelia, Sunburst, Champ Weiland, Richmond, Milady, Hoosier Beauty, Killarney, White Killarney, Killarney Brilliant, My Maryland, Hearst, Montrose, Mrs. Aaron Ward, Double White Killarney, Fireflame and Tipperary. The miniature varieties Cecile Brunner, Elgar, Baby Doll and Nesbit are to be had along with the other roses grown for this market and not already mentioned. Orchids and gardenias do not appear to be any too plentiful and lily of the valley has been cleaning up regularly. Some particularly fine snapdragons are seen in the market in good supply and a few Rainbow freesias are still included in the many offerings. Darwin tulips are again a factor in the market and include both local indoor and southern outdoor grown flowers. Lilies are not as plentiful and the same holds true for callas. White and yellow daisies, lupines, stocks, gladioli, lilacs, jonquils, narcissi, calendulas, pansies, mignonne, candytuft, anemones, forget-me-nots, sweet peas and other seasonable flowers are on the list of offerings. Smilax and Mexican ivy continue to

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

BUY NOW!

Superiora Magnolia Leaves

Brown—Green—Purple, \$1.15 per carton.

Make up your Memorial Day Wreaths during your spare time and avoid the last minute rush.

ATTENTION! SOUTHERN GROWERS!

A reliable Chicago Wholesale House wishes to get in touch with All Growers of out-door flowers with a view of handling same on commission. We have a good market for everything and will handle immediate shipments or arrange to dispose of your next year's crop.

Address Key 897, American Florist.

be in brisk demand, especially the former, which has advanced in price this week. Other greens appear to be plentiful, but ferns are now being quoted at \$4 per 1,000 by practically all the

wholesalers. The outlook for a large supply of cut flowers for Mother's day is none too encouraging and all buyers will do well to place their orders as early as possible, today if convenient.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

Prices For Mothers' Day

SUBJECT TO CHANGE WITHOUT NOTICE.

Pansies 10c per bunch	Callas \$10, \$12.50 and \$15 per 100	Paper White Narcissi \$3 to \$4 per 100	Carnations Our selection, \$80 per 1000
Jonquils \$3 per 100	Easter Lilies \$8 to \$12 per 100	Plumosus 35c to 50c per bunch	Leucothoe 75c per 100
Roses All varieties at market prices	Galax \$1.25 per 1000	Sprengeri 35c to 50c per bunch	Ferns \$4 per 1000
Mignonette \$4 to \$6 per 100	Mexican Ivy \$6 per 1000	Calendulas \$2 to \$3 per 100	Cattleyas \$7.50 to \$9 per doz.
Daffodils \$2 to \$3 per 100	Smilax \$2.50 to \$3 per doz.	Adiantum \$1 per 100	Daisies \$1 to \$1.50 per 100
			Snapdragons 75c to \$1.50 bunch
			Tulips \$2 to \$5 per 100
			Valley \$6 per 100
			Sweet Peas 75c to \$1.50 per 100

Order here. You cannot do better elsewhere—often not nearly as good.

Heavy Supply of Roses For Mothers' Day

As Carnations will be somewhat scarce for the occasion, we suggest that you encourage customers to use Roses wherever possible—Place your order now.

ROSES CARNATIONS VALLEY LILIES DAISIES
JONQUILS MIGNONETTE LUPINES IRIS CALLAS
DARWIN TULIPS SWEET PEAS SNAPDRAGONS TULIPS

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

If You Want Good Stock and Treatment Send Your Orders To

Chicago's most up-to-date and best located Wholesale Cut Flower House.

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

EXTRA HEAVY SUPPLY ROSES---CARNATIONS For Mothers' Day

Place your orders with us and you will get the best stock obtainable for the least money

MOTHERS' DAY PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL. Per 100
Fancy\$12.00 to \$15.00
Good 8.00 to 10.00

RICHMOND. KILLARNEY BRILLIANT.
White—KILLARNEY—Pink. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Medium 5.00
Short 4.00

SUNBURST AND OPHELIA. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Good 5.00
Short 4.00

MINIATURE ROSES.
Baby Doll\$3.00
Elgar 3.00
ROSES, OUR SELECTION..... 4.00
CARNATIONS. Per 100
Fancy White\$8.00
Fancy Colored 8.00
Assorted 7.00

MISCELLANEOUS. Per 100
Valley\$ 6.00 to \$ 8.00
Lilies 12.50 to 15.00
Ferns, per 1,000 4.00
Smilax, per doz. strings..... 2.50
Adiantum 1.00
Galax (bronze and green), per 1,000. 1.50
Asparagus Sprengeri, bunch..... .50
Asparagus Plumosus, bunch..... .50
Boxwood, per lb.35

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

The civil service board of the West Chicago park commissioners will hold an examination for the position of florist, Class G, Rank 2, Division Z, at Garfield Park pavilion, May 7, at 8:30 a. m. The examination is open to men over 21 years of age regardless of residence. Original entrance salary is \$85 to \$95 per month. Applications must be filed in the office of the civil service board in Union park, before 5:00 p. m., May 6. The duties of florists are general work in the conservatory, propagating house and outdoor gardens throughout the system. The subjects of the examination are as follows: Special subject, weight of 6; experience, 3; physical, 1; an oral and practical test in exhibition greenhouse work and written questions on the care and propagation of plants and general greenhouse operations.

Charles Kruchten, brother of John and Henry Kruchten, proprietors of the wholesale firm known as the John Kruchten Co., has been notified by his draft board to appear for military service April 26. Chas. Evert, with A. T. Pyfer & Co., who is in the same district, will leave on that date also, and will probably go to the same camp.

Zech & Mann are again featuring a large supply of fancy Darwin tulips from the Peter Pearson greenhouses in addition to their usual complete line of other stock. Allie Zech reports that inquiries are numerous for stock for Mothers' day, especially for carnations and roses.

M. C. Gunterberg, who has been conducting a wholesale store at 158 North Wabash avenue, has closed her place of business, on which her lease expired May 1. She has no intention of giving up the wholesale business and is at present arranging for new quarters.

A. T. Pyfer & Co. report a brisk demand for adiantum, which they are

Write for Special Quotations on Stock for Mothers' Day.

ROSES--CARNATIONS

Spanish Iris-Calendulas-Sweet Peas-Darwin Tulips
Mignonette-Stocks-Jonquils-White and Yellow Daisies

FLORISTS' SUPPLIES

Magnolia Leaves-Magnolia Wreaths-Cycas Leaves, Etc.

O. A. & L. A. TONNER

30 East Randolph St., Chicago, Ill.

Mention the American Florist when writing.

Annoucement

Owing to the unsettled condition in the florist trade I thought it advisable not to renew my lease which expires May 1. I am negotiating for new quarters and wish to inform both my local and out-of-town customers that all orders will be taken care of as usual. My telephone number will remain the same and further particulars in regard to my new location will be announced later,

M. C. GUNTERBERG,

—WHOLESALE FLORIST—

Mention the American Florist when writing.

handling in quantity regularly. Sweet peas and roses are in good supply at this establishment this week.

A. L. Vaughan has been slightly under the weather the past week with a cold, but was on the job every day at A. L. Vaughan & Co.'s store attending to his duties as usual.

The sympathy of the trade is extended to Chas E. Maier, 4106 Armi-

tage avenue, in the loss of a sister whose death occurred last week.

Ed. Goldenstein, formerly with Vaughan's Seed Store, who is now with the National army at Rockford, was here on a visit April 20.

A. Miller, president of the American Bulb Co., attended the funeral of the late Mrs. J. F. Sullivan at Detroit, Mich., April 22.

LARGE CUTS OF ROSES FOR Mothers' Day, May 12

Exceptionally Fine White Killarney, Killarney, My Maryland, Richmond, Champ Weiland, Sunburst, Ophelia, Mrs. Chas. Russell and Milady.

CARNATIONS

Good Supply of White Pink and Red.

While we will have a good supply of Carnations, there will not be enough flowers to supply the demand so push roses on that day. You will find that the public in a great many cases prefer them to carnations, so make allowances for the scarcity of carnations and substitute roses. They will move just as quickly. Make up your order for us today.

When Ordering Remember White Flowers Stand for Mothers' Memory and Colored Flowers for Mothers' Living.

We have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower. **MOTHERS' DAY PRICE LIST** Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100			
Specials			\$25.00		
Select			20.00		
Medium		\$12.00 to	15.00		
Short			10.00		
RICHMOND		Per 100			
Specials			\$10.00		
Select			8.00		
Medium			6.00		
Short			5.00		
MILADY		Per 100			
Specials			\$10.00		
Select			8.00		
Medium			6.00		
Short			5.00		
Killarney					
White Killarney					
Killarney Brilliant	Special	Per 100	\$10.00		
Sunburst	Select		8.00		
My Maryland	Medium		6.00		
Ophelia	Short		5.00		
Champ Weiland					
ROSES, OUR SELECTION		Per 100			
Carnations, fancy			\$ 5.00		
Harrisii		6.00 to	8.00		
Valley		12.50 to	15.00		
Sweet Peas		6.00 to	8.00		
Smilax		.75 to	1.50		
Adiantum	per doz. strings		3.50		
Asparagus		1.00 to	1.50		
Ferns	per bunch		.50c to 75c		
Boxwood	per 1,000		\$3.50		
Galax, bronze and green	per bunch		35c		
Leucothoe Sprays	per 1,000		\$1.25		
		.75 to	1.00		

2,000,000 Feet of Modern Glass

PETER REINBERG


Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

For
Your
Supply of
CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.



The Rapid Rapper

has made good and is in use in leading retail and wholesale establishments, where every effort is made to eliminate as much waste and expense as possible.

The Pedestal

is the most beautiful and ornamental plant stand obtainable. It is adjustable - Every Retail Florist should have several. Buy now at our special low introductory price. Fine proposition for Agents, Supply Houses or Jobbers.

The Rapid Wrapper Co.

56 E. Randolph Street
CHICAGO, ILL.

Burlington Willow Ware Shop,
Burlington, Iowa

John Poehlmann, who attended the third officers' training school of the 84th division at Camp Zachary Taylor, Louisville, Ky., graduated April 19. All the successful candidates, including himself and W. J. Vesey, Jr., of Fort. Wayne, Ind., were given a grade as sergeant, with a title of officer candidate. Mr. Poehlmann has been assigned to Co. D of the 336th regimental infantry and will report for duty May 2.

Mrs. E. B. Washburn, of Pasadena, Calif., passed through here this week on her way to Columbus, O., where Mr. Washburn will graduate from the adjutant's class at the Ohio state university. He will receive a commission as second-lieutenant and will be assigned to duty at once. Mr. Washburn is a son of C. L. Washburn, well-known member of the firm of Bassett & Washburn.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, is well pleased with business, which is exceptionally good, considering conditions. The shipping trade at this establishment is holding up remarkably well and the city demand is so good that stock is cleaning up every day.

Hoerber Bros. have been cutting an average of 15,000 to 18,000 roses a day the past week, which is doing remarkably well, considering the size of their range. The stock was excellent and compared favorably in quality with the best offered in this market.

Peter Reinberg will be in good crop

with roses for Mothers' day and is already booking a large number of orders for this occasion. Some particularly fine Mrs. Chas. Russell roses are included in the daily rose shipments at this house.

Wietor Bros. are cutting a good supply of roses and carnations and will be in pretty fair shape to take care of all demands for Mothers' day, but are advising their customers to order early as possible to avoid disappointment.

Sam Seligman was here on a visit this week. It is rumored that he has severed his connection with the firm he was representing last and that he is about to accept a position with one of the new eastern ribbon houses.

Kennicott Bros. Co. will have its usual large supply of peonies to offer this season, for all reports are to the effect that the crops are very promising and will be ready in plenty of time for Memorial day.

Arnold Ringler has moved from 158 North Wabash avenue to 56 East Randolph street on the second floor of the building directly opposite his old stand.

The Grossberg-Tyler-Finnerman Co. is enjoying good business and is well pleased with the number of sales made since the opening several weeks ago.

The next regular meeting of the Florists' Club will be held at the Bismarck hotel, Thursday evening, May 9, at 8 p. m.

A. Lange has a pretty window display this week, in which the statue of liberty occupies the center of the stage.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady.

Shawyer.

Sunburst.

Ward.

Killarney Brilliant.

Ophelia.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

SWEET PEAS

Our famous high quality stock is positively the best obtainable.

Arrange with us for your regular supply—they will be good sellers from now on.

SPANISH IRIS

Valley.

Callas.

Cattleyas.

Calendulas.

White Daisies. Yellow Daisies.

Pansies.

Mignonette

Tulips

SNAPDRAGONS.

Forget-Me-Nots.

DARWIN TULIPS.

GREENS.

Plumosus.

Sprengerl.

Galax, bronze.

Galax, green.

Ferns.

Mexican Ivy.

Smilax.

Leucothoe Sprays.

Adiantum.

Boxwood.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave, Chicago

Everything In Seasonable Cut Flowers and Greens

CURRENT PRICE LIST

Subject to Change
Without Notice.

ROSES.		Per doz.			Per 100	ORCHIDS.		Per doz.
American Beauties,			White Killarney, special		10.00 to 12.00	Cattleyas		\$6.00 to \$9.00
60-inch stems.....		\$ 6.00	" " select		8.00	Valley		6.00
48-inch stems.....		5.00	" " medium		5.00 to 6.00	Easter Lilies.....		12.50 to 15.00
38-inch stems.....		4.00	" " short		4.00	Callas.....per doz.		1.50 to 2.00
30-inch stems.....		3.00	Killarney, special		10.00	Snapdragon.....bunch		.75 to 1.00
24-inch stems.....		2.50	" select		8.00	Calendulas.....		2.00 to 4.00
20-inch stems.....		1.50	" medium		5.00 to 6.00	Daisies.....		1.00 to 2.00
Short stems.....		\$ 0.75 to 1.00	" short		4.00	Mignonette.....		6.00 to 8.00
Mrs. Russell, special.....		25.00 to 30.00	Mrs. Ward, special		10.00	Sweet Peas.....		.50 to 1.50
" " select		20.00	" " medium		8.00	Tulips.....		2.00 to 3.00
" " medium		12.00 to 15.00	" " short		5.00 to 6.00	Jonquils.....		2.00 to 4.00
" " short		6.00 to 8.00	Sunburst, special		10.00 to 12.00	Daffodils.....		2.00 to 3.00
Richmond, special.....		10.00	" select		8.00			
" select		8.00	" medium		5.00 to 6.00			
" medium		5.00 to 6.00	" short		4.00			
" short		4.00	Cecil Brunner.....		2.00 to 3.00			
Milady, special.....		10.00	Elgar.....		2.00 to 3.00			
" select		8.00	Baby Doll.....		2.00 to 3.00			
" medium		5.00 to 6.00	Extra special roses billed accordingly.					
" short		4.00	ROSES, OUR SELECTION..		4.00			
Killarney Brilliant, special.....		10.00	CARNATIONS.					
" select		8.00	Fancy.....		\$ 2.00 to \$ 3.00			
" medium		5.00 to 6.00						
" short		4.00						
Ophelia, special.....		10.00						
" select		8.00						
" medium		5.00 to 6.00						
" short		4.00						

DECORATIVE.

Plumosus strings.....	\$0.50 to \$0.75
Plumosus.....per bunch	.35 to .50
Sprengerl.....	.35 to .50
Adiantum, fancy long...per 100	1.00
Smilax.....per doz.	2.50
Ferns.....per 1,000	3.50
Galax.....	1.25
Mexican Ivy.....	5.00
Leucothoe sprays.....	.75c
Boxwood, per lb.....	.25c; cases
Pussy Willows.....per bunch	.35 to .50

Subject to market changes.



Two Special Basket Offers For Mother's Day

SUNDAY, MAY 12

25 TUMBLER BASKETS with Paraffine
Liners. All Colors, - - **\$6.50**

25 TUMBLER BASKETS with Metal
Liners. All Colors, - - **\$8.50**

ORDER NOW.

RAEDLEIN BASKET CO.,

713 Milwaukee Avenue, - - CHICAGO

Percy Jones, Inc., has a large stock of brown, green and purple Superiora magnolia leaves on hand. The demand is good for them, which is probably due to the fact that many of the retail florists are making up their Memorial day wreaths during their spare time so as to avoid the last minute rush.

Erne & Co. are handling a complete line of green goods in which they are featuring fancy ferns and smilax in quantity.

O. A. & L. A. Tonner are handling out-door Darwin tulips from Indiana in quantity this week.

SPHAGNUM

For Florists.
For Nurserymen.

MOSS

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph Street,

NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

Roses, Carnations, Sweet Peas

And All Miscellaneous Stock
In Good Supply.

FOR MOTHERS' DAY

Write for quotations on what you need.

Regular Supply of Choice Adiantum

At \$1.00 per 100.

A.T. Pyfer & Company

Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

We make a specialty of
High Grade Flowers

that will reach our customers
in good condition and
give complete satisfaction.

INCREASE YOUR PROFITS
by placing your orders with us.

The Wholesale Cut Flower Association held another Liberty Bond meeting at the E. C. Amling Co.'s store, Tuesday noon, April 23, when several prominent speakers were present and August Poehlmann presided. This city has not made as good a showing as expected and while the florists have done well they must do better and those who have not already subscribed should do so at once. Those who have already bought and can possibly afford to buy more bonds of the Third Liberty Loan should do so for it looks as if they will be needed to help the "I Will" city go over the top. Come across, everybody, and help back the boys over there. Bonds are a mighty fine investment and this city cannot possibly afford to let our neighboring state, Wisconsin, which has already oversubscribed its quota, beat us to it. The "I Will" city will be in the front at the finish, but every man, woman and child in the trade has got to do their part mighty quick. So get busy and buy a bond or more bonds now. In addition to the number of subscriptions announced last week the following are reported: April 17, 41 amounting to \$3250; April 18, 50 subscriptions, \$3400; April 19, 33 reaching \$1750; April 20, 22 totaling \$2100; April 22, 9 subscriptions, \$2600 which added to the \$37000 reported last week makes a total of \$50,100 worth of bonds sold by the association to date. The retail trade which comes under the same division as the wholesale florists and growers report about \$24,850 worth of bonds to date, making a grand total so far of \$74,950. This amount added to those sold by the seedsmen and nurserymen, also in division 19, reaches \$104,000 and does not include those subscriptions from some members of the trade which are credited to other divisions, particularly that of Peter Reinberg amounting to \$10,000 and those of the Greek florists which come under the heading of the foreign division.

Poehlmann Bros. Co. is offering a new box for Mothers' day that is attracting the attention of many of the buyers at their store who liked it so well that they closed a liberal order at once. The beautiful design is printed in the two-toned effect in pink and violet on the cover of mist gray folding boxes in all the practical sizes. One of the most out-standing features of the box is that it can be bought at \$10 per 100 in the 24x5x3½ size which

High Grade Sphagnum Moss

O. F. MUNDT, Xmas Tree King

Wholesale Only. Send for Price List.

774 St. Anthony Avenue,

ST. PAUL, MINN.

Mention the American Florist when writing.

is so reasonable in cost that the retail florist cannot help but buy. T. E. Waters is responsible for the new design which has been greatly needed especially by the smaller florists.

George Wienhoeber's war window this week has attracted much attention and was a clever piece of work. Peter Miller is back from Cincinnati, O., where he personally delivered a large number of orders for one funeral there for his firm.

The Wholesale Florists' Credit Association is now located in its new quarters in Room 1004, Federal Life Insurance Building, 168 North Michigan avenue. The association's new telephone number is Central 6163.

A military home wedding of February 23 was that of Miss Ruth Hildur Danielson, daughter of Mrs. Mathilda Danielson of 2515 Ashland avenue, Evanston, to Lieut. Hilmer V. Swenson of Rogers Park.

The Raedlein Basket Co. reports a good demand for its two special basket offers for Mothers' day. This firm is preparing another new catalog which will be ready for distribution in the near future.

Peter Reinberg, president of the county board, has subscribed for \$10,000 worth of Third Liberty bonds. Employees of the county numbering 1,155 persons took bonds amounting to \$160,800.

J. A. Budlong is featuring a good supply of roses which will be in fine crop with them for Mothers' day. Business is good at this establishment with a brisk out-of-town call for stock.

Visitors: Paul Berkowitz, of H. Bayersdorfer & Co., Philadelphia, Pa.; A. E. Turner, of Rosin & Turner, Mosinee, Wis.; Julius Dilloff, of Arthur Schloss & Co., New York; J. A. Peterson, Westwood, Cincinnati, O.

FANCY FERNS

Best of Stock. Satisfaction Guaranteed.

Orders filled promptly
at lowest market prices.

Vermont Fern Co.
WILMINGTON, VT.

Address till June 1st:

238 Dwight St., SPRINGFIELD, MASS.

Mention the American Florist when writing.

New Crop Ferns

NOW READY FOR SHIPMENT

Fancy Ferns.....\$1.50 per 1000
Dagger Ferns.....1.25 per 1000

E. A. BEAVEN, EVERGREEN, ALA.

Mention the American Florist when writing.

New Crop Ferns

NOW READY FOR SHIPMENT

Fancy Ferns.....\$1.50 per 1000
Dagger Ferns.....1.25 per 1000

Caldwell The Woodsman Co.
Evergreen, Ala.

Mention the American Florist when writing.

Large Supply of Fine Stock for

MOTHERS' DAY--MAY 12

*White Flowers for Mothers' Memory;
Bright Flowers for Mothers Living.*

Roses and Carnations as usual will be our leaders but we are strong on all seasonable stock and will fill your orders to your satisfaction at prices that are reasonable. It is advisable to place your order early for there is always a big demand for stock and by doing so you will avoid disappointment.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Kansas City.

COLD AND SNOW HURT BUSINESS.

With very bad weather conditions and an inch of snow, April 20, market conditions have been very unsatisfactory. Roses, however, are a little more plentiful and some excellent Ophelia, Russell and Sunburst are seen. Carnations are scarce and not up to standard. Sweet peas, lilies and some bulbous stock complete the list. Pot plants are scarce and the demand is very good. Bedding plants are now the main items at the greenhouses.

NOTES.

The W. L. Rock Flower Co. reports a heavy week of funeral work; in fact the largest of the year. They have a plentiful supply of stock, especially roses, orchids, gardenias and calendulas.

W. J. Barnes is keeping his force busy, getting bedding stock in shape. His trade is calling for plants. Funeral work has been unusually heavy. He is cutting a good crop of late jonquils.

Business has held up well with H. Kusik & Co. They have good supplies of roses and sweet peas. This firm is always crowded to keep up with wire work orders.

T. J. Noll & Co. had an excellent out-of-town demand. Roses were in good supply, but sweet peas and carnations fell off considerably.

A. Newell reports business excellent with no complaint to make. He had a large funeral order during the week.

A. F. Barbe reports a good cemetery trade. Spring stock is looking well.

E. J. B.

Cincinnati.

MARKET CLEANS FAIRLY WELL

Business is fair. The opening and close of each week are excellent and stock cleans up well. During the middle of the week, however, the supply accumulates in the hands of the wholesalers and does not move out very well. Prices are rather low. Roses are not as plentiful as they were. Carnations continue in a heavy supply. The Easter lily cut has shortened very considerably. Callas may be had. Only a limited number of the sweet pea receipts are long ones. The balance runs to short and medium grades. The choice sell very quickly. A limited amount of excellent snapdragons are coming into the market. Daffodils and

YOUR



PROTECTION

WHERE WILL YOU BUY
FOR
MOTHERS'
DAY?

In Business since 1881.

WHY OF COURSE.

Poeticus from outdoors may be had. Other offerings are baby's breath, pansies and swainsonas. A few lily of the valley are available, but they sell rather slowly.

NOTES.

According to advices received here, C. J. Oehmer of West Palm Beach, Fla., has sold his orange grove. Mr. Oehmer, however, retains his extensive holdings of land in Asparagus plumosus, to the growing of which he will devote his entire time.

Fred Lemon, Richmond, Ind., has been shipping some excellent baby's breath into this market.

C. E. Critchell is finding a big sale for his ferns.

Visitors: George Hermann, New York; P. N. Miller, representing George Wienhoeber, Chicago, and J. C. Nielsen,



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

Mention the American Florist when writing.

representing Poehlmann Bros. Co., Chicago.

H.



Mothers' Day

FOR THE GRAVES—The best suggestion for this day, because your customer gets a big value and you make a large profit.

By showing these sprays now, you will be offering your customers something new as well as giving them an exceptional value. These sprays are also a very good seller for **Memorial Day**, and you cannot go wrong in placing an order now, trimmed with Roses or White Carnations.

Three sizes: 50c, 75c and \$1.00 each.

State color of Carnations or Roses desired. These Cycas Sprays are trimmed with white or pink, or white with pink center Carnations; the same in Roses.

WHITE CARNATIONS, perfect imitation, \$2.00 per 100. Write for free samples and catalogue.

For **Memorial Day Wreaths and Sprays**, see our catalogue.

JOS. G. NEIDINGER CO.

THE HOUSE OF MERIT

FLORISTS' SUPPLIES, BASKETS, ETC.

1309-1311 N. Second St.,

PHILADELPHIA, PA.

St. Louis.

SUPPLY OUT OF BALANCE.

The market the past week was crowded with certain kinds of stock and showed a scarcity in others. Carnations have shown a tendency to be off crop for about a week and it is hoped that a good cut will be on for Mothers' day. Roses have been fairly plentiful. Sweet peas have suffered considerably on account of the dark and cloudy weather, coming in soft with no lasting qualities. Lilies and rubrums are equal to the demand. Some very fine Spanish iris are seen and have a good call. Snapdragons and jonquils continue to come in good supply. Yellow daisies are coming in heavy and move only at bargain prices. Darwin tulips are about through for the season. Outdoor stock has not yet cut much figure in the market on account of the dreary weather. In greens, the market is well supplied. Some very nice huckleberry foliage has been coming into this market.

NOTES.

The retail florists association, at its last meeting, had up for discussion a number of matters, and while not largely attended, proved to be an interesting session. The principal discussion centered about the necessary advances in prices of the commodity we sell to the public. It seems strange that, while costs of doing business have advanced sharply and the cost of production is greater, still the average retail florist cannot see why he should advance his price to the public. The St. Louis lady florists will hold a meeting, Wednesday, May 1, 2 p. m., at the Forest Park pavilion near the zoo. Mrs. H. G. Berning, the secretary, is anxious that all ladies attend this meeting as they have some important matters to bring up for consideration. Everyone is welcome if she has attended a previous meeting or not.

The florists' tacky party, held at Westminster hall last week, brought out a big attendance. It was styled a "nut party," and it was conceded that Geo. Angermueller was the most original "nut" present. We also no-

Grossberg-Tyler-Finnerman Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175.

CHICAGO, ILL.

ticed a few squirrels following Lon Rowe. We have not yet decided what Art Beyer was following.

The past week this city and surrounding territory was visited by a severe hail and windstorm. The loss to local and county florists was light, but the growers in Belleville suffered a severe loss by hail. The ranges of Gust Grossart and E. W. Guy were practically totally destroyed, in some instances the sash bars being broken.

The household show being staged at the exhibition hall in the old Southern hotel building provided work for a number of florists, decorating the various booths.

Ed. Guntly, with Windlers' Flowers, is on jury service this week. Better at this season of the year than close to the holidays.

J. J. W.

St. Paul, Minn.

BUSINESS WELL UP TO AVERAGE.

Conditions during the past week were satisfactory to the retailers, with the Liberty Loan drive on, florists and employees taking an active part. Business has been good generally, well up to the average, and funeral work plentiful. Stock of all kinds is of good quality, and the supply is taking care of the demand. Pot plants seem scarce and the demand is good. Growers are busy with bedding stock and, from indications, a banner season is anticipated. The seed stores, as well as the nurseries, report good business.

NOTES.

Wm. E. Tricker, for the past two years superintendent of the Holm & Olson greenhouses, has tendered his resignation, effective May 1, and will start business on his own accord, having bought the E. F. Lemke place at Hogue and Saratoga streets. It will be remembered that Mr. Lemke is the pioneer florist of St. Paul, and during the past few years has remodeled the

One Piece Flower Boxes

24x4x3.....\$2.00 per 100

20x4x3.....1.90 per 100

Sample box sent on request.

THE JOHN HENRY CO.

LANSING, MICH.

entire place, which is situated in the residential district between the two cities. Mr. Tricker previously was superintendent at Vaughan's greenhouses, Western Springs, Ill., and has held other responsible positions, both in this country and in England, and is one of the "old boys" who started their careers under the tutelage of John N. May, of Summit, N. J. Being the eldest son of the late Wm. Tricker, the aquatic plant specialist, W. E. Tricker is well known on both sides of the Atlantic, and was for several years with Jas. Veitch & Son, Chelsea, Eng., and Wm. Whitley, Ltd. During his stay in this city he has made many friends, both in and out of the trade, who wish him every success in his new venture.

Holm & Olson devoted one of their large windows to the Liberty Loan display. This concern reports business good in all departments.

The West Side Floral Co. has a fine lot of bedding stock in their benches and is preparing for a big rush soon.

O. R. Eckhart Co. reports business exceptionally good, especially in the out-of-town demand.

Visitors: Morris Stein, now at Harvard in the marine service, formerly of Holm & Olson, on a furlough; A. Longren, Chicago; Julius Dilhoff, New York. C. P. F.

ST. JOSEPH, MO.—The Stuppy Floral Co. turned over its entire output of roses April 17 to the local Red Cross, the entire proceeds being devoted to the relief work of the organization.

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS

L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. **Chicago**
Store: 162 N. Wabash Ave.

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, **CHICAGO**

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.5

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St., **CHICAGO, ILL.**

**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing.

WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE 154 N. WABASH AVE. **CHICAGO**
CENTRAL 879 ILLINOIS

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., **CHICAGO**

L. D. Phones

CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

Roses, Beauty, specials.....	\$6.00
" " 48-in.	5.00
" " 36-in.	4.00
" " 30-in.	3.00
" " 24-in.	2.50
" " 18-in.	1.50
" Mrs. Chas. Russell.....	1.00@ 4.00
100	
" Hoosier Beauty	5.00@15.00
" Killarney Brilliant	4.00@15.00
" Killarney	4.00@12.00
" White Killarney	4.00@12.00
" Richmond	4.00@12.00
" Rhea Reid	4.00@12.00
" My Maryland	4.00@12.00
" Mrs. Geo. Shawyer.....	4.00@15.00
" Milady	4.00@15.00
" Sunburst	4.00@12.00
" Mrs. Aaron Ward.....	4.00@12.00
" Hadley	4.00@15.00
" Ophelia	4.00@12.00
" Double White Killarney.	4.00@12.00
" Mrs. Moorefield Storey..	4.00@12.00
" Champ Weiland	4.00@12.00
" Stanley	4.00@12.00
" Tipperary	4.00@12.00
" Francis Scott Key.....	4.00@12.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 4.00
Firflame	6.00@ 8.00
Our Selection	4.00
Carnations	2.00@ 4.00
Cattleyas	6.00@ 9.00
Daisies	1.00@ 2.00
Lilium Harrisii	10.00@15.00
Valley	6.00
Ferns	per 100, \$3.00@4.00
Tulips	2.00@ 3.00
Sweet Peas75@ 1.50
Jonquils	2.00@ 3.00
Snapdragons	per bunch .75@ 1.00
Calendulas	3.00@ 4.00
Mignonette	6.00@ 8.00
Daffodils	2.00@ 4.00

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of..\$4.50.

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, **ST. LOUIS, MO.**

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing.

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.

CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.

1349-51-53 S. Michigan Ave., **CHICAGO, ILL.**

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., **CHICAGO**

Telephone Central 3284

Mention the American Florist when writing.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., **CHICAGO**

BEAUTIES

Although not plentiful we have a better supply of them and we can furnish you Specials at almost any time in quantity. The quality of our Beauties is fine, good sized buds and a splendid color. When it comes to Beauties you cannot do better than place your order with us.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

REUKAUF'S DEPENDABLE FLORISTS' SUPPLIES

Get Ready Now for Memorial Day

Crepe White Carnations.

Business will be better than ever this year. My stock of Magnolia Leaves, Cycas, Waxed Crepe Flowers, all kinds and colors, Wheat Sheaves, Cape Flowers, all colors, Stem-

MARTIN REUKAUF, 433 Callowhill St., Philadelphia, Pa.

Philadelphia.

LARGE SHIPMENTS OUT-OF-TOWN.

The demand the past week has been better than expected, a large quantity of stock being shipped to meet the out-of-town orders. Prices are holding well in some lines; there is an upward tendency, particularly with carnations, which appear to already feel the impetus of Mothers' day. It too early as yet to begin to store them up, but growers are not picking close, or the crops are off. At any rate, there is no surplus accumulating at the market end of the line. In all other items, quantity shipments are the rule. Roses are cutting well, with the quality all that can be desired. Easter lilies, stock that failed to make Easter, have accumulated and some will go to waste. Callas are also plentiful. Sweet peas are in good demand; the quality is fine, but getting shorter in stem. Southern gladioli have been offered the past week, the stock arriving in fine condition. Southern asparagus is largely depended on for greens, which as it now arrives, is quite satisfactory. Cattleyas are handled in large quantities, there seeming to be considerable demand for these high class flowers at good prices. Snapdragons, stocks, irises and calendulas are all seen in quantities and meet with fair call.

LIBERTY BONDS.

The seedsmen, florists, nurserymen and allied interests were asked to raise \$250,000 as their quota of the Third Liberty Loan. David Burpee is chairman of the committee of which Arthur Niessen is also a member. This body is now hard at work and expects to roll up a large total. At a meeting of the Leo Niessen Co.'s employees, April 18, in the interests of the Liberty Loan, much enthusiasm was shown. Nearly everyone connected with the establishment took one or more bonds, which with the amount subscribed by the firm, and its members personally, rolled up a grand total of over \$15,000. A movement was started through the florists' club which though rather tardy, looks promising, quite a number of good sized amounts having been received. The various branches of the trade should put all the money they can into this savings bank, over-subscribing their quota, if possible, and in this way demonstrating their importance as an industry.

PROFESSOR BEAL'S LECTURE.

The illustrated lecture given by Professor A. C. Beal of Cornell University, before the Pennsylvania Horticultural Society, April 16, in Griffith hall, was a great treat to lovers of the rose. The slides were beautiful, showing examples of the best and latest development in public and private rose gardens. This was the last lecture of the winter sea-

EDWARD REID

American Beauties, Violets, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, April 24. Per 100

American Beauty, per doz.,	2.00@ 4.00
Roses, Killarney	4.00@ 8.00
" Mrs. Chas. Russell	10.00@25.00
" Ophelia	8.00@15.00
" Richmond	3.00@15.00
" Sunburst	6.00@12.00
Lilium Giganteum	8.00@10.00
Carnations	2.00@ 3.00
Valley	7.00
Sweet Peas	.35@ 1.00
Daffodils	2.00
Tulips	2.00@ 3.00
Antirrhinums	4.00@ 8.00

BOSTON, April 24. Per 100

Roses, Beauty	25.00@75.00
" Killarney Queen	6.00@12.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	6.00@12.00
" Killarney Brilliant	4.00@10.00
" Hadley	6.00@20.00
" Cardinal	6.00@12.00
" Mock	4.00@ 8.00
" Mrs. Chas. Russell	3.00@15.00
" Sunburst	8.00@20.00
" Taft	4.00@12.00
" Millady	6.00@12.00
" Ward and Hillingdon	6.00@12.00
" My Maryland	200@ 8.00
Carnations	4.00@ 6.00
Violets	1.00@ 1.50

BUFFALO, April 24. Per 100

Beauty Special	\$30.00@40.00
" Fancy	20.00@ 30.00
" Extra	15.00@ 20.00
" 1st	8.00@ 10.00
Roses, Killarney	3.00@ 8.00
" My Maryland	3.00@ 8.00
" Sunburst	3.00@ 8.00
" Ward	3.00@ 6.00
" Ophelia	5.00@10.00
" Russell	6.00@12.00
" Stanley	3.00@ 8.00
" Mock	4.00@ 8.00
" Shawyer	5.00@10.00
Lilies	3.00@10.00
Cattleyas	40.00@50.00
Carnations	2.00@ 3.00
Ferns	per 1,000, 3.00
Asparagus Sprengeri	.35@ .50
Smilax	20.00
Violets	.50@ .60
Sweet Peas	.75@ 1.50
Daffodils	1.00@ 2.00
Tulips	1.00@ 2.00
Romans	2.00@ 3.00
Freesias	1.00@ 3.00
Calendulas	2.00@ 3.00

son. The manner in which the different lectures have been received, and the interest taken as shown in the attendance, will warrant the society in increasing the number of these events another season. The monthly flower shows are another feature which should

Write For Our

Price List
On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

BERGER BROS.

Central Market

**ROSES, ORCHIDS, VALLEY
VIOLETS.**

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

be enlarged upon, as being free; they would attract the flower-loving public, and in this way, add to the membership.

WITH THE WHOLESALERS.

Theodore Schober, in charge of the palm and fern houses of the Jos. Heacock Co., claims that Cibotium Schiedel is the most elegant, effective and at the same time cheapest of all the decorative plants. If the fronds are tied together going to and from decorations, and the plants are not allowed to dry out, they can be used many times. When they begin to show wear and tear, if given a rest in a warm greenhouse, particularly during the summer

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,
VIOLETS.

Up-to-the-Minute Service; Satisfaction Guaranteed.
1615 Ranstead St., Philadelphia, Pa.

months, they put out and finish new
fronds making perfect plants in a few
months.

Easter lilies, sweet peas, and quanti-
ties of roses with Champ Weiland one
of the leaders, are features of the Phil-
adelphia Wholesale Florists' Exchange.
Manager Miller found a very fair de-
mand for the past week. J. M.
Duetscher ran up one day last week
from Camp Meade. He has just won
the regimental badge, in a sharpshoot-
ing contest, making the highest score
in his regiment.

It will be interesting to see how the
bedding plant men make out with their
stocks of vegetable garden plants.
Nearly all were caught napping last
year; a great demand developed which
they could not fill. They are almost to
a man, ready with a large and varied
stock, which if sold, will add not a
little to the season's revenue.

H. Bayersdorfer & Co. have bought
out the florist supply business and fac-
tory of A. Herrmann of New York.
Mr. Herrmann made a specialty of
metal wreaths, the manufacture of
which will be continued at the New
York factory and add considerably to
their stock in this line, which formerly
was largely imported.

Leo Niessen expressed himself as
satisfied with the past week's business;
considering the great quantity handled,
prices obtained, he felt, should be satis-
factory to the growers. Roses, sweet
peas, carnations and southern gladioli
were features here.

The Joseph G. Neidinger Co. is
making a hit with their Mothers' day
spray for the grave. Cemetery florists
have found this to be just the idea
they have been looking for. A showy
piece that can be sold at a popular
price.

Carnations are a feature with Ed-
ward Reid. He expects to be particu-
larly strong in this department for
Mothers' day. Sweet peas and choice
roses are also quantity items. The out-
of-town demand is good.

The Jos. Heacock Co. is able to move
their roses, of which the majority are

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

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C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, April 24. Per 100		
Roses, Beauty, special.....	35.00@30.00	
" " fancy	15.00@25.00	
" " extra	10.00@15.00	
" " shorter grades.....	8.00@10.00	
" Mrs. Chas. Russell.....	6.00@15.00	
" Killarney	3.00@ 8.00	
" Hadley	6.00@20.00	
" Sunburst	4.00@10.00	
" Wards	3.00@ 5.00	
" Ophelia	4.00@12.00	
Carnations	1.50@ 3.00	
Cattleyas..... each \$0.35@ .50		
Valley	6.00@ 8.00	
Lillium Rubrum	5.00@ 6.00	
Easter Lilies	12.00@12.50	
Snaphragns	6.00@12.50	
Violets50@ 1.00	
Callas	10.00@12.00	
Daffodils	1.50@ 3.00	
Lilacs	per bunch 1.00	
Calendulas	1.00@ 2.50	
Sweet Peas	1.00@ 2.00	
Asparagus.....string or bunch.....	.35@ .50	

PITTSBURGH, April 24. Per 100		
Roses, Beauty, special.....	20.00@30.00	
" " fancy	15.00@20.00	
" " extra	12.00@15.00	
" " No. 1	6.00@10.00	
" Killarney	2.00@12.00	
" My Maryland	2.00@12.00	
" Sunburst	2.00@12.00	
" Mrs. Aaron Ward	2.00@12.00	
Cattleyas	50.00@100.00	
Lillium Giganteum	12.00	
Adiantum	1.00	
Asparagus Sprengerii, bunch, 35@40		
New Crop Green Galax per 1000	\$1.25	
Carnations	3.00@ 4.00	
Daffodils	3.00@ 4.00	
Sweet Peas50@ 1.00	
Tulips	3.00	
Valley	6.00	
Calendula	2.00	
Iris	8.00	
Snaphragon	6.00@12.00	
Daisies	1.00	

MILWAUKEE, April 24. Per 100		
Roses, Killarney, W. Killarney.....	3.00@ 6.00	
" " Ward	3.00@ 8.00	
" " Mrs. Chas. Russell.....	6.00@25.00	
" " Ophelia	4.00@10.00	
" " Hoosier Beauty	4.00@10.00	
" " Bon. Silene, per bunch.....	.50@ .75	
Carnations	3.00@ 4.00	
Valley	5.00	
Sweet Peas50@ 1.50	
Cattleyas	per doz. 6.00@ 7.50	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, PA.

Mention the American Florist when writing

EUGENE BERNHEIMER

—Wholesale Florist—
ROSES

Prima Donna, September Morn and Ophelia.
Carnations, Violets.

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

ST. LOUIS, April 24. Per 100		
Hadley	2.00@ 5.00	
Killarney	2.00@ 4.00	
White Killarney	2.00@ 4.00	
Hoosier Beauty	3.00@10.00	
Russell	4.00@15.00	
Sunburst	3.00@10.00	
Ward	3.00@ 6.00	
Mrs. Shawyer	2.00@ 8.00	
Ophelia	4.00@10.00	
Ferns	per 1,000 3.00	
Violets20@ .30	
Carnations	2.00@ 3.00	

medium length stems, without much difficulty. A good out-of-town shipping trade is developing that greatly hinders their market.

Martin Reukauf is much gratified at the expansion of his new business. A very good local as well as out-of-town trade is developing, which is keeping all hands hustling.

At the Berger Brothers market, there had been a fairly good demand, particularly for carnations. Easter and calla lilies, snapdragons and sweet peas were quantity stocks.

Eugene Bernheimer is much pleased with the Florex Garden's roses. They never had a more varied or better grown stock than at present.

NOTES.

Clarence W. Liggitt has severed his connection with the S. S. Penneck Co. For several years he has held the office of treasurer and manager of the seed and plant department, the business of which has grown to be of quite large proportions.

W. Atlee Burpee, Jr., chairman of the Liberty Loan Bond section comprising seedsmen, florists and allied interests, reports, April 20, subscriptions of over \$150,000, with a number of sub-committees yet to be heard from.

W. F. Therkildson spoke on "The Effect of the War on the Seed and Flower Industries" before the Lancaster Florists' Club at its April meeting.

J. Otto Thilow delivered his lecture on "The Fruits and Flowers of the Hawaiian Islands" before the "Ramblers' Club" of Moorestown, N. J., April 17.

New York.

TRADE UP TO EXPECTATIONS.

Business was rather quiet during the past week, but as good as could be expected. There was an ample supply of all stocks and some, particularly lilies, were in surplus. Though inferior stock sold cheap, good offerings, when there was no surplus, brought fair prices for the season. Between Easter and Memorial day there is usually a quiet season in cut flowers. In the past few years, Mothers' day has been an incident of that period, but since the custom has been established as a trade proposition, the florists should make the most of it. We believe it would be the better way to push all carnations at a reasonable price, instead of running the whites up to fancy figures, particularly when whites are not plentiful. Flowers in practically all colors are now used in funeral work, then why be so discriminating as to Mothers' day? Southern lilac is now arriving in considerable quantity, so the lilac season has fairly opened. We have also noticed a few peonies. In the past year, there have been many wails about poor transportation, but stock seems to arrive just the same. The lilac while it lasts, and, including the home product, it will last a good while, will upset the market for miscellaneous stock.

April 22.—The market continues quiet. The weather of yesterday was wet and disagreeable and unfavorable for the retailers, consequently buying is light this morning. Good roses continue to bring fair prices, but much miscellaneous stock is going cheap.

NOTES.

The buying of Liberty Bonds by the florists and allied trades of this city, has, at this writing, reached at total of \$150,000 or more. On April 20, \$110,000 had been reported at the office of the Lord & Burnham Company. In addition to this, the Greek-American florists, largely retailers, had subscribed about \$40,000. As the canvass is still in progress, it is reasonable to suppose that \$200,000 will be reached.

Louis Astoroché, buyer for Herman Warendorff's chain of stores, is rejoic-

From Cold Storage LILIUM GIGANTEUM 7-9 (300 bulbs per case), \$60.00 per 1000. LILY OF THE VALLEY

Best quality, \$30.00 per 1000.

Chas. Schwake & Co., Inc., 90-92 W. Broadway, New York

ing over the arrival of a daughter at his home. He was so happy that he forgot to bring down the cigars, but we expect them the next time he comes.

Anton Brouk, 1469 First avenue, near East 77th street, has a good retail store which is managed by Mrs. Brouk. Their store is in the heart of the American-Bohemian colony, and the residents of that section are good flower buyers.

Louis Schmutz, Jr., of Flatbush, Brooklyn, who was seriously ill during a part of last winter, has so far recovered as to be about the greenhouses. Louis Schmutz, Sr., who is now 74 years old, continues active.

H. E. Froment, 148 East 28th street, is receiving a particularly fine stock of Ophelia and Prima Donna roses from the ranges of L. B. Coddington, Murray Hill, N. J. He is also handling a good quality of southern lilac.

Duncan C. Arnold, of Babylon, L. I., who was at one time in the wholesale business at 112 West 28th street, was married in Jersey City, April 12, to Miss Katherine S. Weeks, also of Babylon.

In addition to their large stock of Ulrich Brunner roses, Nicholas G. Pappas & Co., 112 West 28th street, are receiving an exceptionally fine quality of double pink stocks.

Calling recently on Louis Newkert, 874 Jamaica avenue, Brooklyn, we found him busy and he reported a good Easter business. He makes a specialty of cemetery work.

Joseph A. Millang, of the New York Cut flower Company, is receiving good Scott Key roses from the F. R. Pierson Company.

George J. Bayerle, 1723 Second avenue, who has been in that location for over two years, reports good business. J. G. Leikens has been elected first lieutenant of Co. A of the Old Guard of the Seventh Regiment, N. G.

Goldstein & Futterman, 102 West 28th street, in addition to much other stock, have a fine supply of iris.

George Georgas, another employee of the Kervan Company, left for Camp Upton the past week.

The Kervan Company, 119 West 28th street, is receiving a good supply of southern lilac.

The Henshaw Floral Co., 127 West 28th street, is receiving southern peonies.

A. F. F.

Providence, R. I.

GOOD STOCK AT MODERATE PRICES.

Trade during the past week has been good and stock of all kinds is still plentiful. There have been some good cut Easter lilies the past week and the rose market still stays low. Carnations are good, and the prices charged are moderate. Sweet peas are selling at sight, and marguerites are in demand. Cut pansies and other small flowers are sold as soon as they are shown. The Boston markets are shipping large cuts of short roses to this city, and they are selling well. Maiden Hair fern and Asparagus plumosus are short on this market, the most of it being also shipped from



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MY SPECIALTY
SWEET PEAS AND ALL
Flowers of Shipping Quality

Joseph S. Fenrich

51 West 28th Street, NEW YORK

Telephones—420-421-422 Farragut.

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William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

Mention the American Florist when writing.



Mention the American Florist when writing.

that city. Seeds and vegetable plants are moving well, and the sales will continue to increase daily.

H. A. T.

WAKEFIELD, MASS.—Fire recently caused damage to the extent of \$12,000 to the residence, barns, etc., of N. F. McCarty, well known Boston florist.

OTTAWA, ONT.—R. B. Whyte, for many years a well known gardener and one of the founders of the Ontario Horticultural Society, and a director of the Ontario Fruit Growers' Association, is dead at the age of 67 years.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

NEW YORK CITY

Telephone:
8864 Farragut.**GEO. J. POLYKRANAS**

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104 West 28th St.,

NEW YORK

Telephone No. 2264 Farragut.

J. J. COAN, Inc.

WHOLESALE FLORIST

115 West 28th St., New York

Phones 5413 and 5891 Farragut

Everything in Cut Flowers

Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Walter F. Sheridan

WHOLESALE FLORIST

Telephone Call:
3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

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Wholesale Commission Florists

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Telephone Farragut 4336.

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WHOLESALE FLORIST

107 W. 28TH ST., NEW YORK

Telephone 5335 Farragut.

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The Right People to Deal With.

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BADGLEY & BISHOP, Inc.

Phones, Farragut 4130-4181

34 West 28th Street, New York

Receivers and Distributors of Choicest Cut Flowers.

Mention the American Florist when writing.

Wholesale Flower Markets

NEW YORK, April 24. Per 100	
Roses, Beauty, special	25.00@40.00
" " extra and fancy	10.00@15.00
" " No. 1 and No. 2	3.00@8.00
" " Hadley	3.00@30.00
" " Francis Scott Key	3.00@25.00
" " Prima Danoa	2.00@10.00
" " Alice Stanley	.50@6.00
" " Mrs. Geo. Sawyer	.50@6.00
" " Double White Killarney	1.00@8.00
" " Killarney	.50@5.00
" " Queen	1.00@8.00
" " Brilliant	1.00@8.00
" " Aaron Ward	2.00@8.00
" " J. L. Mock	2.00@12.00
" " Ophelia	1.00@8.00
" " Mrs. Chas. Russell	4.00@25.00
" " Hoosier Beauty	.50@4.00
" " Cecile Brunner	4.00@12.00
Cattleya Orchids, special	35.00@40.00
Rubrum	3.00@4.00
Lilies, Longiflorum and Formosum	3.00@5.00
Lily of the Valley	3.00@5.00
Adiantum Croweanum and Hybridum	.75@1.00
Asparagus Plumosus	doz. bechs. 1.50@3.00
Smilax	doz. strings, 3.00@3.50
Carnations	1.50@3.00
Carnations, fancy	3.00@4.00
Snapdragons	per doz. .50@.75
Gardenias	per doz. .50@3.00
Narcissus, Yellow	1.25@2.00
Iris	per doz. .75@1.00
Sweet Peas	per doz. .50@1.00
Callas	per doz. .75@1.00
Lilacs	per bunch, 25
Tulips	1.00@2.00
Tulips, Darwin	3.00@4.00
Daisies	.75@2.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other
best products of the leading growers.

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Telephone Farragut 634, 3066

HERMAN WEISS

Wholesale Florist

130 W. 28th St., NEW YORK

Mention the American Florist when writing.

Trade Directory

Price: \$3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St.,

Chicago

Telephones { 4422 Farragut D. J. Pappas, Pres.
4423**United Cut Flower Co., Inc.**

WHOLESALE

111 W. 28th St., NEW YORK

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PHONE { 2335 FARRAGUT
2336**WM. KESSLER,**

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

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N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

Mention the American Florist when writing.

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

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GEO. B. HART

WHOLESALE FLORIST

24-30 STONE STREET,

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121 WEST 28TH STREET

NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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D. FEXY

Wholesale Commission Florist

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Consignments Solicited.

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Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

-3102-1308 W. Division St.,

CHICAGO

Nashville, Tenn.

BUSINESS HOLDS UP WELL.

The weather for the past week has been very rainy and disagreeable, but trade has held up well, largely in funeral work. The supply of flowers has been good and more than sufficient for demands. There are plenty of Harris lilies, carnations and roses. The Maryland seems to be coming in especially fine, large buds and excellent coloring. Lily of the valley is blooming beautifully outside, as fine and large as the forced variety, and even more so. Snapdragons and sweet peas vary the supply and are much sought after for various purposes.

NOTES.

The Joy Floral Co. has a large variety of plants and is pushing sales. This week, and ever since the Third Liberty Loan drive was inaugurated, they have made a beautiful demonstration in their Liberty Loan window, which is a great attraction and has been very much complimented, both for the enterprise which prompted it and the beauty of detail. A large statue of liberty, bronzed terra cotta, some six feet high, stands in the background, while United States flags and innumerable Liberty Loan devices artistically placed make a most attractive and telling window. In the other window are lovely vases of fine flowers and plants. This firm has been very liberal in subscribing for the bonds. Thomas H. Joy is spending the day in Chattanooga to look over the establishment there.

Geny Bros. have had a rush of funeral work and are putting on sale a choice variety of bedding plants. They are having a fine cut daily, with plenty of Harris lilies. A great novelty in the yellow calla lily with the spotted leaf has had a good run. Leon Geny and his family attended the Liberty Loan demonstration at the Auditorium conducted by Charley Chaplin, and his little daughters, as well as himself and other members of his family, were called out as liberal subscribers, and entered heartily into the Liberty Loan drive.

The veteran Arnold Schmidt turns the most of his attention to the growing of vegetables and has remarkably fine cauliflower, cucumbers and tomatoes under glass. He is industrious and capable and thoroughly understands his business.

Charles Tritchler deals almost exclusively in the bedding plant business, and has a tremendous stock. In the past year he has more than doubled his capacity and is putting on the market an unusually fine variety of plants.

The McIntyre Floral Co. is making a drive on the sale of bedding plants. They send constantly to the market-house, have wagons on the streets and sell largely from the store and the greenhouses.

Another claimant for business in the plant field is Charles O. Green, 1000 Thirty-second avenue, North, who is bringing in a very good assortment of plants of every description.

The 1st of May Thrift Stamp Day In The U. S. A.

The Active Co-operation of Every Reader of
The American Florist

Is Urgently Requested To Make It a Success

May 1st, 1918, will be observed throughout the United States as Thrift Stamp Day! On that day retail stores everywhere in every line of business will ask customers to take part of their change in Thrift Stamps! It will be patriotic for every man, woman and child to accept at least one Thrift Stamp as change on every purchase made that day—and to make as many purchases as possible on May 1st.

Here is a big, practical way of getting millions of Thrift Stamps into the hands of the people of the United States, and of insuring the success of the Government's War-Savings Stamps campaign. Thrift Stamp Day will help everyone. It will prove a tremendous boost to business. On May 1st, 1918, the nation should do the biggest total retail business of any single day in our history! The beneficial habit of Thrift will be sown broadcast among the citizens of the U. S. A! Most important of all, Uncle Sam will be furnished with the means of War and Victory!

American business must go "over the top" at once in a quick drive to make Thrift Stamp Day an overwhelming success. You wholesalers, you jobbers, you salesmen, must talk Thrift Stamp Day among your trade, arouse the enthusiasm of the retailers, the storekeepers, the clerks behind the counters. Uncle Sam needs your help. A practical plan has been prepared showing how each one of you can "do your bit" to make Thrift Stamp Day a red letter day in American business annals. Write for this plan today without fail. Remember, in helping Uncle Sam you are helping business and helping yourself. Address Mr. W. Ward Smith, National War Savings Committee, 51 Chambers St., New York City.

NATIONAL WAR SAVINGS COMMITTEE
51 Chambers St., NEW YORK CITY

Louis Haury, Jr., is on hand constantly with plants and vegetables from his greenhouses. He is one of the most faithful attendants at the market.

All the florists are subscribing liberally to the third bond issue and have taken bonds on both the other issues.

M. C. D.

Fort Wayne, Ind.

FUNERAL WORK EXCEPTIONALLY HEAVY.

Business was excellent last week, with funeral work making up the largest percentage of the sales. There were also a number of good-sized weddings, which made business the best since Easter week. Stock, however, has been very scarce in most lines and exceedingly hard to obtain. This is due mostly to the very adverse weather conditions which existed last week, the weather being decidedly cold for this season of the year, accompanied by rain and sleet. The campaign for the Third Liberty Loan has not affected business as much as was expected, as the greater part of the demand has been for funeral work.

NOTES.

A particularly handsome window

decoration in which large antirrhinums and unique baskets of sweet peas were featured was that of the Flick Floral Co. This firm had a number of good-sized weddings last week, in addition to a large quantity of funeral work.

A decided change in the weather the first part of this week increased the demand for shrubs and other out-of-door plants. All the florist firms who carry a line of shrubs and do landscape work expressed the hope that this "warm spell" had come to stay.

Herman J. Leitz, of the New Haven Floral Co., is one of the captains for the Liberty Loan teams, and is a very fine booster for Uncle Sam. This firm reports business very active, with a good supply of roses, carnations and sweet peas.

W. J. & M. S. Vesey are cutting a splendid crop of lettuce, of which they have several benches planted. Their roses and Mossie orchids are also in excellent supply. They report business very brisk.

Edgar Wenninghoff reports a heavy run on funeral work, and good counter trade the latter part of the week. He is showing a good line of cut stock and pot plants.

Large quantities of bulbous plants were put on sale at the store of A. J. Lanternier & Co. last week, and they report the sale excellent.

Frank J. Knecht & Co. are sending some fine Russell, Shawyer, and Ophelia roses to this market. Business is quite brisk here.

H. K.

Rochester, N. Y.

TRADE GOOD IN ALL LINES.

Trade has been unusually active generally with a good call for weddings and the demand for shrubs, vines, etc., for spring planting is quite a factor. Pansies have arrived but the call is not great as yet. Roses have become scarce in the good grades and the same is true of carnations. Lilies and callas are a glut on the market but there is a good movement in mignonette, snapdragons, daisies, forget-me-nots and stocks. Native asparagus is again arriving and the quality is fine.

NOTES.

Local seedsmen state that plantings will be greatly curtailed this season, as practically no fruit trees are to be set out. The reason is that high prices are discouraging to the farmers, as they cannot realize a quick return on the investment.

J. B. Keller Sons had the order for an elaborate wedding this week, with decorations for both the house and the church.

H. E. Wilson's greenhouse force is rushed with outdoor orders of every description.

Harry Merritt, of Irondequoit, is cutting White Wonder carnations in quantity.

Visitors: Milton Selinka, New York; E. C. Kaelber, Washington, D. C.

CHESTER.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857



745 Buckingham Place.
L. D. Phone, Graceland 1112

Send us your retail orders.

We Have the Best Facilities in the City
Mention the American Florist when writing.

St. Louis, Mo.

Wm. A. Seeger
Nat. M. Kingsley
Martin J. Seeger

Mullansky Florists
(INCORPORATED)

Eighth and Locust Sts.
3514-16-20 N. Grand Av.

Telegraph orders filled on short notice in St. Louis and rest of Missouri.

Members of Florists' Telegraph Delivery.



Mention the American Florist when writing.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK
Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing.

Milwaukee, Wis.



J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph
Delivery Association.

THOS. F. GALVIN INC.

NEW YORK — 561 — Fifth Avenue
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799 Boylston Street

Deliveries to Steamers and All Eastern Points.

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ORDERS
IN OR
AROUND

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J. J. HABERMEHL'S SONS

Flowers and Service THY BELLEVUE-STRATFORD.
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

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785 Fifth Ave.

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BRANCHES:
RITZ-CARLTON and
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25 E. MADISON ST.

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Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.

To out-of-town florists:
We are in the Heart of New York
And give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

Members of Florists' Telegraph Delivery.

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in the city. All orders given prompt attention.

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San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.

Code Address: Alexconnell.
Western Union Code.

Bangor, Me.

Adam Sekenger

FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

**LOUISVILLE, KY.****THE F. WALKER CO.**

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing.

Minneapolis, Minn.

WHITTED FLORAL CO.

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or Northwest

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Member of Florists' Telegraph Delivery.

"We should all strictly adhere to the request of the United States Food Administration."

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

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Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

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High Grade Cut Blooms

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Canada's best known and most reliable florist

Only the Best Dunlop's

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Brooklyn Representative of National Floral Corporation

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Chas. H. Grakelow

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(Successor to Geo. A. Heint)
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Both Phones, 527
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Albany, N. Y.

Danker
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New York. Established 1849
David Clarke's Sons
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Orders By Telegraph Promptly Filled
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—FLOWERS—
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Write or wire headquarters for flowers for
Texas, Oklahoma, Louisiana, New Mexico. No
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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

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FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

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PAUL M. PALEZ
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All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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Flowers delivered in city and state on short notice.

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Member of Florists' Telegraph Delivery.

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Orders Carefully Executed

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173 North Fourth Street

All Orders Promptly Executed.

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The Smith & Feters Co.,

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...FLOWERS...

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1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Madison Ave. and 55th St.,
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Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
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Flowers of Quality

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2077 Broadway, near 72nd Street
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The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.

Orders from other cities receive our per-
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New York Floral Co.

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761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

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Oldest Florist South

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HARDESTY & CO.

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THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

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"Penn, The Telegraph Florist"

Member of Florists' Telegraph
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124 TREMONT STREET

Worcester, Mass.

Randall's Flower Shop

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Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

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Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great Northwest. Daily deliveries to Superior, Wis

Mention the American Florist when writing.

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FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

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John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
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Greenhouses: Hatcher's Station, Hoffman, N. Y.

Chicago

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Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

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Member of Florists' Telegraph Delivery.

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16 and 18 W. 3rd St.

Matthews the Florist

Established in 1893.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

* "Up-to-the-minute" Service and Execution.
Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

J. C. VAUGHAN, Chicago, celebrated another birthday anniversary, April 24.

ST. LOUIS, MO.—D. I. Bushnell, of D. I. Bushnell & Co., is on the sick list.

SAGINAW, MICH.—A. T. Ferrell, of A. T. Ferrell & Co., has returned from a week's trip to Oklahoma.

LOS ANGELES, CALIF.—The rainfall for the season to April 20 was 13.43 inches; last season, 14.99 inches.

MINNEAPOLIS, MINN.—Northrup, King & Co. are erecting an additional warehouse with a capacity of 50,000 bushels.

EAST SACRAMENTO, CALIF.—The Valley Seed Co. is planning to erect a seed cleaning establishment here to cost \$40,000.

It is thought field seed corn has deteriorated since early testing and that growers will be disappointed with germination and have to replant.

VISITED CHICAGO: C. C. Massie, of Northrup, King & Co., Minneapolis, Minn., returning from a sad mission at Detroit, Mich., the burial of his sister.

VEGETABLE SEED acreage in California exceeds that of 1917 and is probably the largest in the history of the state. Flower seed crops are much reduced.

AT Chicago, 85 per cent of onion set seedling is done. In the northern district, acreage is equal to that of 1917, of which 80 per cent is contracted. Northern Indiana growers are 75 per cent independent.

THE semi-annual meeting of the Western Canners' Association was held at the Hotel Sherman, Chicago, April 19-20. The business was mainly routine and few members of the seed trade attended this year.

THAT "these be war times" seemed to be borne in the minds of those at the Western Seedsmen's Association convention at Kansas City. The increased overhead costs, added to difficulties of transportation, discouraged all.

LANCASTER, PA.—The seed and implement establishment of Sprecher & Ganss suffered a fire loss of \$200,000 recently, partially covered by insurance. They have reopened for business in a new location, with stock which was stored in another warehouse.

RICHMOND, VA.—T. W. Wood & Son suffered a fire loss of \$50,000 fully covered by insurance at their establishment, April 16. The damage was principally to garden seeds, and as the firm has ample supplies to meet the emergency in other warehouses, there will be no interruption to business.

TOLEDO, O.—March clover, cash, was unchanged April 20, at \$18.25, closing at the same price as on the previous day. Receipts were 69 bags, shipments, 2. Timothy was higher for September and October, old quoted at \$3.67½; new, \$3.70; April \$3.70; September, \$4.32½, and October, \$4.10.

Western Seedsmen's Association.

The annual meeting of the Western Seedsmen's Association was held at the Hotel Baltimore, Kansas City, Mo., April 20, with a good representative attendance. The seed corn situation was discussed and it was recommended that all bulk orders for 1919 be booked at open prices. The action of the previous meeting with regard to the resolution on packet seeds was sustained. The following were in attendance: Otto and Fred Barteldes, of the Barteldes Seed Co., Lawrence, Kan.; H. W. Buckbee, Rockford, Ill.; N. J. Burt, Jr., of N. J. Burt & Co., Burlington, Ia.; John Condon, of Condon Bros., Rockford, Ill.; C. R. Chesmore, of Chesmore-Eastlake Merc. Co., St. Joseph, Mo.; G. A. Chambers, of Griswold Seed Co., Lincoln, Neb.; Adolph Cornell, of the Schisler-Cornell Seed Co., St. Louis, Mo.; A. M. Eldridge, of Henry Field Seed Co., Shenandoah, Ia.; George Hall, of Gallo-way Bros. Co., Waterloo, Ia.; G. L. Kurtzweil, of Iowa Seed Co., Des Moines, Ia.; J. Lines, of J. Lines Seed Co., Sabetha, Kan.; F. Mangelsdorf, of Mangelsdorf Bros. Co., Atchison, Kan.; J. S. Michaels, of the Sioux City Seed & Nursery Co., Sioux City, Ia.; Robert Nicholson, Dallas, Tex.; J. C. Robinson, of J. C. Robinson Seed Co., Waterloo, Neb.; Arthur Schisler, of A. W. Schisler Co., St. Louis, Mo.; W. P. Stubbs, of Woods, Stubbs & Co., Louisville, Ky.; G. C. Thompson, of Northrup, King & Co., Minneapolis, Minn.; J. Tobin, of Missouri Seed Co., Kansas City, Mo.; Leonard H. Vaughan, of Vaughan's Seed Store, Chicago; Mel. L. and Phil. Webster, of Mel. L. Webster & Co., Independence, Ia.; Henry G. Windheim, of the Nebraska Seed Co., Omaha, Neb.; also representatives of the Harnden Seed Co., and the Rudy-Patrick Seed Co., of Kansas City.

The officers were re-elected, H. A. Johns, Sioux City, Ia., president; C. C. Massie, Minneapolis, Minn., vice-president; H. G. Windheim, Omaha, Neb., treasurer; H. P. Webster, Independence, Ia., secretary.

Philadelphia Seed Trade.

The W. Atlee Burpee Company is still maintaining three eight-hour shifts, which division and addition to forces went into effect February 1. An enormous business has been handled since that time, which now shows signs of slackening up. Their mid-summer catalogue is almost ready for the press. This will be an elaborate book, illustrated with 16 two-color plates. Particular attention is paid to root crops and the intensive use of the garden space so as to insure three full crops. Hotbed frames to forward plants for successive crops, together with a full garden schedule, giving dates of sowing and planting as well as maturity of crops, are given several pages. It is a most complete edition, of great value to the amateur gardener.

The dull, cold weather of the past week has slowed up business somewhat in the retail stores, but this is welcomed, as it gives an opportunity to catch up and prepare for the rush sure to come later.

I. N. Simon & Son report business a little easier, with a good store demand. Prices in some lines have fallen, notably onions, which last year sold as high as \$18 a bushel and are now offered at \$4.

Henry A. Dreer, Inc., find a very good demand, considering the weather. They expect their stock of seeds, both flower and vegetable, will, with few exceptions, hold out for the season's demands.

The Moore Seed Co. finds a very light demand for onion sets, due possibly to the fact that very good onions are offered in the stores for two cents each which last year brought 15 cents.

The H. F. Michell Co. makes a great display in front of its store with pansies, primulas, summer bulbs and vegetable plants. A very busy season is reported.

The Stokes Seed Store finds dwarf peas very scarce, the market being almost entirely bare. Onion sets are hanging fire, there seeming to be little demand.

Dutch Seed Crop Conditions.

Sluis & Groot, Enkhuizen, have advised their patrons that, with irregular transportation facilities to the United States, some shipments have been embarked as many as four times. In other cases, with preference given to bulbs and plants, seeds have been left behind. The Dutch government has also placed an embargo on some seeds, and of others only a small amount may be exported. Also, the culture regulations allow only a limited acreage to be devoted to seed growing. With regard to contract offers for crop of 1918-1919, everything is disorganized, with no reasonable base for prices. Under the circumstances, this firm has found it impossible to issue its regular catalogue.

Alfred J. Brown Seed Co

Growers of

Peas and Beans

Grand Rapids,

Mich.

Mention the American Florist when writing.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.**Pea Blight Control.**

The Wisconsin experiment station, Madison, calls attention to the fact that while there is no one way to prevent pea blight, experiments conducted by the station and specialists of the United States department of agriculture, show that a system of control consists in securing healthy seed, rotation of crops, use of the silo for green vines, better preparation of the seed bed, soil fertilization and good drainage. Pea seeds that are produced underneath the spots on the pods frequently carry the disease in their interior, the seat of the infection being so well protected by the seed coats that it cannot be wholly eliminated by disinfection. The disease is also carried in infected pea straw, manure from stock fed on such straw and on volunteer vines that come up in the field after harvest. It also seems to persist in the soil for several years, once it has become firmly established, unless controlled by rotation. Seed disinfection is of little value in preventing blight, and spraying, except on a very small scale, is not much better.

Scotch Court Upholds Non-Warranty.

In the case of Matthew Park, a farmer, in an action against Thomas Dow & Co., seedsmen, Ayr, Scotland, in a claim for \$115 as loss and damage, it being claimed that 90 bushels of Italian grass and other varieties of seed delivered in 1916 were of inferior quality and of a different nature and class than ordered, the Scotch court of session handed down the opinion that it was impossible for seedsmen to guarantee the quality or productiveness of seeds sold by them, and that further, inasmuch as the firm had a notice to that effect printed on their invoices, the purchaser well knew that contracts for the sale of seeds were made on the basis of that notice. It was also decided that the condition of the complainant's fields was not due to the seed supplied by Dow & Co. and denied claim for any loss.—Horticultural Advertiser.

Grain Planting Earlier.

Reports from the northwest state that the soil is in fine condition and a larger wheat acreage is indicated. The barley crop will be greater in South Dakota, but smaller in North Dakota and Montana, while in Minnesota it will be about the same as last year. Oats will cover about the same ground in Minnesota, North Dakota, South Dakota and Montana. Corn will be decreased generally in the northwest, owing to lack of good seed. Winter rye acreage is large. Flaxseed acreage in the four states will be smaller than last year.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1866)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds**SPECIALTIES**

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzel, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OFRed-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application.

ENGLISH CORRESPONDENCE.

*Mention the American Florist when writing.***SEEDS** Specially Prepared for Export**KELWAY'S**IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

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AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

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Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.**FREMONT, - - - - NEBRASKA.***Mention the American Florist when writing.*

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale Farm.

Bristol, Pa.**Japanese Bulb Vernacular.**

MARKET OF THIS SEASON.—It is expected that this season lily year in Japan has greatly decreased, and crop of bulbs here will short greatly, and consequently our market prices will go up more and more. Further, we cannot expect that our freight how will go on in future.

For SEEDS

FLOWER, VEGETABLE AND FARM

Send your inquiries to

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152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale and Exporting Seed House.

74 YEARS UNRIVALLED REPUTATION.*Mention the American Florist when writing.*

Choice Flower Seeds FOR FLORISTS

Cineraria, prize strains mixed, tall and semi-dwarf.

Alyssum: Little Gem.

Calendula: Orange King; Lemon Queen.

Snapdragon: Silver Pink.

Begonia: Vernon.

Delphinium Newport Rose, finest Pink Larkspur, at 80c per oz.; \$2.25 per ¼ lb.

J. M. THORBURN & CO.
53 Barclay Street, - New York

MICHELL'S

Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed

100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10,000 seeds, \$30.00.
25,000 seeds, \$72.50.

Also all other seasonable Seeds, Bulbs
and Supplies.
Wholesale Price List Free.

HENRY F. MICHELL CO.
518 Market St., Philadelphia, Pa.

Asparagus Plumosus Nanus Seed

New crop, cleaned, lath-house grown.
Now ready to ship.

1000 or more seeds..	\$2.25 per 1000
5000 " " "	2.00 " "
10,000 " " "	1.75 " "
25,000 " " "	1.60 " "

Delivered free anywhere in the U. S.
or Canada upon receipt of remittance.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

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We carry a reserve stock of the
important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
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Garden Seeds
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ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Seed Packets for 1919

ORDER NOW

for early delivery, and avoid delays, freight congestions,
express charges, shut downs and loss of business. We can
fill your orders promptly now, but not next December.

THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

TUBEROUS BEGONIAS

Per 100	Per 100
Single mixed..\$2.50	In colors.....\$3.00
Double mixed.. 5.00	In colors..... 5.00
Gloxinias , blue, white, red, spotted, per 100,\$3.50.	
Mixed.....	3.00

New importation of these bulbs just received.

James Vicks' Sons, ROCHESTER,
N. Y.

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Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato,
Vine Seed and Field Corn.
Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

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Before Placing Orders for
SWEET PEAS, Spencers, Grandi-
floras, etc., ASTERS and FLOWER
SEEDS in general; TOMATO, LIMA
and POLE BEANS, write

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Bean Growers for the
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THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

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Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
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EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.

TOMATO, Pepper, Egg Plant, Squash, Pumpkin,
Cucumber and Watermelon Seed and Field Corn,
on Contract.

CORRESPONDENCE SOLICITED

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Grown for the Wholesale Seed Trade.

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Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

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The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip,
Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

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BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists
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Robert Craig Co...

High - PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Rooted Carnation Cuttings

	Per 100	Per 1000
Thenanthos.....	\$2.00	\$18.00
Beacon.....	2.50	20.00
Alice, (Light Pink).....	2.00	18.00
Herald.....	2.00	15.00

	Per 100	Per 1000
Ward.....	\$2.00	\$15.00
White Enchantress.....	2.50	20.00
Rose Pink Enchantress.....	2.50	20.00

ROSE PLANTS, 2½ in. Pots

	Per 100	Per 1000
Champ Welland.....	\$5.00	\$45.00
Sunburst.....	5.00	45.00
Pink Killarney and My Maryland...	5.00	45.00

PETER REINBERG

WHOLESALE FLORIST

2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

CHICAGO, ILL.

Stock You Need Now

Pandanus Veltchli, 4-inch, 35 to 50 cents each.
Dracaena Indivisa, 4-inch, 12 to 15 cents each.
Asparagus Sprengeri, strong plants, 2 and 3-inch pots, \$6.00 per 100; \$5.00 per 1000.

French Hydrangeas, pink, white and blue, 4-inch, 25 to 35 cents each.

Transplanted Seedling Cyclamens, separate colors in flats, finest giant strain, \$5.00 per 100; \$50.00 per 1000.

Shasta Daisies, large field-grown clumps, 10 and 15 cents.

H. E. PHILPOTT,

Care of Pyfer & Olsem, WILMETTE, ILL.

Mention the American Florist when writing.

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist April 6, page 612. Correspondence solicited.

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ROOTED CUTTINGS.

Summer Prices—Ready now, and fresh lot every two weeks. S. A. Nutt, per 1000, \$10.00. Ricard and Poitevine, per 1000, \$12.50. If wanted by Parcel Post add \$1.00 per 1000 to above prices.

ALBERT M. HERR, LANCASTER, PA.

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GARDEN SEED

Best, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St, NEW YORK
and ORANGE, CONN.

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ROSES, RHODODENDRONS

Spring importation of Holland stock now ready: Baby Rambler Roses, two year field grown. We have regraded these and are shipping out as No. 1 grade only such plants as you should have for pot plant and best retail sales.

	Per 100
Baby Rambler, (Mme Norbert Levavasseur) Crimson.....	\$20.00
Baby Tausendschon, pink; Baby Dorothy, deep pink; Ellen Poulsen, light pink; Erna Teschendorf, dark red; Greta Kluis, deep rose; Jessie, bright rose; Mrs. Cutbush, light pink; Orleans, bright rose; Triumph de Orleans, bright red.....	18.00
Baby Ramblers, same varieties as above, in medium or No. 1½ grade, a little lighter plants, suitable for smaller pots, or outside planting.....	14.00
Hybrid Tea Roses, two year field grown; Arthur R. Goodwin, Bessie Brown, Betty, Farbenkonigen, Grus An Teplitz, Killarney, Lady Ashtown, Lady Alice Stanley, Mad. A. Chatenay, Mad. Caroline Testout, Mad. Leon Pain, Prince of Bulgaria.....	20.00

RHODODENDRONS.

Fresh, clean looking stock in best possible condition, 24 to 30 inches high, 12 to 16 buds, at.....	115.00
Hardy Hybrids in all colors, only such sorts as are hardy in America.	
Kalmia Latifolia—	Each B & B
18 to 24 inches.....	\$1.00
24 to 30 inches, heavy bushy.....	1.50
Acuba Punetata—24 inches.....	1.00

The Storrs & Harrison Co., Painesville, Ohio

CIBOTIUM SCHIEDEI

4 to 5 foot spread, 9 inch cedar tubs, \$5.00 each.

These plants are particularly good value. Write for prices of Kentias.

JOSEPH HEACOCK COMPANY, Wyncote, Pa.

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J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.

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Trade Directory

PRICE: \$3.00 POSTPAID

American Florist Co.

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-
President; S. W. Severance, Louisville, Ky.,
Secretary; Eugene Davis, Grand Rapids,
Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, April 23.—Cucumbers, 2-dozen box, \$2 to \$2.50; celery, crate, \$2 to \$2.25; leaf lettuce, per box, 17½ to 20 cents; radishes, per barrel, \$4 to \$6; tomatoes, 6 baskets, \$2 to \$4.50.

New York, April 22.—Celery, per crate, \$1.50 to \$3; cucumbers, 50 cents to \$1 per dozen; mushrooms, 40 cents to \$2 per 4-pound basket; tomatoes, per pound, 12 to 35 cents; lettuce, 3-dozen strap, 30 to 60 cents; radishes, per 100 bunches, \$2 to \$4.

Publicity for the Sale of Vegetables.

The vegetable growers of eastern Pennsylvania and New Jersey, together with commission men and allied interests who supply the Philadelphia market, are starting a publicity campaign to boost vegetables as food products. Large billboard signs, together with newspaper ads, recipes showing tempting dishes, the first of which deals with rhubarb, later other vegetables and fruits, strawberries, etc., will be given prominence. At a meeting held April 19 at the Poor Richard Club, \$15,000 was subscribed, which is to be increased to \$20,000. All present were enthusiastic and quite sure of the success in the larger sales of their products through these methods.

Fertilizers.

At present, it is extremely difficult to get proper fertilizing materials. We are "up against" conditions over which we have no control, but we must do the best under the circumstances. One of the immediate remedies is to curtail operations to the extent of reducing acreage so it can be handled to advantage and plant the excess land to legumes—clover, alfalfa, soy beans, etc., as the case may be. What we mean to say is to concentrate our limited manure fertilizer, seed and labor on our best soil and thus get most for the expenditure.

Next, we can use lime. There are thousands of acres which would respond to lime much better than to anything else. Further we can drain. Productiveness can be increased by tile drainage beyond any increase possible by either manure or fertilizer in many cases.

Next, there are cases where manure has been used for years and phosphate alone is needed. Any such lands need either acid phosphate, bone meal or basic slag. Of the three, the latter two are best in most cases. Finally we have recourse to pulverized sheep manure, which with the addition of bone meal is a good producer.

We have never had satisfactory results with nitrate of soda alone. Combined with potash, it has made us money—but since potash is unobtainable, we have quit using soda. This may not hold good in other cases, but

we know of many complaining just about this point. Nitrate alone is losing them money.

MARKETMAN.

Garden Instruction Free.

In the interest of increased food production, especially in home gardens, the Massachusetts Horticultural Society announces a series of practical talks and demonstrations on this subject at Horticultural hall, Boston, to continue through the season. The first meeting will be held on Thursday, April 25, at 7:30 p. m., when the subject of the preparation of the soil and fertilizers will be discussed by Wm. N. Craig, superintendent of Faulkner Farm, Brookline.

Saturday evening, April 27, Duncan Finlayson, superintendent of the Weld Garden, Jamaica Plain, and T. D. Hatfield, superintendent of the Hunnewell estate, Wellesley, will give instruction on planting seeds, with a real plot of earth for practical demonstration.

Thursday, May 2, at 8 o'clock, a public meeting, under the auspices of the United States food administration, will be held at which prominent speakers will be present to call attention to the necessity of increased food production.

All meetings will be free to the public and will afford opportunity to acquire valuable information as to the best methods of home gardening. As the season progresses, other meetings will be held of which due notice will be announced later. It is also planned to have a competent, expert gardener at Horticultural hall every day to give information and to answer questions on gardening subjects.

In connection with these meetings, there will be exhibits of gardening implements, injurious insects and methods of control, canning and drying vegetables, beneficial birds, etc.

WM. P. RICH, Sec'y.

Market Experts' Examination.

Examinations for civil service positions as scientific assistant in marketing will be held in cities in every state in the union April 24-25 by the United States civil service board. Vacancies from the bureau of markets, department of agriculture, will be filled from the list of those successful in the examination. Those securing the positions will be put on duty in Washington, D. C., or in the field.

The entrance salary ranges from \$1,200 to \$1,500, annually. Those showing unusual qualifications in the tests will be given higher amounts not exceeding \$1,800 annually. Persons who have studied or are familiar with products of the land and their handling will be best fitted to take the tests. Further information concerning the examinations to be held in Chicago can be secured from the office of the civil service commission in the federal building.

BUFFALO, N. Y.—Schiller Park has been placed at the disposal of the local war garden league.

Cabbage and Tomato Plants

Large strong plants of the best varieties at 75c and \$1.00 per 100. Write us for prices in thousand lots.

J. F. WILCOX & SONS

530 Broadway, Council Bluffs, Iowa.

TWENTY MILLIONS FROST-PROOF CABBAGE PLANTS READY

Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier.

From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

TO SEEDSMEN ONLY

R. A. van der SCHOOT, Hillegom, Holland

Begs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

Inquiries and quotations may be addressed to the undersigned, who is the American representative of the House, and ready to furnish all information.

No retail trade solicited. We believe we are the only Holland House whose business in the United States is "STRICTLY WHOLESALE."

A. M. van der SCHOOT

Room 1600, Consumers Building,

CHICAGO, ILL.

American
Grown

Gladiolus Bulbs

At Cost to
ProduceThe Best Paying Crop Last Summer
Constant Cutting of Salable Plants

NO COAL BILLS

These are healthy frost-free Bulbs, our own Michigan and Illinois grown.

FOUR GREAT LEADERS

(The best sellers)
(for cut flowers)

	Firsts 1½-2-in. 1000	Medium 1¼-1½-in. 1000
America, Lavender pink	\$16.00	\$13.00
Augusta, white	15.00	12.00
Mrs. F. King, Vermilion Scarlet	15.00	12.00
Chicago White, best early white	22.50	17.00

Other Good Named Kinds.

	Firsts 1½-2-in. 1000	Medium 1¼-1½-in. 1000
Pendleton	\$50.00	\$38.00
Halley (early)	20.00	
Panama	36.00	30.00
Sunbeam (Primulius)	80.00	65.00
Schwaben, big yellow	65.00	
Europa, big white	60.00	
Myrtle, good pink	75.00	65.00

VAUGHAN'S MIXTURES

	Firsts 1½-2-in. 1000	Medium 1¼-1½-in. 1000
XXX Florists'	\$16.00	\$13.00
Standard	13.00	10.00
Scarlet Shades	14.00	11.00
Pink Shades	15.00	12.00

Planting stocks of several of above at close prices, write.

All the above F. O. B. Chicago

LILIES FROM STORAGE

The best fillers for your empty Easter benches.

Lilium Giganteum

	Per Case
7-9 inch, 300 to case	\$18.00
9-10 inch, 200 to case	25.00
11-12 inch, 130 to case	25.00

Lilium Auratum

	Per 100	Per 1000
8-9 inch, 160 to case	\$ 7.00	\$65.00
9-11 inch, 100 to case	9.50	90.00
11-12 inch, 75 to case	17.00	160.00

Lilium Album

	Per 100	Per 1000
8-9 inch, 200 to case	\$ 9.50	\$ 90.00
9-11 inch, 140 to case	12.00	110.00
11-12 inch, 90 to case	17.00	160.00

Lilium Rubrum

	Per 100	Per 1000
8-9 inch, 200 to case	\$ 7.00	\$ 65.00
9-11 inch, 140 to case	10.00	95.00
10-11 inch, 125 to case	12.00	110.00

Complete lists of Named Gladiolus, Cannas, Roses, etc., in our "Book For Florists."



Lily of the Valley

Holland grown, from storage, per 1,000, \$30
Valley Clumps, per 100, \$25.00.

Canna Yellow Humbert

Without a doubt the finest Yellow
Canna yet introduced a perfect com-
panion to King Humbert. Dry roots
Per 100, \$5.00; Per 1000, \$45.00.

CHICAGO

VAUGHAN'S SEED STORE

NEW YORK

Spring Stock

Write for List of
Soft Wooded Plants.GEO. A. KUHL, Wholesale Grower,
PEK N, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

Tuberous Rooted Begonias and Gloxinias

Importation just arrived in fine condition.

DOUBLE FLOWERED BEGONIAS

Crimson	\$6.00 per 100; \$55.00 per 1000.
Scarlet	
Pink	
White	
Yellow	
Mixed colors, \$5.00 per 100.	

SINGLE FLOWERED BEGONIAS

Crimson	\$4.50 per 100; \$40.00 per 1000.
Scarlet	
Pink	
White	
Yellow	
Mixed colors, 4.00 per 100.	

GLOXINIAS. Splendid bulbs, White, Purple and Spotted..... \$6.00 per 100

The Storrs & Harrison Co., Painesville, Ohio

Mention the American Florist when writing.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

VISITED CHICAGO: C. H. Perkins,
of Jackson & Perkins, Newark, N. Y.

HARTFORD, CONN.—Charles O. Purinton, proprietor of the Hartford Nurseries, died at his home here, April 13.

NEW HAVEN, CONN.—The New Haven County Horticultural Society has adopted the following judging schedule for dahlias for the ensuing year: Diminutiveness, 60 points; form, 15 points; stem, 15 points; color, 10 points.

LOUISVILLE, KY.—The board of park commissioners has voted to raise wages of all employees. Laborers will receive an increase of 25 cents an hour, superior workmen, 30 cents, and supervisors 35 cents, all being required to work 10 hours a day.

Gardeners' Conference at Boston.

The gardeners' local conference held in Horticultural hall, Boston, April 18, under the auspices of the National Association of Gardeners, was well attended and proved of more than usual interest to those present. W. N. Craig, presiding as chairman of the meeting, after announcing the purposes of the gardeners' conference, spoke of the serious situation with which the country is confronted in its problem to provide food products, not alone for our own people, but for those of the allied nations which are engaged in the struggle for world democracy, and he outlined some of the ways in which the gardener can help, if only in a small measure, to increase the supply. Mr. Craig also referred to the serious loss New England has suffered this spring through the winter killing of evergreens, and stated that while many theories are being advanced, there is some doubt as to what is the actual cause of the damage.

Wilfred Wheeler, secretary of the Massachusetts state board of agriculture, after being introduced, referred to a trip to Washington, from which he had just returned, with rather discouraging news on the general crop supply, stating he learned France did not have enough wheat to last a month, England was little better off, while in this country the crop is only sufficient to hold out until June, and that it is imperative that France get our supply, while we must resort to substitutes for wheat. Mr. Wheeler said New England must grow greater crops to supply itself and thus relieve the strain on other territories to which she now looks as her source—that more intensive farming must be practiced so as to obtain greater yields per acre. He warned against the threatened seed shortage which this country is likely to face for the next five to 10 years, and that the termination of the war will not bring immediate relief as the United States will have to be the producer for some time to come. A general discussion followed Mr. Wheeler's address, which brought out some interesting information on crop production in New England and neighboring states.

J. K. M. L. Farquhar, who required no introduction in Horticultural hall,

speaking on the future of horticulture in this country, said that it is facing a great uncertainty, owing to the seed shortage and that even now Russia, Italy, and South America are begging for anything they can get in seeds; that France has made tremendous sacrifices to share with us, even more than she could afford to spare of her seed supply the last year. Germany produces about two-thirds of the best flower seeds, but with its expert growers gone, it will take years to recover. He declared that our agricultural colleges should instruct how to grow seeds, that this industry might be increased at home. He also strongly recommended that more detailed instructions be disseminated among the amateur gardeners on how and when to plant particular seeds which would help to avoid much of the present wastefulness in that direction. Attention was also directed by Mr. Farquhar, to the difficulty of getting plants from Europe, owing to government restrictions and frequent embargoes placed on foreign nursery stock, and that on the other hand, though Holland threatens a shortage, it is believed that the Dutch bulb supply will again be plentiful, though prices higher. In the discussion that followed, it was proposed that with the tendency in this country drifting towards more natural effects in gardening, there should be a more widespread interest in the cultivation of our native plants, though it was admitted that it will take several generations before America can even attempt to compete with some of the fine sorts that reach us from the European countries.

Secretary Ebel, of the national association, was present to furnish any desired information on the activities of the organization and explained the plans to develop the service bureau. The holding of local conferences among gardeners was generally commended as being a step in the right direction towards building up the profession. There was some discussion as to what properly constitutes the functions of a gardener, some contending he should confine himself strictly to gardening, while others agreed that he must develop his scope of knowledge so that he may in a practical way be prepared when called on to supervise all the departments that compose a modern country estate, which includes the different phases of agriculture as well as horticulture. Such will be the successful men of the profession in the future, for if the gardener will not prepare himself to undertake these responsibilities, he will have to accept a subordinate position, while the farm manager will do the supervising as is already the case in some known instances. The profession of gardening has entered in the progressive stage and its followers must keep pace with the demands of the constantly changing conditions in horticulture as in all fields of endeavor.

The fuel problem caused quite a discussion, but it was the consensus of opinion that with the coal situation, shaping as it now is with the prospects most favorable to the private greenhouses being able to get a coal supply, further agitation of the subject would be unwise, at this time at least, and that the matter be left in the hands of those looking after the floricultural interests in general.

After the conclusion of the meeting, it was proposed that another conference be held in Boston some time during the summer months.

Beacon Mules Tender-Hearted.

We have held the city of Beacon, N. Y., in high esteem, one good reason being that it is the home and seat of industry of the genial and enterprising president of the American Rose Society, Benjamin Hammond. We have just received touching proof that our confidence in the integrity and large-heartedness of Beacon has not been misplaced. It came out in a trial in the supreme court at White Plains, April 6. Briefly stated, Mayor Baskin of Beacon owned a team of mules worth \$850. One day a motor truck owned by Frank Yardle, of Ossining, ran into the team and killed one of the mules. Quite properly, the mayor sued for the value of the mules. In his address to the jury, James G. Meyer, counsel for Mayor Baskin, gave a pathetic recital of the condition of the surviving mule, which follows:

"The surviving mule," he said, "is heart-broken and has refused to work, either alone or with any other animal. I have made a profound study of mules and I assure this intelligent jury that there is no creature in the animal kingdom more affectionate and tender-hearted. The common belief that they are stubborn and intractable has its foundations in the hammering reiteration of tradition, but it is a pure canard."

2¼ and 4-inch
Pot-grown. **ROSES** Hardy Climbing Field-grown

Spring Price List, 400 best new and standard sorts, on own roots, from summer propagation.

THE LEEDLE FLORAL COMPANY, SPRINGFIELD, OHIO.

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE, PENN'A.
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For the Best New and Standard

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PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown June, N. J.

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Specialists in Specimen Stock FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

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COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.



D. HILL—The Evergreen Specialist.

Since the days when I used to dig and pack every order myself, my business has grown, but my policy remains the same—"Give every customer complete satisfaction."

TRAILING, CREEPING OR VERY DWARF.

Most useful and ornamental. Fine for Rockeries, Borders, Edgings or Ground Covers. All Prostrate or Creeping Forms.

1 to 3 feet high at maturity.
Spread 8 to 15 feet in diameter.

Feet. Each 10

Waukegan Trailing Juniper	1½-2	\$2.75	\$2.50
Juniperus Canadensis	1-1½	1.75	1.40
"	1½-2	2.25	1.85
"	2-2½	3.00	2.50
Juniperus Canadensis Aurea	1-1½	1.75	1.50
"	1½-2	2.25	2.00
Japanese Trailing Juniper	1-1½	1.85	1.65
"	1½-2	2.50	2.00
"	2-2½	4.00	3.50
"	2½-3	5.00	

DWARF OR LOW GROWING VARIETIES.

Excellent for Foundation Planting, Low Groups, Terraces and Conifer Beds. Splendid where permanent effects are wanted without obstructing the view.

Average height 4 to 6 feet at maturity.

Feet Each 10

Pfitzeriana Juniper	2-3	\$2.50	\$2.25
Sabina Juniper	1-1½	1.50	1.25
"	1½-2	2.00	1.75
Dwarf Mountain Pine	1	1.00	.65
"	1-1½	1.25	.95
American Yew	1-1½	1.75	1.50
Siberian Arbor Vitæ	1-1½	1.50	1.25
"	1½-2	2.00	1.65
"	2-3	2.75	2.25
Woodward's Globe Arbor Vitæ	1-1½	1.75	1.35
Douglas Golden Arbor Vitæ	1½-2	1.25	.95
"	2-3	2.00	1.75
Peabody's Golden Arbor Vitæ	1-1½	.95	.75
"	1½-2	1.25	.95

MEDIUM HEIGHT VARIETIES

Excellent for borders to add contrast to flowering shrubs. Fine for corners to give accent and add height to plantings of Creeping or Low Growing Evergreens. Good for sentinels or markers

MEDIUM HEIGHT VARIETIES

(Continued.)

at each side of entrance steps, windows or in garden.

Average height 8 to 15 feet at maturity.

Feet Each 10

Hemlock	1-1½	\$0.85	\$0.60
"	1½-2	1.00	.75
"	3-4	2.50	2.00
"	4-5	3.50	3.00
Balsam Fir	4-5	3.00	2.85
"	5-6	4.50	3.75
Red Cedar	4-5	3.50	3.00
"	5-6	4.50	4.00
"	6-7	5.50	5.00
"	7-8	12.00	10.00
Pyramidal Red Cedar	2-3	2.50	2.00
Juniperus Glauca	2-3	2.00	1.65
"	3-4	3.25	3.00
"	4-5	5.00	4.75
"	5-6	8.00	7.50
Schotti Juniper	2-3	2.25	1.85
Counarti Juniper	2-3	2.75	2.50
"	3-4	3.75	3.50
"	4-5	5.00	4.50
"	5-6	8.00	7.50
Lee's Golden Juniper	1½-2	1.75	1.50
"	2-3	2.75	2.50
Engelmann Spruce	2-3	2.25	2.00
"	3-4	3.00	2.75
"	4-5	4.50	4.00
Japanese Yew	1-1½	1.25	.90
American Arbor Vitæ	2-3	.85	.65
"	3-4	1.25	1.00
"	4-5	2.50	2.00
"	6-7	5.50	5.00

TALL GROWING VARIETIES.

For planting in masses. Heavy screens. Windbreaks or high hedges. Small groups to frame a vista. Single specimens where an imposing specimen is wanted to carry out some special effect.

Average height 30 to 60 feet at maturity.

Feet Each 10

Colorado Douglas Fir	2-3	\$1.25	\$1.00
"	3-4	1.75	1.50
"	4-5	2.75	2.25
"	5-6	4.50	4.00
"	6-7	5.50	5.00
"	7-8	7.00	6.50
Concolor Fir	1½-2	1.25	.90
"	2-3	1.50	1.25
"	3-4	2.50	2.00
"	4-5	4.50	4.00
"	5-6	5.50	5.00
"	6-7	8.00	7.50

TALL GROWING VARIETIES

(Continued.)

Feet Each 10

Pyramidal Arbor Vitæ	2-3	\$1.50	\$1.25
"	3-4	2.50	1.75
Grafted Blue Spruce	2-3	3.75	3.25
"	3-4	5.50	5.00
"	6-7	12.50	12.00
Norway Spruce	2-3	1.50	1.25
"	3-4	2.50	2.00
"	4-5	3.50	2.85
"	5-6	4.25	3.65
"	6-7	4.75	4.25
"	7-8	6.00	5.00
American White Spruce	2-3	1.75	1.50
"	3-4	2.50	2.00
"	4-5	3.50	3.00
"	5-6	5.00	4.50
"	6-7	7.00	6.00
Black Hill Spruce	1½-2	1.00	.85
"	2-3	1.75	1.25
"	3-4	2.75	2.50
"	4-5	4.00	3.75
"	5-6	5.50	5.00
"	6-7	8.00	7.00
Austrian Pine	1½-2	1.25	1.00
"	2-3	1.50	1.25
White Pine	2-3	1.25	1.00
"	3-4	1.75	1.50
"	4-5	2.25	2.00
"	5-6	3.50	3.00

DECIDUOUS SHRUBS.

(Heavy Field Grown Stock.)

Feet 10 100

Japanese Barberry	1½-2	\$0.15	\$0.09
Drooping Golden Bell	2-3	.15	.12
Hybrid Golden Bell	2-3	.15	.12
Jap. Bush Honeysuckle	2-3	.15	.12
Tatarian Honeysuckle	2-3	.18	.13

DECIDUOUS SHADE TREES.

(Transplanted Stock.)

Feet Each 10 100

Norway Maple	8-10	\$1.00	\$0.85
"	10-12	1.50	1.25
"	12-14	2.00	1.75
Schvedlers' Maple	8-10	1.50	1.25
"	10-12	2.00	1.75
Am. White Elm	4-6	.20	.15
"	6-8	.35	.20
"	8-10	.65	.45
"	10-12	.85	.60
"	12-14	1.00	.80

You Can Safely Order Direct From This Advertisement.

Notice:

Florist-growers located in good residential sections and in a position to solicit Hill Specimen Evergreen orders for shipment direct to their customers, please write for special agency proposition.

Complete Wholesale Price List and Illustrated Retail Catalog, gladly sent on request.

THE D. HILL NURSERY CO., Inc.

Evergreen Specialists—Largest Growers in America
Box 404, DUNDEE, ILL.

These Prices Are Intended for the Trade Only.

CHRYSANTHEMUMS

Elmer D. Smith & Co., Adrian, Mich.

LIST OF VARIETIES AND PRICES ON APPLICATION.

Toronto.

TRADE IS FAIR.

Business is fair, although the trade is not inclined to be jubilant, and yet it might be much worse. Roses are seen of excellent quality, and with the exception of American Beauty there are enough to meet requirements. Prices range from \$6 to \$10 per 100, with Russell of the best grade bringing \$20. Carnations have shortened and this has helped to keep prices firm. Bulbous stock of the indoor varieties is about finished. Snapdragons and stocks are fairly plentiful, and there are plenty of sweet peas, pansies and myositis. Orchids continue good.

NOTES.

The gardeners' and florists' association, at its regular meeting, April 9, was requested to forward a list of flowers representative of Canada, to be planted on the graves of the heroes buried in France. After considerable discussion it was decided to favor the maple leaf as symbolical of the Dominion and which would meet with the indorsement of a large part of the Canadians and it was also suggested that a national Memorial day should be observed on a date to be decided later.

Private Lewis J. Manton, who was reported dangerously wounded March 13, is now said to be ill, according to a message received by his father, George Manton.

J. H. Dunlop's residence at Richmond Hill has been quarantined, as several of the family have been threatened with diphtheria, but all are now reported to have recovered. Mrs. J. J. Higgins, and two children, who have also been ill, are also reported improving.

The retail florists' club has arranged to hold its annual picnic July 17, at Center Island. A good programme has been arranged.

H. G. D.

Lancaster County Florists' Association.

Thursday, April 18, found a very much worried bunch of men waiting at the Pennsylvania depot at 5:30 p. m., when W. F. Therkildson did not arrive; but at 6:38 the cloud of gloom was dispelled by his appearance and H. A. Schroyer, Harry K. Rohrer, B. F. Barr, Elmer Weaver, Frank Kohr, Willis B. Girvin, J. Wade Galey and Albert M. Herr conducted him to the Elk's club and had a dinner that stretched the limits of conservation.

At 7:45 the club was called to order by President Elmer Weaver and the regular routine business transacted, part of which was to arrange for an outing. B. F. Barr kindly invited the club to picnic at his farm, and the invitation was accepted for a date to be fixed later on in July.

Mr. Therkildson then gave us a very interesting and instructive talk on seeds, seed raising and horticulture on both sides of the water, as well as very interesting things connected with his firm, the W. Atlee Burpee Co., of Philadelphia, Pa., and closed with a strong appeal for the support of the publicity work of the S. A. F. He was given

Seasonable Stock You Will Need

	Per 100	Per 1000
Asparagus Sprengeri, 2½ in.....	\$3.00	\$27.50
Acalypha Sanderi and Triumphans, 2½ in.....	4.00	
Buddlei Veitchiana, Lindleyana, Magnifica and Amplissima, 2½ in.....	5.00	40.00
Cobaea Scandens, 2½ in pots.....	4.00	
Ferns, Aspidium Tsussimense, Cyrtomium Falcatum, Pteris Tremula and Pteris Wimsetti, 2½ in.....	3.50	30.00
Salvia Zurich and Splendens, 2½ in.....	3.00	27.50
Palms, Kentia Belmoreana, 2½ in., \$10.00 per 100; 3 in., \$15.00 per 100; 4 in., \$40.00 per 100. Fine dwarf clean stock to grow on.		
Cocos Weddelliana, 2½ in., \$12.00 per 100.		

THE STORRS & HARRISON CO.

PAINESVILLE, OHIO

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY
BURNLEY, ENGLAND.

Mention the American Florist when writing.

Miscellaneous Stock

	Per 100
4 in. Anthuricum Variegata	\$12.00
Single, 3 in Petunias, dwarf Inimitable....	4.00
3 in. Glechoma or Ground Ivy, ex. strong...	5.00
3 in. Tradescantia, dark, 3 plants in a pot, strong.....	4.00
4 in. Scarlet Sage, Bonfire.....	10.00
3 in Hardy English Ivy, large leaf, small leaf, 2½ in. pots, 2 and 3 plants to the pot.	7.00
3 in. Parlor Ivy, extra strong.....	3.50
4 in. Dracaena Indivisa..... per doz., \$3.00	
5 in. Dracaena Indivisa..... per doz., 5.00	
Clematis Paniculata Seedlings, strong plants, per 1000, \$15.00.	

SAMUEL V. SMITH, 3323 Goodman St., Philadelphia, Pa.

Mention the American Florist when writing.

a rising vote of thanks from the club, and as this had been designated as ladies' night, refreshments were served and a social hour was spent after the meeting.

T. J. Nolan was with us, and like the true scout he is, stayed with the little party who escorted Mr. Therkildson to the station.

ALBERT M. HERR.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.



DAISIES

Our Stock Has Been Carefully Selected.

	Per 100
Mrs. F. Sander, 2-in.	\$2.00
Boston Yellow, 2-in.	3.00
Alyssum, Giant Double, 2-in.....	2.00
Geraniums, Labeled, 2-in.....	2.00
Vinca Variegata, 2-in.	1.75

ELMER RAWLINGS, Allegany, N. Y.

Ready Reference Section.

10 CENTS PER LINE, NET.



ADIANTUM.

Adiantum Crowcanum, 6-in., \$20 per 100; \$1.50 per 1,000; 250 at 1,000 rate. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia.

ASPARAGUS.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprenger, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Sprenger, 200 four-in., good plants, \$10.00 per 100. Cash please. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus plumosus, 2½-in., per 100, \$3.00; Sprenger, 4-in., per 100, \$7.50. Albert M. Herr, Lancaster, Pa.

Asparagus Sprenger, 2½-in.; \$3.00 per 100; \$27.50 per 1,000. The Storrs & Harrison Co., Falmesville, O.

BEGONIAS.

Begonias, tuberous, single mixed, \$2.50 per 100; in colors, \$3.00 per 100. Double mixed or in colors, \$5.00 per 100. James Vick's Sons, Rochester, N. Y.

Begonias, transplanted seedlings, Vernon and Prima Donna, \$2.00 per 100. Ernest Rober, Wilmette, Ill.

Begonias, Gracilis Rose, Erfordi and Vernon type, 3-in.; \$3.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BOXWOOD.

Box and Bays. New imported stock in green painted tubs. Pyramid, standards, globe and bush shaped. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

BULBS.

Lily bulbs. For immediate use or later delivery. Liliun Giganteum, L. Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Lili. Giganteum, 7-9 in. (100 to case), \$7.50 per case; (300 to case), \$20 per case; 8-10 in. (225 to case), \$20 per case; 9-10 in. (200 to case), \$23 per case. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lili. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Hardy Lilies. Liliun Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, 2-inch, \$6.00 per 100; 4-inch, \$15.00 per 100. ERNEST ROBER, Wilmette, Ill.

CANNAS.

Cannas. All high grade stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

WELL ROOTED CARNATION CUTTINGS		
	100	1,000
Pink Enchantress	\$2.00	\$15.00
Victory	2.00	15.00
Alice	2.00	16.50
Herald	2.00	16.50
White Enchantress	2.00	16.50
Strong 2½-inch Stock		
Pink Enchantress	2.50	18.00
Victory	2.50	20.00
Alice	2.50	22.00
White Enchantress	2.50	22.00
Herald	2.50	22.00
Matchless	3.00	28.00
Enchantress Supreme	3.00	28.00

J. A. BUDLONG,
184 No. Wabash Ave., Chicago, Ill.

ROOTED CARNATION CUTTINGS.

Extra fine, well-rooted cuttings for immediate delivery.

	100	1,000
Superb	\$6.00	\$50.00
Aviator	3.00	25.00
Matchless	3.00	25.00
Ench. Supreme	3.00	25.00
Wh. Enchantress	2.50	20.00
Mrs. Ward	2.50	20.00
R. Pink Ench.	2.50	20.00
Enchantress	2.50	20.00

CHICAGO CARNATION CO. Illinois.

Joliet

CARNATION PLANTS.

	2½-in. pots.	Per 100
Alice		\$3.00
Mrs. C. W. Ward		4.00
Matchless		3.00
Miss Theo		4.00

BASSETT & WASHBURN,
178 N. Wabash Ave., Greenhouses
Chicago. Hinsdale, Ill.

Rooted carnation cuttings. Thenanthos, Beacon, Alice, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2.00 per 100, \$15.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnations. All first-class stock. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

POMPON CHRYSANTHEMUMS IN 2½ POTS.

	Price \$3.00 per 100.
Western Beauty, the best pink.	
Peter Pan	} Best yellow.
Gold Nugget	
Eugene Laugerlant	
Carrie, early yellow.	
Nordi	} All are now ready.
Mensa	
Zora	

BASSETT & WASHBURN,
Office and Store, Greenhouses,
178 N. Wabash Ave., Chicago. Hinsdale, Ill.

CHRYSANTHEMUMS.

ROOTED CHRYSANTHEMUM CUTTINGS.

Large supply of fine healthy stock, ready for immediate shipment. We have all the best commercial varieties and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

White	100	1,000
Mrs. Chas. Razer	\$2.50	\$20.00
Mrs. Buckbee	2.50	20.00
Oconto	2.50	20.00
Smith's Ideal	2.50	20.00
Yellow		
Major Bonnafon	2.50	20.00
Marigold	2.50	20.00
Pink		
Pink Chieftain	2.50	20.00
Edwin Seidewitz	3.00	25.00

POMPONS.

White.		
Diana	\$2.50	\$20.00
Lula	2.50	20.00
Mensa	2.50	20.00
Yellow.		
Golden Wedding	2.50	20.00
Golden Climax	2.50	20.00
Quinola	2.50	20.00
Pink.		
E. D. Godfrey	2.50	20.00
Buckingham	2.50	20.00

WIETOR BROS.

162 N. Wabash Ave., Chicago.
L. D. Phone Randolph 2081.

CHRYSANTHEMUMS.

Mrs. Pollworth, 2½-in. pot plants. Per 100, \$3.00. Ready for shipment.

BASSETT & WASHBURN,
178 N. Wabash Ave., Greenhouses
Chicago. Hinsdale, Ill.

CINERARIA.

Cinerarias. 2, 3 and 4-in., \$6 and \$10 per 100. Ernest Rober, Wilmette, Ill.

COLEUS.

COLEUS. Fine 2-inch stock, best bedding varieties, \$2.00 per 100. Cash, please. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

DAFFODILS.

Daffodils—Cut blooms, \$2.50 per 100. GEORGE LAWLER, Tacoma, Wash.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

DRACAENA INDIVISA, 4-in., \$12.50 per 100. 5-in., 20c and 25c; 6-in., 50c. Ernest Rober, Wilmette, Ill.

Dracaena Indivisa, very fine, 5-in.; \$25 per 100. HARRY HEINL, W. Toledo, O.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

FERNS.

FERNS		Per 100
Roosevelt, 2 1/4-in.	\$ 4.50
Boston, 2 1/4-in.	4.50
Teddy, Jr., 2 1/4-in.	5.00
Scholz, 2 1/4-in.	4.50
Scholz, 4-in.	18.00

THE REESER PLANT COMPANY, Springfield, Ohio

Ferns for Fern Dishes. Good strong plants, in 2 1/4-in. pots. Aspidium, Holly, Mayli, Wilson and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2 1/4-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. All bushy, well furnished. Boston, Teddy Junior and Bird's Nest. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Ferns. Table, good assortment, 2 1/4-in. pots, \$3.00 per 100; Holly ferns, Cytomium Rockfordianum, 4-in., \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Fancy ferns. Best of stock. Satisfaction guaranteed. Orders filled promptly at lowest market prices. Vermont Fern Co., 238 Dwight St., Springfield, Mass.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. Table ferns, \$3.50 per 100. ERNEST ROBER, Wilmette, Ill.

Ferns, pot-grown. Boston and Scotlin., 5-in.; \$25 per 100; 6-in., \$35 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsia (Un. variegata)—2 to 5 eyes, \$10.00 per 100. ERNEST ROBER, Wilmette, Ill.

GERANIUMS.

GERANIUMS. Special this week. 10,000 Poitevine, 2 1/4-in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks. \$2.50 per 100, \$25.00 per 1,000. Other standard varieties same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

GERANIUMS. Nutt, extra fine, 3-inch stock. \$6.00 per 100; \$55.00 per 1,000. Order now. J. A. BUDLONG, 184 N. Wabash Ave. Chicago.

GERANIUMS. 5,000 Nutt. (red), nice clean stock in 3-inch pots, \$50.00 per 1,000. Cash please. NICK REDING, 6731 Ridge Ave., Chicago.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums. 2 1/2-in., S. A. Nutt, extra heavy, \$2.00 per 100, \$27.50 per 1,000. ERNEST ROBER, Wilmette, Ill.

GLADIOLUS.

GLADIOLUS.		
America.		
1 1/2-in.	1000
1 1/4-in.	1000
1 1/2 to 1 1/4-in.	12.00
1 to 1 1/4-in.	9.00
Klondike	1 1/4 to 1 1/2-in.	14.00
Good Mixed, 1st. size	10.00
H. HILLS,	Bristol, Ind.	

Gladiolus. The Bride. Splendid early forcing white, \$7 per 1,000, \$13 per 2,000. Vaughan's Seed Store, Chicago and New York.

GLADIOLUS.

MASSACHUSETTS GROWN GLADIOLI.			
All Prices Are Quoted per 1,000			
	1 1/2 in.	1 1/4 in.	1- and up
America, light pink	\$18.00	\$12.00	\$ 9.00
Augusta, white	15.00	12.00	9.00
Brencheleysensis, scarlet	15.00	12.00	9.00
Cameo, white	15.00	12.00	9.00
Empress of India, dark red	25.00	20.00	15.00
Glory of Holland, white	25.00	20.00	15.00
Chicago White, white	25.00	20.00	15.00
Hailey, salmon pink	15.00	12.00	9.00
Independence, scarlet	15.00	12.00	9.00
Mrs. F. King, salmon pink	15.00	12.00	9.00
Mrs. F. Pendleton, pink	45.00	36.00	27.00
Mary Fennell, lavender	75.00	60.00	50.00
Peace, white	30.00	24.00	18.00
Exhibition Mixed	10.00	8.00	6.00
Extra Choice Mixed	10.00	8.00	6.00

Correspondence solicited on other varieties, smaller sizes or bulblets.

CENTRAL GLADIOLUS GARDENS. JELLE ROOS MILTON, MASS.

We irrigate our gladioli; they always have the right amount of water. Longer growing and curing season, therefore more matured and better than Holland or Eastern bulbs. Try them.

Prices per 100 for 1st size, 1 1/2 to 2 1/2; deduct 25% for guaranteed to bloom 2nd size 1 1/2 to 1 1/2.

Panama	\$2.80	F. King	\$1.65
Hulet	1.60	Ruffled Glory	2.50
America	1.75	Pendleton	3.60
Peace	2.30	Ida Van	3.00
Chicago White	2.50	Norma de Childs	3.20
Principle	2.50	Princes	2.25
Niagara	3.00	Lily Lehman	3.00
Willy Wigman	2.50	Blanche	3.00
Gl. of Holland	2.75	War	3.60
Sulphur Queen	2.50	Sal. Queen, 2nd.	2.25
Alice Carey and Lily Lehman combined	\$2.80			
Peace, Niagara, Lehman, Pendleton, mixed	\$2.50			
Mixed, high priced sorts	\$1.80			
Mixed, including all sorts above	\$1.50			

BROWN BULB RANCH, CALIF.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs, Gladioli; strictly first size. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

GLOXINIAS.

Gloxinias, blue, white, red, spotted. \$3.50 per 100, mixed, \$3.00 per 100. James Vick's Sons, Rochester, N. Y.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HARDY PERENNIALS.

Hardy field-grown perennials. Hardy Carnation, Campanula, Shasta Daisy, Delphinium, Digitalis, Gypsophila, Hollyhock and many others at from \$8.00 to \$12.00 per 1000. Send for list. JOHN F. HAUSER, R. R. 1, Bayfield, Wis.

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Hyacinths, in pots, pans and boxes, 10 cents per flower. ERNEST ROBER, Wilmette, Ill.

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English Ivy, very fine, 4-in.; \$15 per 100. HARRY HEINL, W. Toledo, O.

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Lantanas, mixed varieties, pink, yellow and red, 2-in., strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

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Lobelia, transplanted clumps, dark blue and light blue—\$1.50 per 100. ERNEST ROBER, Wilmette, Illinois.

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Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

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HASSALL & CO., Orchid growers and raisers, Southgate, London, England. Cattleyas, Laello-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

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Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Cibotium Schiedel, 4 to 5-foot spread, \$5 each. Joseph Heacock Co., Wyncote, Pa.

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Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

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200,000 large stocky September transplanted, field-grown blooming pansy plants. Superb strain; all salable stock. Satisfaction guaranteed. \$1.35 per 100, \$12.50 per 1,000. Ready about April 20th. Cash with order. BRILL CELERY GARDENS, Kalamazoo, Mich.

100,000 extra fine giant pansies, good, stocky, transplanted plants, in bud and bloom, \$1.00 per 100, \$8.00 per 1,000. Cash with order. M. A. Hough, Pansy Specialist, Milan, O.

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Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4 \$7 and \$15 per 100. Ernest Rober, Wilmette, Ill.

PRIMULA OBCONICA. Fine plants, best colors, 2 1/4-in. pots, \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

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California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

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ROSES. 2 1/2-in. pots, choice plants, own root, ready for benching. Sunburst per 100, \$ 5.00 " " " " 1,000, 45.00

Shawyer " " " " 1,000, 35.00

Bench plants now ready for shipment, 4,000 American Beauties, price per 100, \$10.00, 500 for \$40.00 and by the 1,000, \$70.00.

Ophelia grafted plants, three years old, same price as the Beauties.

Sunburst, two-year-old stock, 1,000, \$60.00. White Killarney, two-year-old stock, 1,000, \$40.00.

Bench plants offered subject to prior sale. These plants shipped mossed in burlap, 50 plants to the bag. Orders for less than fifty of one variety cannot be accepted.

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EXTRA FINE 2 1/2-INCH ROSE PLANTS.		
Ophelia	100 1000
Russell	\$ 7.00 \$60.00
Killarney Brilliant	10.00 90.00
White Killarney	5.00 40.00
Pink Killarney	4.00 35.00
Sunburst	5.00 45.00
Mrs. George Elgar	4.00
Baby Doll	4.00

WEITOR BROS. 162 N. Wabash Avenue, Chicago. L. D. Phone, Randolph 2081.

Roses. Own root 2 1/2-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney and Sunburst, \$7.50 per 100, \$70 per 1,000. Milady and Richmond, \$7 per 100, \$65 per 1,000. Russell, \$10 per 100, \$100 per 1,000, 3 1/2-in. stock, \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

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ROSES.

2½-INCH ROSE PLANTS.

Extra fine stock and big value at prices quoted.
Order early and protect your supply.

	100	1000
Mrs. Chas. Russell	\$10.00	\$90.00
Milady	8.00	50.00
Sunburst	6.00	50.00
White Killarney	6.00	50.00
Ophelia (2-in. and 2½-in.)	6.00	50.00

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Wholesale Growers of Cut
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Extra fine 2½-in. stock, \$7.00 per 100.
\$65.00 per 1,000.

J. A. BUDLONG,

184 N. Wabash Ave., Chicago.

Rose Plants, 2½-in. pots, Ophelia, Champ Weiland and Sunburst, \$5.00 per 100, \$45.00 per 1,000. Bench plants, Maryland, Milady, \$6.00 per 100, \$50.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses. Own root and grafted. Polyantha, climbing, standard, hybrid perpetuals and hybrid tea. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

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Roses. Own root, 3-in., ready now. Ophelia, Sunburst, Collette Martinette, Baby Doll, Cecile Brunner and Primrose, \$100 per 1,000. Charles H. Totty Co., Madison, N. J.

Roses. Spring importation of Holland stock now ready. For varieties and prices see advertisement elsewhere in this issue. The Storrs & Harrison Co., Painesville, O.

See ad. on page 559, issue of March 30. Get complete list of The Leadle Floral Co., Expert Rose Growers, Springfield, O.

Roses, in bud and bloom, 50c, 75c and up to \$2.00 each. ERNEST ROBER, Wilmette, Ill.

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Santolina, rooted cuttings, per 100, \$1.20. ODOR GREENHOUSES, Iola, Kan.

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ASPARAGUS PLUMOSUS NANUS SEED.
New crop, California lathhouse-grown, now ready:

Per 1,000 seeds\$1.50

ASPARAGUS SPRENGERI SEED.

Per 1,000 seeds\$0.75

ASPARAGUS ELONGATUS SEED.

Per 1,000 seeds\$5.00

Write for prices by the pound.

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Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Pansy, gig. finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fireball, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

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Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

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Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

SEEDS.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade; Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

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Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

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Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

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Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

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Sphagnum moss, for florists and nurserymen. For spot shipments or contract. Write us. Vaughan's Seed Store, Chicago and New York.

High grade Sphagnum Moss. Wholesale only. Send for price list. O. F. Mundt, 774 St. Anthony Ave., St. Paul, Minn.

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Tulips. In pans and boxes, 5 cents per flower. Ernest Rober, Wilmette, Ill.

VERBENAS.

Transplanted Verbenas. Separate colors, \$1.50 per 100.

Ernest Rober, Wilmette, Ill.

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Tomato, strong seedlings, Bonny Best, Stone, Ponderosa and Kansas Standard, per 1,000, \$2.00; transplanted, per 1,000, \$3.00. Peppers, Vaughan's Magnum Dulca, Chinese Giant and Ruby King. Strong seedlings, per 1,000, \$2.50. ODOR GREENHOUSES, Iola, Kans.

Cabbage plants, frost-proof Jersey, Charleston, All-Head, Sure-Head and Early Flat Dutch varieties at \$1.30 per 1,000 in 5,000 lots and up. Ozark Seed & Plant Co., Nashville, Ark.

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100,000 extra strong Vinca variegata ready for a shift from 2-in. pots, \$1.75 per 100, \$17.00 per 1,000; 10,000 year-old cut back, 4-in. pots, \$5 per 100. Elmer Rawlings, Allegany, N. Y.

VINCAS. Variegated, fine 2-inch stock, \$2.50 per 100. Cash, please. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoo Bros., 61-73 Metropolitan Ave., Brooklyn, N. Y.

Wandering Jew, variegated, 2-inch, strong plants, \$3.00 per 100. Ernest Rober, Wilmette, Ill.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

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Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

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Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, Ohio.

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Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hall storm insurance. John G. Esler, Saddle River, N. J.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 W. Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Florists' supplies of all kinds. A. Herrmann, 404-412 E. 34th St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks. 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

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Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

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Write for prices on our wide edge plain, 4-in. and 6-in. chiffon. Jos. Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

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Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

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Pecky Cypress, drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

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Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

POTS AND PANS.

Florists' red pots, all sizes, moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, Ohio.

Neponset Flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Red pots. Before buying write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

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SUPERIOR CARNATION STAPLES.

Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

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Cane Stakes, standard grade, 6 to 8 feet, per 100, 95c; per 500, \$4.00; \$6.50 per 1,000.

Pipe stems, 4 to 6 feet, per 100, 70c; per 1,000, \$4.00. Vaughan's Seed Store, Chicago.



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Badgley & Bishop, Inc., New York
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Berning, H. G., St. Louis, Mo.
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Chicago Flower Growers' Ass'n, Chicago.
Coan, J. J., New York.
Erne & Company, Chicago.
Fenrich, Joseph S., New York.
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Ford, William P., New York.
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Goldstein & Futterman, New York.
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Kervan Co., The, New York.
Kessler, Wm. A., New York.
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Kuhl, Geo. A., Pekin, Ill.
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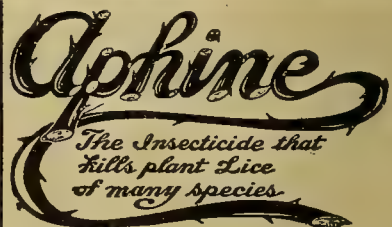
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CATTLE MANURE
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SHEEP MANURE

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The Recognized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

Quart, \$1.00 Gallon, \$2.50

FUNGINE.

For mildew, rust and other blights affecting flowers, fruits and vegetables.

Quart, \$1.00 Gallon, \$3.50

VERMINE.

For eel worms, angle worms and other worms working in the soil.

Quart, \$1.00 Gallon, \$3.00

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APHINE MANUFACTURING COMPANY
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Aetna Brand Tankage Fertilizer

is the best balanced fertilizer manufactured. It contains the ten salts constituting soil. It is giving satisfactory results wherever used.

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809 Exchange Ave., Room 5. Tel. Drover 1932
U. S. YARDS, CHICAGO, ILL.

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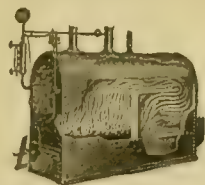


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Manufacturers of

ALL STYLES AND SIZES OF
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LOCKLAND LUMBER CO., Lockland, O.

1866-1918
"ALL-HEART" CYPRESS
WORKED TO SHAPES.
HOTBED SASH.
PECKY CYPRESS.

SQUARE RED CEDAR POSTS.

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We are the largest manufacturers of Greenhouse Glass west of the Mississippi River and carry at all times an adequate stock to enable us to make immediate shipment of your requirements. Our glass is heavy in thickness, well flattened and annealed, and especially manufactured for greenhouse purposes. Write us for prices.

Okmulgee Window Glass Co., Okmulgee, Okla.

Garland Greenhouses Stand The Test

Write for Catalogue

Garland Manufacturing Company

LOUIS WITTBOLD, President.

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New Brand New Style
"RIVERTON HOSE"

Furnished in lengths
up to 500 feet without
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The HOSE for the FLORIST

3/4-in. per ft. 17c
Reel of 500 ft. 16 1/2c
2 Reels, 1000 ft. 16c
1/2-in. 15c
Reels, 500 ft. 14 1/2c
Couplings Furnished.

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The Florists' Hail Association

rate of insurance from Nov. 1st, 1917, to Nov. 1st, 1918, will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars address.

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All sizes—any quantity

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G. G. Green, Jr., Real Est. Trust Bldg., Phila., Pa.

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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. L.

CHICAGO AND NEW YORK, MAY 4, 1918.

No. 1561

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held at St. Louis, Mo., August 20-22, 1918.

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dent; A. C. BEAL, Ithaca N. Y., Secretary.

FUEL CONSUMPTION RESTRICTED ONE-HALF.

**United States Fuel Administration Issues Official Order
Curtailling Production But Aims To Preserve Industry.**

Business Demoralization Guarded Against.

The United States fuel administration during the last few months has held several conferences with representatives of the commercial florists of the country. The florists have shown full appreciation of the problem involved in providing supplies of fuel to florists at a time when there is a shortage for war industries. It is the hope of the fuel administration that sufficient reduction in fuel consumption of the lesser essential industries can be obtained without demoralizing any of those industries which, like the florists, are highly esteemed by the public. It has been agreed that a 50 per cent curtailment in the use of fuel, which, in general, means a curtailment of greenhouse space, will permit the florists to preserve their most valued stock and keep their business organizations intact during the war.

As a result of these conferences, the United States fuel administration issued an order, April 24, governing the use of fuel by florists, both public and private, during the coming year. The order reads:

Regulation of Fuel Consumption.

1. That the term "florist" in this regulation shall be construed to include any person, firm, association, or corporation, engaged in the growing of flowers, plants or winter vegetables, but is not intended to and shall not include the growing of plants for transplantation to produce summer vegetables.

2. That the term "greenhouse" shall be construed to mean any building, private or public, in which artificial heat is used to aid in the growing of flowers, plants or winter vegetables.

3. That no florist, as defined above, shall at any of his greenhouses consume, burn, or use fuel of any descrip-

tion, including coal, coke, fuel oil, and natural gas, or other petroleum products, or use power derived from any such fuel, for or in connection with the growing of flowers, plants, or winter vegetables, as above defined, during the year beginning April 1, 1918, and ending March 31, 1919, to an amount in excess of 50 per cent (50%) of the average annual amount of fuel consumed at such greenhouse for or in connection with the growing of plants, flowers and winter vegetables, during the period from April 1, 1915, to April 1, 1918.

4. That whenever it appears that any particular greenhouse was not in existence on April 1, 1915, then and in such case the period during which it has been in existence prior to April 1, 1918, shall be considered and used as a basis in determining the quantity that would constitute one-half of the average annual consumption of fuel of such greenhouse.

5. That any florist, as above defined, owning and operating more than one greenhouse for the growing of plants, flowers or winter vegetables, may combine such greenhouses and use in such combined greenhouse the fuel allotted to each of such greenhouses by this regulation, provided the amount of fuel so used at such combined greenhouse shall not be in excess of one-half of the fuel consumed by all of such greenhouses when operated separately.

6. That whenever two or more florists find that a further fuel economy would result from using in one greenhouse the allotments of fuel as provided by this regulation, to two or more greenhouses, then upon application to the United States fuel administration and receiving a permit therefor, such florist may use the aggregate allotment of fuel to their respective greenhouses at one or more greenhouses operated jointly by them, pro-

vided the amount of fuel so used shall not exceed one-half of the amount consumed by all such greenhouses when operated separately.

Vegetable Plants Ruling.

Washington, D. C., April 27.—The United States fuel administration today interpreted its regulation of April 24, restricting fuel for greenhouses by ruling that the exception made in favor of greenhouses in which vegetable plants were raised for "transplantation to produce summer vegetables" applied only to greenhouses exclusively devoted to that purpose.

Coal Situation Serious.

Conditions in the coal markets are described as follows in a very recent issue of the "Coal Age":

"No change of any consequence can be noted in the coal situation this week. Shipments of anthracite show a slight improvement. Orders from domestic consumers are still piling up, and retail dealers continue to worry whether they will receive enough coal to take care of the orders now on their books. The scarcity of labor in the hard coal regions prevents the mines from working to utmost capacity and the draft is making still further inroads on the men who are left. The situation is serious. The steam coal market has tightened noticeably, and there is an urgent demand for practically all the smaller sizes.

"The bituminous situation continues to preserve its demoralizing aspect. Inquiries for soft coal are many, with deliveries inadequate. Though production for the week ended April 13 was 10,947,000 tons, an increase of nearly 18 per cent over the output of the week preceding, it must be remembered that there was a decided falling off in production for the week ended April 6. In order to avoid a coal shortage next winter, the weekly output of soft coal should be over 11,500,000 tons. This average has not been approximated any week this year.

ANTHRACITE DENIED NINETEEN STATES.

By order of the federal fuel administration 19 states have been forbidden to draw on the supplies of anthracite coal, in order to protect the sup-

ply of the middle Atlantic and New England states, which are the greatest users of anthracite.

"The states to which no anthracite may now be shipped, either directly or indirectly, are Alabama, Arkansas, California, Colorado, Florida, Georgia, Idaho, Kentucky, Louisiana, Montana, Mississippi, North Carolina, Oklahoma, Oregon, South Carolina, Tennessee, Texas, Washington and Wyoming."

In a circular signed by William T. Grier, secretary of the federal anthracite committee, he says:

"The committee desires to state that the situation is so grave in New England and the Middle Atlantic states, to and including the District of Columbia, that very liberal shipments must be made by all producers and distributors into this territory, even though such shipments curtail the amount of coal that producers and distributors desire to send into the west, either by rail or water.

"This condition is particularly true of the New England states, and producers and distributors must at all times, or until further advised, ship sufficient coal to tidewater loading ports promptly to load vessels that may be available for New England

ports. Unnecessary delays to vessels will not be permitted. Liberal all-rail shipments to New England must be made by all producers and distributors reaching that market during such time and up to the extent that the New England gateways are open to receive coal."

Typical American and the War.

I know a young man who as a volunteer in the fighting service of the United States is now enroute to France. When he enlisted he was asked a number of questions by one who loved him. Did he realize what he was up against? "Yes," he answered, he thought he did. Had he ever thought of himself in the midst of the fighting? Quietly the answer, "Yes," he had. How did he think he would feel in the actual fighting? "Scared to death," came the answer with a smile. Why, then, he was asked, did he wish to enlist before the draft age? "Because," came the calm response, "though he hated war, there was no place where he could go and get away from it." Because "it was his job, and he felt he had to go."

What was it that appealed to this young man with such compelling force that from its beckoning call no corner of the world could shelter him? It was the cry of liberty crucified in Belgium and France. It was the outraged feelings of a strong and chivalrous young man at the conduct of the German power. It was the growing fear that if the liberties of Europe were conquered by the jungle spirit of the Prussian monster, "the day"—the reckoning day—would come for America as well.

He knew the sense of fear and was willing to acknowledge it. He knew the horrors he might face, but was willing to face them. His was the spirit to conquer fear in a righteous cause. I like to think of this young man as typifying the attitude of the thousands of young men already "over there" or destined to follow them. I like to think of his attitude as typical of America in this war. Shall we who are left behind fail to respond to the inspiration of their fine example?

They need our sympathy and our support, in the spoken and the written word, and more than all else the sup-

COAL

Growers are again urged to put in their supplies of coal now. There will be much difficulty in securing even the 50 per cent allowance later.

Buy the best quality of coal obtainable. This lasts longer than the inferior kinds and occupies no more space.

Small and large growers are treated alike by the fuel administration, no exemptions.



LOVERIDGE'S HANDSOME NEW FLOWER SHOP, PEORIA, ILL.

An Attractive Front, Offering Splendid Opportunity For Display.

port which our money and our might can give. For that purpose our government is seeking huge sums of money by way of taxes and of loans. Three billions of dollars are asked of us in the present loan. It is in truth, as well as in name, a Liberty Loan. To subscribe to it is a privilege which we shall be glad to recall in coming days.

news story in a newspaper shows where that publication stands—and the fine part of it all is that there is not a publication in this whole district which is not wholeheartedly supporting every governmental movement. A Liberty Loan flag in the window of a store spells Americanism. It says: "This dealer knows the resources and the se-

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Loveridge's New Flower Shop, Peoria, Ill.

One of the most attractive retail establishments in Peoria, Ill., is the handsome new flower shop of C. Loveridge, at 423 Main street, as can be readily seen from the accompanying illustrations. The commodious store and workroom, the latter in the rear, completely hidden from view by the display case and adjoining panels, occupy a space 23 by 70 feet, and from the splendid show windows at the front to the alley at the rear, from which the delivery end is handled, the appointments are complete in every respect. In the flower shop, the fixtures of white form a most pleasing combination with the interior of French gray and the neat tables with vitrolite glass tops and mirrors at the back of the wall cases, bring out the arrangement of plants and flowers most effectively. The artistic flower case seen in the background is divided in the center, the front section being used for display, while the back is used for putting up orders without interfering with anything in the store. The exterior of the store is especially attractive, the splendid windows commanding attention to the fine displays which are a feature here. Mr. Loveridge purchased the property about two years ago, subject to a lease which expired January 1, 1918, when he immediately started remodeling the building.

Next Week in the Flower Shop.

The third Liberty Loan campaign is now over; people will get back into the regular daily routine, and spring business should become normal. The patriotic aspect of the store should, however, be kept up, as the war will be the uppermost everyday topic, particularly since our boys are going into action in ever-increasing numbers as fast as the boats can get them over. Keep a stock of thrift stamps on hand with the posters and other literature



LOVERIDGE'S HANDSOME NEW FLOWER SHOP, PEORIA, ILL.
An Attractive Combination of White and French Grey Enamel.

It is, however, an enormous sum and it cannot be raised by the subscriptions of a few. It will need the collective subscriptions, small and large, of millions of our people.

Surely the people of this state will not fail to be numbered generously among them. Where our heart is, there will our treasure be also. If our heart is in this war, our treasure must go with it. And our hearts must be in this war if we have the conscience and instincts of free men.—Morton Denison Hull.

"Bitter Patriotism—Applied."

It is not enough to buy a Liberty Bond. The war is with us; it is at our doors. Being at war, we must be "bitterly patriotic," and we must apply that bitter patriotism constructively here as we would apply it destructively "over there." When we buy Liberty Bonds we pay out our hard-earned money for them. The more intensely we realize what the war is and what it means and might mean to us, the more money we lend our government. In every day business we spend our money so far as possible with those who spend their money with us. It is just the same in this great business of backing up our government—which means nothing more nor less than backing up ourselves. The business house that has a Liberty Loan honor flag in the window is with us, and that is the store in which we should spend our money. If we do that, we help that dealer to put more money into more Liberty Bonds. "He who is not with us is against us."

A Liberty Bond button on the lapel of the coat of a friend shows where he stands. A Liberty Loan editorial or

curity behind the promises of our government, and furthermore he is 'lending a hand' to our boys 'over there' and 'over here.' It is our duty to stand shoulder to shoulder in business, as our boys in the ranks are standing shoulder to shoulder in war.—Wilbur D. Nesbit.



LOVERIDGE'S HANDSOME NEW FLOWER SHOP, PEORIA, ILL.

Spacious Ice Box, Wall case and Vitrolite Top Tables.

displayed, showing you have them for sale.

Bedding and vegetable plants are good stock to feature at this time. Make a window decoration of the different varieties of vegetable plants handled, each kind in a little group; the tomatoes around a basket of the fruit, eggplants with a good specimen in the center, cabbage the same, also peppers. These can be procured from the fancy grocers or fruiterers. Such a display, if nicely arranged, will be sure to attract attention.

Now is the time that the dollar box will pay, particularly, if well displayed and advertised. The florist who will plan a campaign of specials and have nerve enough to spend \$1,000 or more a year in consecutive, but not necessarily continuous, use of newspaper space will be surprised at the results. The ad. should be illustrated with a cut, just a little wording and the special price—"Our special \$1.00 nosegay; a bit of cheer for the sick room," or "A decided bargain, our \$1.00 Boston fern for the porch." Then your phone number, name and address. Newspaper ad. men will submit sketches of various articles drawn from photos, will write copy, all without expense other than regular space rates. When flowers are plentiful and cheap, as at this time, it is good business to arrange for such a campaign.

Keep up the window box feature. The warm, sunny spring days are a great help in this propaganda. If you are making a good display of this work on your store front, it will be found a great factor.

Graduation and class days will soon be here. This is an opportunity for good business to the live man who will go after it. Lists of scholars are available in most schools, and well worded circulars will turn business to the man who tells them just what they want at a popular price. Presidents of classes can also be looked up; the class flower adopted is ascertained, estimates for baskets or bouquets are given, and the orders at times secured without competition.

A good window at this time is made of half dozen to a dozen of each kind of roses in the market. These, nicely arranged, each variety in a vase to itself, all correctly labeled, make a very interesting exhibit which is almost sure to catch the passerby.

Porch plants, such as palms, dracaenas, crotons, rubbers and ferns, nicely arranged, giving each sufficient space to show its individual beauty, will make a timely window. "Porch plants," lettered on a good sized card, should be prominently displayed. All plants should be plainly priced. It helps along many sales.

Cattleyas are now at their best. A handle basket filled with the glory handle basket filled with the Glory the fronds and short ones tied on the handle can be made to look very artistic with a dozen or two of these orchids. They can be as readily sold from the basket as from crowded vases in the iced case, and are much more noticeable when displayed in this decorative way.

Mother's day should now be receiving your attention. Plan out something original in window decoration. Write to Secretary John Young, 1170 Broadway, New York, for the Mothers' day display cards of the S. A. F. publicity committee. By the way, have you supported this splendid movement? Do you approve of what they are doing? If so, "say it with

money." Send along your check. It will come back to you tenfold. You have been going to for some. Do it now!

Non-Essential Hysteria.

A recent occurrence in a Philadelphia flower shop: Mr. B. ordered a corsage of flowers to be sent to his wife, who was to accompany him to an entertainment that evening. These were delivered in due time. Early the next day, Mrs. B. called at the flower shop and roundly berated the proprietor for encouraging her husband in spending money for flowers. He surely must know that these are war times, that flowers are non-essential, that every penny that could be spared from the actual necessities of living



Paul E. Embler, Columbus, O.
He Has Christened the Calceolaria the
"Knitting-Bag" Plant.

must go to the Red Cross and for the many other associations and community efforts that were being made to raise money to add to the material comfort of the boys at the front, etc., and, finally, that if any more flowers came to her from his place she would not receive them. This is not perhaps quite as strongly put as were the words of this intensely (?) patriotic woman, who, no doubt, thought she was in this way doing her bit to help win the war.

There is no question but what, in common with many other commodities, the use of flowers has been decried. The most serious effect was felt in the general postponement of the "coming out" teas of the past fall and doing away with public and private balls and receptions. The demand for flowers for funerals remains about normal. The business of Thanksgiving day and the Christmas holidays was, despite the adverse shipping conditions, most gratifying. This shows that the great majority of flower buyers have money to spend and will satisfy their love for plants and flowers when required.

The propaganda against flowers should be met and defeated every time it stalks forth, either in or out of the

store. Every man or woman connected in any way with the business should carry a double-edged sword of fact and argument that will at once pierce through the superficial statements of unthinking persons. Florists are as loyal as any of Uncle Sam's tradesmen. They have given liberally to the Red Cross. Notable instances were in St. Paul and Chicago, where two flower bazaars for the benefit of the Red Cross were managed by florists who donated all the flowers sold, which netted, respectively, \$5,000 and \$3,000. Many of the most promising young men in the business all over the country have enlisted and are now at the front, where they will soon be joined by many others from the trade.

As to the non-essential feature of flowers, they are God's greatest gift to man. Without the shrubbery and flowers of the garden, the surroundings of the home would be robbed of its greatest beauty. Flowers are a joy and pleasure to every recipient. For the sick-room, they are like rays of sunshine, full of warmth and color. They bring words of cheer to the downhearted and depressed. The blossoms of spring and summer, as seen in the shops at this time—the hyacinths, the tulips, daffodils and sweet peas—add brightness to these bitter winter days and seem to hasten the advent of spring. Who will say that the ferns, the palms, the bright blooming plants that give life and bring such warmth and color into the home, are non-essentials?

And these boys, our valiant sons, who have gone to fight our battles—are we to desert them? Will there be no place or business for them to return to? Come, everybody! Scotch this "non-essential snake." Grind it under your heels. Chase it to oblivion.

Corsage Shows National Colors.

In an article by Ella Grant Wilson, which appeared in a recent issue of the Cleveland News, she calls attention to the fact that while the wearing of flowers for mothers is being observed more and more each year, mothers at present are wearing flowers in honor of the sons in uniform, blue sweet peas and red and white roses forming the patriotic arrangement in many cases. If the corsage is tied with white ribbon, a service star can be attached as well as the insignia of the branch of the service.

The Cleveland Plain Dealer in its magazine section the Sunday preceding Easter devoted first page space to a special article by the same author, featuring the lily. The page contained several excellent illustrations of the lily, showing its intimate connection with Japanese life. Mrs. Wilson has for some time been in charge of the publicity details of the Cleveland Florists' Club, which appropriates several thousand dollars annually to increase the sale of flowers by the trade in that city, and the generous cooperation of the press has done much to bring about the splendid results obtained.

Calceolaria, Knitting-Bag Plant.

The accompanying portrait is of Paul E. Embler, gardener of the Ohio State University horticultural department at Columbus. The splendid calceolaria shown in the picture, and grown by Mr. Embler, has been christened the "knitting-bag plant" by him, and be-

cause of the unusual popularity of that article this year has had a wonderful sale. After four years' experience in the United States Marine Corps, in which he had exceptional opportunity to study plants in all parts of the world, Mr. Embler was later with the Batter Park conservatories, Asheville, N. C.; the Idle Hour Nurseries, Macon, Ga., and upon coming to Columbus was first connected with the Fifth Avenue Floral Co. and the Riverside Florists.

PLANT NOTES.

Begonia Gloire De Lorraine.

The plants of Begonia Gloire de Lorraine, both the young rooted stock and the older plants, will now begin to make active growth. There is still time to propagate much stock; many growers prefer the May-rooted plants to those propagated earlier, for the plants start right off into growth at this time, while those rooted earlier grow very slowly during the late winter and early spring months. The young shoots that break from the old plants make fine cuttings at this time, and if the plants are in good health are just as good as the leaf cuttings made earlier. As soon as rooted they should be potted in a light, fibrous loam in 2½-inch pots and placed in a light, well ventilated house, but should be protected from all chilling drafts. They cannot be successfully grown in a stuffy, moist temperature, and to have strong, healthy plants should not be forced in too warm a temperature. They will require a house in which the night temperature does not fall below 60° and should be given all the air possible without chilling during pleasant, bright days, carefully avoiding drafts. They will need to be watered carefully, for the roots are very fine and are growing slowly yet, and over-watering quickly shows in the growth of the plant. It is now a good time to procure young stock if the grower is not supplied, for those making a specialty of this plant will have the best of stock at this time.

Preparations For Memorial Day.

With the Easter stock out of the way, there will be room available for the plants that have of necessity been crowded more closely together for the last few weeks, and the next great day before the grower is Memorial day. In those sections of the country where the late frosts are past the bedding stock must be ready for planting out at that time, and the demand will be for plants to flower, for the customers will desire plants that will make a good showing by May 30, and the stock must be grown with that object in view to have a good sale. The geraniums and other blooming plants should be placed in their blooming pots, spaced out and given a good sunny location, that they may be full of bloom by the last of May. It is next to impossible to sell plants that are not in flower at Memorial day. The production of flowers for that day must also receive prompt attention. Much of the floral work for Memorial day is what is called "cheap" work, that is, flowers that make a great show and are not expensive. So, although there are many roses and carnations used, yet large quantities of the cheaper flowers

are employed to fill in and make the sprays and bouquets larger. Early outdoor flowers and blooming shrubbery can be used, but in some sections these cannot be depended upon, so flowers must be grown in the houses. Stocks make a splendid flower for this purpose, and should be benched at once. The plants should now be about three or four inches high and growing rapidly. Candytuft is grown in large quantities by some growers for Memorial day. Seedlings can be transplanted in early April and brought into flower the latter part of May. Spirea, both as a pot plant and for cut flowers, are very useful at this time; six to eight weeks will bring them into flower at this season. There are other annuals that can be raised for Memorial day blooming, but the two mentioned are grown in largest quantities.

Gladiolus.

The gladioli that are being forced for spring blooming will soon begin to open their flowers, and to have good clean stock they will require attention. The spikes should first of all be kept erect, for if they get bent and crooked half their value is gone, and this will occur very quickly on the bright, sunny days when the plants lean over, so they should be kept tied either to stakes or wires to prevent this. The spike should be cut when the first flower opens and placed in water and the other flowers opened in the office or store-room. These flowers spot very quickly if water is sprinkled upon them in the greenhouse, and at this season of the year syringing on bright days is a necessity or red spider is sure to obtain a foothold, and if these pests become once well established it is almost impossible to eradicate them. Considerable discussion is often heard as to whether the corms of gladiolus forced are of any value another year. If the plant is not cut too far down on the stem and the corms are given an opportunity to thoroughly ripen, there is no doubt but that the bulbs may be grown another year and good results obtained, but if the plant is cut off clear down to the ground the corm has no chance to make its full growth or to ripen, and the corms will be practically worthless. Corms that are forced this year and the spike cut so as to leave three or more leaves, if properly ripened, can be planted outside another year and the following year first-class corms will be the result. The Gladiolus Colvillei can be forced year after year if grown properly.

Asparagus Plumosus and Sprengeri.

Small stock of Asparagus plumosus and Sprengeri are now a necessity with all plantmen, for they are freely used in fern dishes and in plant baskets, being very satisfactory plants for house culture. Fresh seed can now be obtained and the stock grown on through the summer, which will make fine stock for the next winter. The seed will germinate more readily and evenly if soaked in lukewarm water placed in a warm location for 24 hours before planting. Instead of sowing the seed broadcast, it is better to sow them about three-quarters of an inch apart, and they can then be allowed to remain in the flats until they are strong enough to transplant. Do not cover the seed too deeply; an eighth of an inch of soil sifted over the seed is ample. The first potting must be carefully done, for they make a long tap root, with very few small roots, and

the soil does not adhere to it, and in the young stage this root is easily broken. A warm house with plenty of moisture and careful watering with a slight shade is all they require after being potted. Overwatering will always cause the fronds to take on a yellowish hue.

Memorial Day Preparations.

MISCELLANEOUS STOCK.

Memorial day, the national holiday set apart for decorating the graves of the soldiers and sailors of our country, always has been one of the important days of the year for the florists, especially the growers and gardeners located near or connected with the cemeteries. Not only has this day become the accepted time for planting on the cemetery lots, but the public have also got accustomed to having the flower beds around their homes planted before Memorial day. This taxes the capacity to the limit of those engaged in growing bedding plants, and now that our country is at war, and so many homes have boys in the service, a great many people will set out a few plants this year who have not thought about it before. To meet any demand that may come, it is therefore the best policy to be fully prepared and have the plants in the best possible condition before the rush of outdoor planting commences.

PLANTS ON THE GREENHOUSE BENCHES.

Every inch of bench space is now occupied, and growers are generally at their wits ends to find space to give the plants room to prevent them drawing up and becoming lanky, but every effort should be made to give them space enough to allow for their proper development and hold them dwarf and stocky. This is where the hotbeds and cold frames come in so handy. All low growing plants that require a high temperature should be placed in hotbeds, plunging the pots to the rims in the beds, to prevent drying out too rapidly or becoming misplaced while watering. The principal factors that need to be looked out for in connection with the care of the plants in hotbeds are, first, to provide means, either by steam or manure, for a bottom heat of 75 to 85 degrees; second, to watch the plants closely as regards watering—they should never be allowed to become either the extreme of dry or wet; and, third, pay close attention to ventilating the beds. They need ventilation every day, according to the weather conditions. Plants in hotbeds grow very rapidly, taking on a somewhat soft, sappy growth, which, under close conditions, will draw up and dampen. A free circulation of air through the frames should be looked out for at all times.

The cold-frames can also now be brought into use to take some of the plants now occupying the greenhouse bench space and make room for other plants that have to be kept inside. Sweet alyssum, ageratum, Mme. Sallerol seedling petunias, verbenas and others of this class of plants can, after May 1, go outside in cold-frames. The English ivy, which in the northern states has to be carried in the greenhouse over winter, can also be put outside at once to thoroughly harden them off, preparatory to planting. It is the rule to plant the ivy before the more tender stock. Set outside in the cold-frames now, with the sash removed on every favorable occasion, the plants become thoroughly hardened and in

good shape for planting in about 10 days. By removing to the cold-frames as many of these plants as possible, a large amount of space can be obtained for spreading the plants inside. Geraniums are, above all others, the one plant that needs room at this time. Without ample space they quickly become drawn and unsightly. They need spreading two or three times between April 1 and May 15, unless a grower has an unlimited amount of space at his disposal, and gives them lots of room at the start; whenever the foliage becomes closed up over the top of the plants, it is then time for the plants to have more room.

Fuchsias, heliotropes, begonias, marguerites and pelargoniums being grown up into 4 or 5-inch pots, to have in nice bloom for sale, need plenty of space for their development, a dwarf habit adding considerable to the beauty of these plants.

The hydrangeas and rambler and other roses, to be nicely in bloom for Memorial day, must also have plenty of room to develop. They also need close attention as to watering and keeping them free of insects. It is a deplorable condition to find a plant badly infested with aphids when you offer it for sale to a customer, but unless a check on the insects is kept up all the time they are likely to get beyond control.

SAMPLE PLANTINGS.

A plan adopted by the greenhouse departments of many of the leading cemeteries is to fix up sample beds and plantings in a limited way of the various styles of planting, so that customers can form some idea of how the combination of plants look when planted together. This scheme saves a lot of time when taking orders and is a great help to the salesman in explaining the different styles of planting to the customer. These plantings are generally fitted up in frames near the greenhouse, so that they are handy to show the customers.

Another plan that saves a great deal of time and labor is to fit up the pansy and other small plants in baskets containing one dozen plants, and keep a good supply on hand to meet the demand each day. This saves taking the customers to the frames to make a sale. Arrange for a good supply of market baskets for the buyer to carry the plants in whenever they desire, thus saving many deliveries.

Another very important matter is to keep a good display in the selling houses. This is the season of the year when customers like to go through the houses and pick out their plants, so have everything about the place clean and presentable.

Another good plan is to have a supply of vases for cut flowers and cheap trowels on hand to meet the demand for these items. It is a poor policy to lend out any trowels, watering cans or tools of any description, it being far better to have a cheap article to sell.

C. W. JOHNSON.

DETROIT, MICH.—The Flower Growers' Corporation has closed its doors, following an unprofitable season.

BUFFALO, N. Y.—Gas from a leaking main recently destroyed the lily stock at the establishment of Newlands & Co.

BALTIMORE, MD.—Michael J. Hannigan, one of this city's well-known florists, died April 19, after an illness of five days.

The Greenhouse Shelf.

The intensive use of greenhouse space is rapidly becoming more necessary to the practical grower, who must find in these days of greatly increased overhead charges, some method of meeting these additional expenses. In every large house there is an overhead space that can be utilized to a greater or lesser extent, depending on the crops coming on beneath. In a fern house the space within 12 to 15 inches of the eaves will provide room for a shelf on which may be placed small ferns or a box six to eight inches deep, from eight to 10 in width, in which can be grown *Asparagus plumosus* or *Sprengeri* for cutting. Such a box is shown in the accompanying illustration. From this has been cut many bunches of *A. Sprengeri* which did not seem to interfere in the least with the table of ferns in pots below.

A shelf six to seven feet next the walk, over a center bed, is also a convenient and profitable addition to the greenhouse space. A 12-inch shelf, if fairly close to the glass, will not cost much shade, but will hold quite a quantity of stock and provide the best possible location for many classes of young plants.

All shelves should be made of two rows of $\frac{3}{4}$ -inch pipe; these supported on shelf brackets are substantial and if kept painted will last as long as the house. They also have the great advantage of casting no shadow when not occupied.

A center shelf, made with two rows of pipes laid at the junction of the brace pipes from the center iron post to the iron pipe purlins, supporting the roof of medium sized houses, is a splendid space for a row of cibotiums or other spreading ferns which want a light airy space. Henry A. Dreer, Inc., at Riverton, N. J., use such shelves to good advantage in their range of fern houses.

A single pipe, supported by a bracket on the inside of a row of iron pipe posts next the walk, makes a convenient hanger, from which may be suspended single pots of ferns, which finish into symmetrical plants in this light airy position. As they use unoccupied space and cast but little shadow, especially in palm or fern houses—they may be called velvet plants, no floor or bench space being charged up to them.

Sermon on Patriotism.

Here is a sermon on patriotism. It comes from Sturgeon Bay, Wis. The standard of patriotism preached in this sermon is so much above the patriotism of many thousands of men and women, that the Liberty Loan executive committee is sending the story broadcast in the hope of rousing a spirit of emulation in the breasts of all citizens, both naturalized and native born. Were every man to attain the standard of Demosthenes of Sturgeon Bay, it is pointed out, the whole \$3,000,000,000 would be subscribed in the Chicago district alone. Demosthenes, a 1,000 per cent American, has the following message for Uncle Sam:

"You can borrow anything and everything I have." And this is not his message alone. It is also the message of his two brothers—Antoneas and Stavros. Their surname is Anagnostopoulos, and they conduct a small candy

store. Let Demosthenes Anagnostopoulos do the rest of the talking:

"We boys did not have anything when we came to this country. My brothers and I were very poor in the old country. All we have, we made here. This country has given us great opportunity. Whatever we have, we owe to this country. We do not consider that we have done anything beyond a fair share in taking \$5,000 worth of Third Liberty Loan bonds. We took \$1,600 of the second loan, and our allotment for the third loan, figured by the appraisal committee on the basis of assessed valuation of property, was \$100 each, or \$300 for the three of us. But as we had the money, and we knew that Uncle Sam wanted to raise much money for the war, we decided to let him have all our savings. We know that it is a safe investment, and we do not consider that we have been particularly patriotic in lending this amount to the government. We talked it over, and we decided that we owed this country something—yes, everything—and we felt the least we could do would be to lend money to the government.

"Tony" is in the draft and probably will go to one of the cantonments on the next call for soldiers. He is glad to go and fight for his country. We—Stavros and myself—are glad to have him go, and if we are called, we, too, will be glad to go. We do not consider that we are entitled to be known as patriots for lending our money to the government. The security is so good, the interest is so high, the investment is so excellent in every way, that we would have been glad to take advantage of the opportunity even if the best country in the world had not been at war and in need of money.

"In the 16 years we have lived here, we have prospered. We know that America gives every industrious man a splendid opportunity. We want that opportunity continued. That is the real reason we subscribed."

Plant Disease Inquiry at Vassar.

Poughkeepsie, N. Y.—If the plans suggested to the trustees of Vassar College by the Dutchess County Defense Council are carried out, there will be included in the college curriculum a course in plant pathology. The suggestion that this be done was made to the defense council by Miss Emmeline Moore, acting head of the department of botany at Vassar. The defense council immediately indorsed Miss Moore's plan. A college farm like the Vassar farm, together with its gardens and greenhouses, offers a better field for investigation and control of plant diseases than any of our landed estates presents, in the opinion of Miss Moore. Announcement was made March 13, of the offer by Mrs. Frances Burke-Roche, who owns a fine estate south of this city, of 30 acres of her land for cultivation by Vassar girls next summer.

HANFORD, CALIF.—R. D. Paul, proprietor of the Hanford Floral Co., has disposed of the business and will take an eastern trip after May 1.

WASHINGTON, D. C.—Wm. F. Gude has been appointed chairman of the committee to acquire property to take care of government employes under the housing law. An expenditure of \$10,000,000 has been provided for in this city.

National Publicity for Flowers.

Our promotion bureau has just classified and filed many hundreds of clippings of advertisements inserted by florists in newspapers throughout the country, and it is rather surprising to notice how few florists think of the advisability—we might say necessity—of using in their advertising copy our slogan phrase, "Say It With Flowers." It should by this time be realized that this slogan is an important link with the advertisements which the publicity committees are inserting in magazines of far-reaching circulation, such publicity being wholly for the good of the trade. The slogan is also the subject of our handsome window sign, which is being displayed in prominent flower stores everywhere. This slogan was created to suggest to the public mind that flowers are a convenient medium for the conveyance of sentiment. If used by every florist in his announcements, a vast amount of publicity is afforded, all helpful to our campaign. It is hoped that every florist using newspaper space for Mothers' day announcements will, in some way, include this slogan in his copy.

Quite a few subscribers to the campaign fund have, so far, overlooked the necessity for remitting their subscriptions for the 1918 period of advertising. It is hoped that they will not longer delay, as the publicity committees are very desirous of making the campaign continuous, without any break in the programme which has been so well thought out and arranged. A campaign such as this one cannot move very far on credit, nor should it be expected to do so. With the splendid results already obtained, there is every reason to force the fighting, rather than to deter it.

Would not this be a good time for the state vice-presidents of the S. A. F. to do a little more work for the campaign fund? It should not be hard now to convince any florist that our movement is well balanced and bound to be a complete success. Every dollar spent means more business.

The following new subscriptions, annually for four years unless noted, are reported:

Lanterier, Florist, Ft. Wayne, Ind.....	\$ 5.00
Schulteis, Florist, Scranton, Pa.....	15.00
Wm. H. Kuebler, Brooklyn, N. Y.....	15.00
O. A. Stoll, Hillsdale, Mich.....	10.00
Goodbrad Floral Co., Mobile, Ala.....	5.00
Chas. Bartels, Bronx, N. Y. (for 1 year).....	15.00
Andrew Christensen, Stoneham, Mass.....	10.00
George, Inc., Norfolk, Va.....	25.00
W. J. Newton, Norfolk, Va.....	25.00
Thos. Young, Jr., Bound Brook, N. J.....	5.00

Previously reported from all sources.....\$33,189.00

Grand Total\$33,364.00

JOHN YOUNG, Sec'y.

"Let's All Get Together."

Henry Ford once said, "One of the first things every man must realize, if he is going to succeed, is how little he can accomplish alone; the second is, that everyone has some good in him and can do something well." Now, the florists throughout this great country of ours are alert and progressive, and are doing things in a commendable manner florally, but are we not overlooking the efforts made through our publicity campaign which no doubt, will tend to increase the general volume of flower-sales in leaps and bounds, by not contributing to the campaign, whereby every one's mite could make this fund big enough to make it felt everywhere?

This campaign will be resultful to the smallest as well as the largest floral establishment, and it behooves everyone, retailer, wholesaler, and grower alike, to do their part in this our first campaign, and thereby show that florists are as keen to donate to a good cause for the florists generally,

as they would be to receive business. The big way is to do your share.

E. J. Lehmann, the founder of "The Fair," Chicago's big retail store, had so little money when he started in business that he had to buy his first sign on the installment plan. He agreed to pay for it one dollar at a time as he could spare it from his business. One doesn't have to start big, to grow big. Your donation, however small, multiplied by a little from every florist, would give us a campaign fund big enough to create the necessary space required in our magazine advertising to make the florists throughout the land a recognized factor in their community. Will you help the cause? Do it now, and send your remittance to John Young, secretary, 1170 Broadway, New York, who will acknowledge it.

HENRY PENN, Chairman,
S. A. F. Publicity Committee.

Kerr Company Incorporation.

Supplementing an account of the incorporation of the Robert C. Kerr Co., Houston, Tex., which appeared in our issue of April 6, page 578, R. C. Kerr, in a recent communication, writes as follows regarding the plans of the new company in growing plants and cut flowers for the wholesale market, and which will doubtless be of interest to a number of our readers:

"In the first place, I wish to correct a misunderstanding. Many seem to think that I have incorporated our retail business, which is not the case. Our retail store will continue to be owned by myself as proprietor and will not be taken into the company.

"We expect to proceed along conservative lines, growing only such crops as have already been demonstrated to be a success in this community. We will specialize in roses, chrysanthemums, Easter lilies and ferns under glass, and will have about 55,000 square feet, all told. In addition, we expect to put up 160,000 square feet of lath house and 150,000 square feet of cold-frame. We will add to this from time to time, as our experiments may justify. Our capital stock will be \$35,000. While it is not a large company, we hope to build each year."

Milwaukee.

GOOD DEMAND BUT SHORT SUPPLY.

Business continued good throughout all last week, but the gradual shortening up of receipts made it a little more difficult to do business. Carnations were very scarce, thus, helping to create a stronger demand on the other lines, especially roses. It was the medium and shorter grades of stock for which the demand was greatest. It will take quite a bit of sunshine to hustle things along, so we are assured an adequate supply for Mothers' day.

NOTES.

Since Fred Holton, of the Holton & Hunkel Co., in company with J. G. Heitman and Wm. R. Schroeder, visited their carnation growers, with the object of ascertaining prospects for the Mothers' day crop, they feel very uneasy. "The way it looks now, there will be quite a shortage and I would advise buyers to place orders early if they want their share," is what he said the next day.

Gust Rusch & Co. report the demand especially brisk for the past week with a daily clean up. Joe Euringer, formerly with this firm, joined the colors. April 29.

At the C. C. Pollworth Co. store they report numerous inquiries regarding all kinds of cut flowers for Mothers' day.

E. O.

OBITUARY.

James B. McArdle.

James B. McArdle, who for the past eight years conducted a successful seed and florist establishment at Greenwich, Conn., died at Tucson, Ariz., April 29, aged 40 years. He had been in failing health for several months and had spent some time in Florida, the business being conducted by his wife since his illness. The cause of death was said to be ulceration of the stomach. He is survived by his wife and three children.

The deceased, before starting in business on his own account was traveling representative for Vaughan's Seed Store, New York. He was a member of the Society of American Florists, the New York Florists' Club and for many years secretary of the Westchester and Fairfield Horticultural Society. His cheerful disposition and obliging manner won for him a host of friends who will receive with sincere regret the news of his passing while in the prime of life with many years of promise before him.

Marius Hansen.

Marius Hansen, for the past 28 years a grower of North Bergen, N. J. (formerly New Durham), died of internal cancer, April 22, aged 57 years. He was a native of Denmark and learned the florist business there, also spending some time in other European countries. He came to America in 1886, and after spending several years in different situations, established himself as above stated. For a number of years he had made table ferns a specialty. He was well known to many New York retailers as a man of business integrity. He was a bachelor, but is survived by a brother, Louis, who continues the business, and by a niece, who was born in this country, but is now a resident of Denmark.

A. F. F.

TORONTO, ONT.—W. Hill has given up his business and will join the colors May 1.

FORT DODGE, IA.—Elmer Nordwall will open a branch flower shop in the Snell building.

INDIANAPOLIS, IND.—The Circle Flower Shop is now under the management of C. C. Thomas.

ENTERPRISE, ORE.—Mrs. John Oberg will erect a greenhouse on property adjoining her home.

NEW HAVEN, CONN.—A new flower shop has been opened by John McQuiggan at 123 Church street.

LENEX, MASS.—The Lenox Horticultural Society has voted to purchase \$2,000 of the Third Liberty Loan bonds.

BUFFALO, N. Y.—The chamber of commerce has established motor truck service to points within 150 miles radius of this city.

SPRINGFIELD, ILL.—John L. Bryant, manager of the Springfield Floral Co., has returned from a two months stay at Palm Beach, Fla.

NEWPORT, R. I.—The annual rose and sweet pea exhibition of the Newport Horticultural Society will be held June 25, according to present plans.

SPRINGFIELD, ILL.—T. D. Long, representing Vaughan's Seed Store, Chicago, was a recent caller, returning from a long trip through the west and southwest, where he reports favorable general crop conditions have had a good influence on the horticultural trade generally.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

THIS ISSUE 52 PAGES WITH COVER

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RAFFIA it is stated will be out of the market until the close of the war and perhaps much later.

ALL paints were advanced 25 cents per gallon April 22. Another similar advance probable within 30 days.

THE war department has announced that it has been decided to locate a nitrate plant, to be designated as No. 3, to be composed of two units equal in production, at Toledo and Elizabethtown, O.

Crouch Company Bankrupt.

Creditors of the C. W. Crouch Co., Knoxville, Tenn., florists, which has been adjudged bankrupt, have been notified of a meeting which has been called for 9:00 A. M., May 2, in the United States court room, at which time creditors may attend, prove their claims, appoint a trustee, examine the bankrupt and transact such other business as may come before the meeting. W. J. Donaldson, Knoxville, is referee in bankruptcy.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that Lanternier, Florist, Fort Wayne, Ind., submits for registration the new fern described below:

Name—Anthony Wayne. Description: Foliage similar to Nephrolepis exaltata Whitmani, but darker and less fringed. Growth strong, similar to Bostoniensis, and strong plants up to 12-inch pot size are easily obtained, without the bottom rot customary to Whitmani. Produces an abundance of runners in both bench and pots.

Any person objecting to this registration or to the use of the proposed name is requested to communicate with the secretary at once. Failing to receive objections to the registration, the same will be made three weeks from this date.

JOHN YOUNG, Sec'y.

April 23, 1918.

Prices and Coal Restriction.

With the official edict of the United States fuel administration curtailing the use of coal by florists one-half which in reality means a curtailment of greenhouse space to practically that extent and a corresponding limit to production, added to the ever-increasing cost of practically very item that enters into both the growing and selling ends of the industry, and with imported stocks practically cut off, the time for higher prices is now at hand.

A shortened production, which will remedy to a great extent the problem of oversupply, will bring about the natural result of higher prices following the logical equation between supply and demand, and the public, who have placed their undeniable stamp of approval on flowers, as was shown by the exceptional Easter demand this year, despite war-time conditions and criticisms of a misguided few, are already well aware of the fact that the increasing cost of living and production is no respecter of persons, and that the florist and his products are as surely affected as others. Grow stock for which there is a market in your locality; grow it exceptionally well, with the idea of quality rather than quantity in mind, and your obstacle has been overcome. In all events, the fellow who tries to continue in business on the "trading dollars" basis will undoubtedly find out that his system was "all wrong." Under the circumstances, with higher prices born of necessity, there is nothing to be gained by dodging an issue that requires action—now.

Labor Conscription.

Senator McCumber, of North Dakota, is in favor of conscripting labor. All may not agree with him, but it must be acknowledged that his arguments are forceful, with a touch of humor, which he probably inherited from his Irish or Scotch ancestors. We reprint the following from an article in the New York Times Magazine of April 21:

"The public sees that the principle that every one should do his part is right. If it is right to take a man of draft age and compel him to fight, is it not right to take his brother who remains at home and compel him to produce the supplies that the soldier brother needs? If the government has the right to say to the soldier, 'You must fight whether you please or not,' it has a right to say to the man remaining at home, 'You work whether

you please or not.' Even then, think how much greater is the sacrifice the soldier makes: He risks his life in a zone of constant danger, while the man at home works in a zone of absolute safety.

"I have looked into that matter a little, both as to occupations from which men could be spared in wartime and as to occupations in which women could replace men. For instance, I find that there are in the United States 4,154 landscape gardeners, 13,476 greenhouse laborers, 1,740 male dressmakers and seamsters, 303,147 male clerks in stores, 17,395 actors, (possibly I should not include these, but in the dire necessity of the country the best actor in the world is the one who can produce for his country,) 27,511 elevator tenders, 39,488 laundry laborers, 13,750 footmen, (men who sit on the box beside the driver and carry the ponderous weight of a lady's visiting card to the porter standing at the door with a silver tray to receive it). Add to this list other men servants totaling 112,366, and 113,239 waiters in restaurants, and there is a total of 651,806, taken from just 10 occupations alone. We have more than 200,000 men serving as domestic servants and waiters, positions formerly held almost exclusively by women, and very properly so. To me a man is about as much out of place waiting on a table as a woman cleaning a livery stable."

Probably the senator would have the landscape gardeners and greenhouse laborers grow vegetables if the necessity arises. We believe some of them are doing that now, without conscription. We are sorry he has not included in his list the pirates, who in hotels and restaurants, grab your coat and hat, wave a whisk broom at you and hold out their hands; the whole performance being unnecessary to your comfort or convenience—but they need the money.

Women in Greenhouses and Shops.

Commenting on an article, "Greenhouse Help Problem Solved," which appeared in our issue of April 27, page 720, attention is called to a possible solution of a problem confronting the trade in general, and growers in particular, at this time when war is calling experienced men from all branches of the business.

The writer of the article asks "Why not women?" He also answers the question with a number of excellent reasons for their employment in both the growing and retail ends of the business, based upon experience extending over a number of years and careful observation. Following a trial made necessary by the war's demand for men, many industries have found women even better qualified for the respective positions in which they were employed. Even in the more strenuous walks of life, the results obtained have been surprisingly successful. In the munition factories of England they are credited with showing a remarkable aptness for the work—being dependable, quick and thorough.

In many instances where the experiment has been tried they have shown the same excellent qualifications for greenhouse work, which we might be safe in attributing to an inherent love of flowers and plants; and, if properly paid, many women would doubtless prefer such employment rather than in store or factory, and the florist business would be benefited by creating a sphere for them.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
 Where answers are to be mailed from this office
 enclose 10 cents extra to cover postage, etc.

Situation Wanted—By a good, all-around greenhouse man. Address
Key 898, care American Florist.

Situation Wanted—By a competent gardener, experience in all branches of gardening. Illinois or Wisconsin preferred. Address,
Key 896, care American Florist.

Situation Wanted — Horticulturist, agriculturist, head gardener, superintendent private estates; Denver, Colorado, preferred; landscape architect, gardener, all branches; experienced, practical, single man; references. Address
Key 894, Care American Florist.

Help Wanted—Apprentices for orchids, roses and pot plant department.
Poehlmann Bros. Co.,
Morton Grove, Ill.

Help Wanted—Good designer and decorator for first-class retail store. Address
Lelkens,
Madison Ave. and 55th St., New York.

Help Wanted—Good all-around grower. Steady position to right party. Answer at once. Address
Gurney Greenhouse Co.,
Mitchell, S. D.

Help Wanted

Capable man to take full charge of an up-to-date growing and retail establishment in prosperous Michigan city. This offers an excellent position at good wages and where ability will be appreciated. Address
Key 900, care American Florist.

HELP WANTED

Good rose grower to take charge of section at a large range near Chicago. Address
Key 899, care American Florist.

Help Wanted

Good all around general greenhouse man for pot plants.

Randolph & McClements
5936 Penn Avenue, PITTSBURGH, PA.

Help Wanted

A lady bookkeeper who has had experience in a retail flower store. Good wages to the right party. Reference required.

MALANDRE BROS.
Broadway and 72nd St., NEW YORK

HELP WANTED.

Expert florist to take charge greenhouse. Part in capital stock (\$20,000) required.

JOHN GELDMAKER
Flowershop "Corona"
FAYETTEVILLE, ARK.

GREENHOUSE BARGAIN

For Sale. One new Moninger Greenhouse, 4,500 feet of glass, with 3 acres of fertile land, five room dwelling and out buildings nearly all new; lots of evergreen and flowering shrubs. Lines out in nursery now, also nice assortment of fruit trees, raspberries, grapes and currants. Greenhouse stocked at present with carnations, ferns and bedding plants, also stocks of chrysanthemums and carnations coming on. Heating system the latest hot water, fired with gas. The largest bill for any month last winter was \$26.00 which includes heat for house. Location one of the best, in a thriving glass town, only greenhouse here. Reason for selling my interests in the south call my attention. For further information apply
Utica Floral Co., Utica, O.

Help Wanted

An experienced plant grower for large commercial place. Must come well recommended. State salary expected in first letter. Answer quick.

Key 889, care American Florist.

HELP WANTED

Two men experienced in general greenhouse work. Give full information in first letter including experience, references and wages desired.

IOWA STATE COLLEGE
Horticultural Dept., Ames, Ia.

HELP WANTED

Several experienced rose growers. Steady job all the year. Good wages to the right parties. Apply at greenhouses.

BASSETT & WASHBURN
Hinsdale, Illinois

HELP WANTED

Rose Grower
For a firm near Chicago
Address Key 895,
Care American Florist.

For Sale or Rent

A bargain. Three large greenhouses, living, packing and salesrooms attached, with good and growing local business. Only florist in high grade North Shore Chicago suburb of 3,500 people. For terms, address

Key 888, care American Florist.

For Sale

Good paying Chicago retail store in desirable location with very little competition. Easy terms to right party. This is a chance of a lifetime. Address
Key 890, care American Florist.

For Sale

200 boxes of greenhouse glass.

PETER REINBERG
30 East Randolph Street, CHICAGO

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 1/4 x 5 1/4 inches.
FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

ROSES AND ORCHIDS

DIRECT FROM THE GROWER

Cut Right — Packed Right — Shipped Right

We have been shipping Roses and Orchids by Special Delivery Parcels Post since last November to points in Pennsylvania, Delaware, Maryland, Virginia, North and South Carolina, and with very few exceptions always delivered on Train Schedule time even at Holiday Seasons.

CAN YOU ASK FOR BETTER SERVICE?

We Grow The Following Varieties of Roses:

**Hadley, Ophelia, Richmond, Aaron Ward,
White and Pink Killarney.**

JOSEPH HEACOCK COMPANY, 1526 Ranstead St., Philadelphia, Pa.

San Francisco.

HEAVY SUPPLY BUT SALES SATISFACTORY.

Trade is in a fairly satisfactory condition, considering the heavy cut of stock arriving. It may be said that the great glut of bulbous stock is now over for the season. There are still plenty of varieties of tulips and hyacinths to choose from, but the quantity is diminishing every day. Roses are now at their best and are in large supply. All the leading commercial sorts can be had in large quantities and it is only the best grade of stock that is bringing top notch figures. American Beauties are about the only sort that are not in large supply, and, in fact, owing to this variety being largely displaced by Russell, it has been in large enough supply for the demand all season. All the baby roses are reaching the market in larger quantities than at any other time this year. They are very popular, however, and all stock finds a steady market. Carnations are in large supply. Good stock is in steady demand, but the call for inferior grades is very limited. Matchless is the leading white and Belle Washburn leads in reds. Benora is always a favorite and is largely grown for this market. Snapdragons are quite popular and some very fine stock is being offered. Prices are very remunerative. Lilies are in ample supply at steady figures. Violets are rapidly going out of the market after a very long and successful season to the growers. Sweet peas can be had in all colors and of the very finest quality. Prices ruling are still good. Spanish iris and also other varieties are plentiful. Orchids and lily of the valley are still rather scarce. Gardenias are none too plentiful, with prices firm. Lilac is very abundant and very good; prices are reasonable, as it is all outdoor grown. Anemones are very popular and always bring good prices. Fruit blossoms are fast going out of the market after a very successful run. Greens are becoming more plentiful every day, and so is fern.

NOTES.

Sidney Clack, who recently sold his range of glass at Mayfield, is now busily engaged on a large landscape project near his old place of business. Before engaging in commercial work, Mr. Clack was known as one of the best landscape gardeners in the west, and it is only natural that his services are now sought in the same direction again.

Chas Stoffenbach, of the American Florist Shop, on Polk street, has been very busy the past week on funeral

work and decorations. His large store is always attractively decorated. He says his Easter trade was beyond all expectations, the chief demand being for flowering plants in pots. Roses were the best sellers.

The first Ford farm tractor, with engine bearing the serial number "One," arrived in Santa Rosa during the week by express from the Ford plant in Detroit, a gift from Henry Ford to Luther Burbank. It is the first machine of the kind made. The second one was sent to Thomas A. Edison.

Hans Plath is busy restocking his greenhouses with young stock for next season. His Easter trade cleaned up nearly everything that was salable in the line of ferns. His palm houses are in grand shape, with many thousand young plants coming along for next winter's trade.

Donald McLaren, of the MacRorie-McLaren Co., is busily engaged these days on landscape work. The nursery at San Mateo is very busy on plant orders. They report a very heavy demand this season for roses, especially the newer varieties.

Mrs. E. Lymberry, proprietor of the Bessie Boston Dahlia Farm, is busily engaged these days in shipping her new dahlias. She reports the biggest trade in dahlias during the life of her business, and says the demand for novelties is very heavy.

Ricordie Lee Murray, on Geary street, says business is keeping up steadily at her store. Her window displays are very attractive, her showing of pot roses during the week being especially fine.

Chas. Abraham is adding a large packing shed to his establishment at Franklin and Greenwich street. He says he had a very busy season, the demand for all ornamental plants being quite heavy.

Arthur Cann, of San Jose, was a recent visitor. He tells us that Easter trade in his city was far ahead of former years, and that things in the floral and plant line are in prosperous shape.

Joseph McGrau, well known in landscape circles in this city, is the latest of the trade to be notified that he is to serve Uncle Sam. He leaves shortly for American Lake to begin training.

John Zelinka, of the nursery department of Golden Gate park, is on the sick list, being confined to his home with a severe attack of grippe.

Emil Serveau is slowly recovering from his recent illness and takes occasional trips to this city to visit his Fillmore street store.

G. N.

St. Louis.

BAD WEATHER INTERFERES.

The local market the past week has been in a sad state on account of the inclement weather. Roses of all kinds have been in fair supply and Russell, particularly, have been good. Carnations have been decidedly off crop and the small supply coming in commanded \$4 per 100 and the quality is very poor. Sweet peas also have suffered considerably from the dark weather, most of those coming in being soft and mushy. Spanish iris has been of extra good quality, although not a big supply is coming in. In miscellaneous stock, the market has also been short. Lilies seem to come in steadily, and this also holds good with callas. Outdoor stock of course, has been very poor. Lilacs grown outdoor this year were almost an entire failure. Gladioli have begun to make their appearance. In greens the market is well supplied.

NOTES.

The florists' club is putting on a drive of their own on Liberty Bond sales. They have sold over a thousand dollars of bonds to their members in small amounts besides their own subscription. It is the hope of the club that they will be able to record a hundred per cent on their roster.

Windler Wholesale Floral Co. has reported 100 per cent on the Liberty Loan drive. Every member of the firm and every employe has one or more Liberty bonds. They have applied for their Liberty Loan flag.

C. A. Kuehn has been showing some very nice stocks and Spanish iris. Pierre Schneider is a specialist on stocks, and he is sure sending in some very nice ones.

Edw. A. Guntly of Windler's Flowers is the proud father of George Edward Guntly, aged one day, arriving with 10 pounds of excess baggage.

St. Louis Wholesale Cut Flower Co. has been getting in some very fine huckleberry foliage, which has a good call for decorating.

J. J. W.

BUFFALO, N. Y.—Peter Renz is offering his establishment at 322 Broadway, for sale.

BALTIMORE, MD.—The principal feature of the April meeting of the florists' club was the address of President Charles H. Totty of the Society of American Florists. National publicity for flowers was the keynote.

Western Florists can save in time and transportation cost by buying

FLORIST SUPPLIES

—FROM—

Colorado Seed Co. Denver, Colorado

THE HOUSE FOR QUALITY AND PROMPTNESS

Prices are net. If you have no account with us give us a trial order—Deduct 2% for cash with your first order. We can please you. Why can't we fill some of your orders?

Canitation Staples —"Superior," invisible, 1,000 in envelope.....	\$0.35
Chenille for lettering. Purple, pink, red, white and blue, worsted, medium size. Per coil of 12 yards.....	.40
Chenille , twisted, medium, in purple only. Per coil.....	.45
Chiffon —Plain, with marginal stripes; white, pink, lavender, green. Bolts are 35 to 40 yards; 4-inch, per yard.....	.06
6-inch, per yard.....	.07
CLIPS —"Bull Dog," best yet for quick fastening packages, per 1,000.....	.90
Cycas Leaves —Especially prepared flexible leaves. 12 to 16-inch, 10 for.....	\$0.60
28 to 32-inch, 10 for.....	.90
20 to 24-inch, 10 for.....	.75
36 to 40-inch, 10 for.....	1.35
CUT FLOWER HOLDERS —Binley's, for holding roses and carnations tight in box. 5, 6, 7 and 8 inches long, per 100.....	2.50
16 inches long, per dozen.....	.45
CUT FLOWER BOXES —Standard pattern, 100 in package. 3x15x5, per 100.....	4.10
3x21x5, per 100.....	4.60
3x24x5, per 100.....	5.75
3x36x8, per 100.....	13.50
Violet Boxes —Violet color, 5x9x6, per 100.....	4.00
DOVES —Large, first class, perfect in form, flexible, each.....	1.50
FERTILIZER —Bone Meal Rose Grower—Pure, per 100 lbs.....	2.60
Sheep Manure —Pulverized, no trash, per 100 lbs.....	1.25
GLAZING TOOLS —Glazing Points—Perfection or Van Ruyper's, No. 2 and No. 2½, per 1,000.....	.70
Mastica —Liquid Putty. Per gallon can, supply limited.....	2.00
Mastica Machine —For applying Mastica, each.....	1.80
Putty Bulb —Scollay's, rubber, red, latest pattern, each.....	1.25
Putty Knife —Standard pattern, each.....	.25
Glass Cutter —Red Devil, each.....	.20
HOSE —Rubber—Corrugated, nonkinkable, ¾-inch; cut any length, per foot.....	.15
HOT BED PROTECTING CLOTH —36-in. wide, heavy; cut to order, per yard.....	.18
Immortelles —All colors, red, blue, white, etc., each, 40c; doz.....	4.00
INSECTICIDES —Aphine, pint, 65c; ½ pint.....	.40
Aphis Punt —Can of 12 sheets.....	.60
Grape Dust —For mildew, per 5-lb. package.....	.70
Nicotide —½ gallon, \$8.25; quart, \$4.50; pint.....	2.50
Nikoteen —Pint, \$1.50; ½ pint.....	.85
Nico-Fume —Gallon, \$10.50; ½ gallon, \$5.50; lb., \$1.50; ¼ lb.....	.50
Nico-Fume Tobacco Paper —Can of 24 sheets, 85c; 144 sheets.....	4.00
Paris Green —¼-lb. pkg., 25c; ½-lb. pkg., 45c; 1-lb. pkg.....	.75
Sulphur —Fine, pure, 1 lb., 15c; 2 lbs., 25c; 10 lbs., 85c; 25 lbs.....	1.60
Tobacco Dust —Leaf high grade, lb., 10c; 5 lbs., 40c; 10 lbs., 75c; 25 lbs.....	1.65
Tobacco Stems —10 to 50 lbs., at 3c; 100 lbs.....	2.50
KNIVES —Florists' Propagating—Two blades, pocket style, each.....	1.15
LABELS —Pot—Packed 1,000 in a package. 4-inch, plain, per 1,000, 85c; 4-inch, painted, per 1,000.....	1.10
6-inch, plain, per 1,000, \$1.35; 6-inch, painted, per 1,000.....	1.80
8-inch, painted, per 1,000.....	3.25
10-inch, painted, per 1,000.....	5.00
Garden Stakes —12x1½-inch, plain, per 100, 80c; painted, per 100.....	1.00
Waterproof Pencils —Black, for use with labels, ea.....	.05
Tree Labels —Iron wired, 3½ inch, plain, per 1,000.....	\$1.40
Tree Labels —Iron wired, 3½-inch, painted, per 1,000.....	1.65
LETTERS —Gilt, gummed, 1½ inch, in packages of 10 each, at \$1.50 per 100. Small lots at, each.....	.02
Script Words —Gilt, gummed. Can supply Father, Mother, Brother, Sister, Husband, Wife, Daughter, Baby, At Rest; assorted as wanted, each.....	.05
MATCH STICKS OR PLANT STICKS —Natural or dyed green, pointed. 12 inches long, 250 in bundle, 40c; per 1,000.....	1.40
18 inches long, 250 in bundle, 50c; per 1,000.....	1.85
6 inches long, green, per 1,000.....	.75
MOSS —Natural Sheet—Per pound.....	.35
Dyed Green (called Fadeless), per pound.....	.45
Sphagnum —Select Wisconsin stock; per large burlapped bale.....	1.90
MAGNOLIA LEAVES —Prepared, green and brown, first grade, per 1,000.....	1.85
PINS, Florists , with glass heads, 250 in box. ½ inch, per box.....	\$0.50
¾ inch, per box.....	1.30
1 inch, per box.....	1.50
1½ inch, per box.....	1.50
Pins, Greening —Wire, first grade, stiff, lb., 30c; 10-lb. box.....	2.25
POTS —Standard, also Neponset Paper Pots; prices on application. RIBBON —Tying or Baby, pink and white, per spool.....	.50
PAPER, Wax —White, 24x36, per ream, \$2.90; green, per ream.....	3.70
Waterproof Crepe —Green, per roll, 35c; other colors, purple, pink, yellow, rose, per roll.....	.25
STAKES —Bamboo Cane, average 5 to 6 ft. 10 for 25c; 25 for 50c; 50 for 80c; 100.....	1.50
Bamboo Stakes , painted green. 2 ft. long, 12 for 12c; 100 for 75c; 250.....	1.50
2½ ft. long, 12 for 15c; 100 for 90c; 250.....	1.75
3 ft. long, 12 for 18c; 100 for \$1.10; 250.....	2.50
THERMOMETERS —For greenhouse, 10-in. tested, \$1.00; 8-in., standard, 50c; 8-in., common.....	.25
THREAD, Green —"Special"—Per spool, 20c; 8 spools for.....	1.35
Sea Island Twine —For tying, on spools 1½ to 2 lbs., green and red, per lb.....	.95
Holders —For 1 spool twine, each.....	.25
TOOTHPICKS —Wired, 10,000 in box, \$2.20; 6-in., wired picks, green, bundle of 275 for 50c; Common, "2-B," 4 boxes, 25c; 9 boxes for.....	.50
TIN FOIL, Plain —1-lb. package, 25c; 2 lbs. for 45c; 10 lbs. for \$2.20; 25 lbs. for.....	5.00
Violet —Also Green, fancy, per lb.....	.45
TUBS —Painted green, all sizes; ask for prices. VASES, Fibre —For cut flowers; mahogany color. A—5 inches diameter, 15 inches deep, each.....	1.50
B—8 inches diameter, 13 inches deep, each.....	1.30
C—7 inches diameter, 20 inches deep, each.....	2.25
WHEAT SHEAVES —Flat, about 20 inches, each.....	.60
WIRE, Soft Annealed —In 12-lb. coils. Per coil.....	Per coil
No. 18, coarse.....	\$1.00
No. 20.....	1.15
No. 22.....	1.30
No. 24.....	1.40
No. 26.....	1.60
No. 28.....	1.70
No. 30.....	2.00
No. 36, very fine.....	2.75
WIRE, Cut to Even Length , in 12-lb. boxes. No. 18, per box.....	\$1.90
No. 20, per box.....	1.9

Pittsburgh.

DEMAND IS DORMANT.

This market is receiving plenty of stock at present, and trade has fallen off considerably. Funeral work is about the only thing that keeps the stores busy. There are a few small weddings, but very few flowers are used. Lilies are about the only scarce item. Carnations are still selling at \$3 and \$4 per 100 for the best. Roses

of all varieties are coming in large quantities and sell from \$2 to \$12 per 100. Some very good Shawyer, Prima Donna, September Morn, Killarney and Ophelia are seen. American Beauties are in light crop with little call. Good snapdragon is selling very well. Very good lily of the valley is being received and moves well, the top price being \$6 per 100. Iris, in yellow, white and blue is now being received. Some

daffodils of very good quality are still coming, but the demand is light as so much outdoor stock is on the market. Calendulas, yellow daisies and sweet peas are coming in large quantities with little sale for them.

NOTE.

Joe Marks, representing A. Henderson & Co., Chicago, was a caller this week.

M.

SUPPLY HOUSE

POEHLMANN'S

Mothers' Day Boxes

This beautiful design printed in two toned effect in Pink and Violet on cover of Miss Gray folding box of the most practical sizes. Order now for immediate delivery.

	Per 100	Per 1000
24x5x3½	\$10.00	\$ 90.00
28x8x4	13.50	120.00

We have a complete line of Mothers' Day accessories including

Corsage Ties, Chiffons, Boxes, Green Wax Paper

Order from us and you will be assured of prompt delivery; realize that transportation is very much delayed to some points.

Our line of Baskets have given good satisfaction. Try us on an assortment of \$10.00 to \$20.00 in

Cut Flower and Tumbler Baskets

POEHLMAN

72-74 E. Randolph St.,



CUT FLOWERS

Roses Orchids Valley

Including Fine Russell

**Carnations, Sweet Peas, Galax,
Sprengeri, Plumosus, Leucothoe,
Spring Flowers, Boxwood, Ferns.**



Don't be a slacker for Mothers' Day; get your order in early.
Our roses will be the same good quality they were Easter.

PLANTS

CYCLAMEN.

4-inch pots..\$3.00, \$3.60 and \$4.20 per doz.

PANDANUS VEITCHII.

5-inch pots\$0.75 each

8-inch tubs\$3.00 and \$3.50 each

BIRD'S NEST FERNS.

6-inch pots.....\$1.50 each

TABLE FERNS.

2½-inch pots.....\$4.00 per 100

RUBBER PLANTS.

4-inch pots\$4.20 per doz.

5-inch pots 6.00 per doz.

HOLLY FERNS.

3-inch\$10.00 per 100

4-inch 15.00 per 100

5-inch pots\$3.00 and \$4.20 per doz.

6-inch 6.00 per doz.

COLEUS CHRISTMAS GEM.

5-inch\$3.00 and 4.20 per doz.

ASPARAGUS FLUMOSUS.

2½-inch\$3.50 per 100

6-inch, made up..... 4.20 per doz.

ENGLISH IVY.

4-inch\$15.00 per 100

COCOS WEDDELIANA.

2½-inch\$14.00 per 100

PYTHOSPERMA ALEXANDER.

3-inch pots\$15.00 per 100

2½ Inch Own-Root Rose Plants FOR BENCHING

Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst at \$7.50 per 100, \$70.00 per 1000.

Milady and Richmond at \$7.00 per 100, \$65.00 per 1000.

¾ Inch Stock at \$35.00 per 1000 Additional.

N BROS. CO.

ong Distance Phone, **CHICAGO, ILL.**
Randolph 35.

ROSE CROP NOW ON

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, Shawyer, Brilliants, Ophelia, White Killarney and American Beauties.

GLADIOLI, very fancy, per dozen, 60 to 75 cents.

CURRENT PRICE LIST—Good Until May 2.

AMERICAN BEAUTIES—Price, from 75 cents to \$5.00 per dozen, according to length of stems.

RUSSELL—best in this market.

Per doz.

Specials, extra long.....	\$2.00
Good length	1.50
Good medium	1.00
Good short75

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST.

Per 100

Long stems	10.00
Good medium	\$6.00 to 8.00
Good short	5.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$4.00 per 100.

BULBS, FLOWERS AND ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

Carnations for Mothers' Day will be scarce. Quotations on Roses mailed on application.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Greggs Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Mention the American Florist when writing.

Chicago.

STOCK IS IN BRISK DEMAND.

Stock of all kinds is in brisk demand and is cleaning up nicely every day at very satisfactory figures. Carnations are selling exceptionally well at prices ranging from \$3 to \$4 per 100 and even more in the fancy grades. There has been no surplus in carnations all this week and at times the dealers have experienced considerable difficulty in filling all their orders in full. American Beauty roses are moving well at good prices and clean up nicely right along. Roses in general are not as plentiful as they have been and have advanced considerably in price the past few days. Mrs. Chas. Russell are in heavy demand and the other varieties are moving well, so there is no great surplus when the stores close at night. Darwin tulips are quite a factor in the market and command good prices. Gladioli are seen in fair supply. Jonquils, daffodils, tulips, pansies, Paper White narcissi, mignonette, calendulas, daisies, snapdragons, stocks, iris, lupines, anemones, gardenias, orchids, lilac, lily of the valley, callas, forget-me-nots and other miscellaneous stock are included in the daily shipments, also lilies, which are moving well. Sweet peas are seen in good supply and the first shipments of northern pansies made their appearance this week. Greens are plentiful with the exception of smilax and adiantum. The early demand for stock for Mothers' day is exceptionally good and from present indications stock of all kinds will clean up at an early hour at the advertised quotations. Carnations will be in short supply is the report from nearly all the large growers and rose crops do not look any

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

BUY NOW!

Superiora Magnolia Leaves

Brown—Green—Purple, \$1.15 per carton.

Make up your Memorial Day Wreaths during your spare time and avoid the last minute rush.

too promising at present. All the buyers who have not yet placed their orders for Mothers' day should do so at once, otherwise they are likely to meet with disappointment. Prices will not be any lower but will probably advance as the big day draws near, so nothing will be gained by holding off until the last minute. Play safe—order early. The new coal ruling limiting the growers to 50 per cent of their usual supply has aroused a great deal of excitement in this vicinity—full particulars of which appear elsewhere in this issue.

NOTES.

O. A. & L. A. Tonner have a sample line of Ove Gnatt & Co.'s new offerings on display at their store which is exceptionally fine and consists principally of Memorial day goods. The Gnatt concern is located at LaPorte, Ind., and consists of live wires who have a bright future in store for them, made doubly so by the recent government order curtailing the growers' coal supply to 50 per cent.

Gus. Alles, with Wieter Bros., and wife celebrated their twenty-fifth wedding anniversary Friday, April 26.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

Prices For Mothers' Day

SUBJECT TO CHANGE WITHOUT NOTICE.

Pansies 10c per bunch	Callas \$10, \$12.50 and \$15 per 100	Paper White Narcissi \$3 to \$4 per 100	Carnations Our selection, \$80 per 1000
Jonquils \$3 per 100	Easter Lilies \$12.50 to \$15.00 per 100	Plumosus 35c to 50c per bunch	Leucothoe 75c per 100
Roses All varieties at market prices	Galax \$1.25 per 1000	Sprengeri 35c to 50c per bunch	Ferns \$4 per 1000
Mignonette \$4 to \$6 per 100	Mexican Ivy \$6 per 1000	Calendulas \$2 to \$3 per 100	Cattleyas \$7.50 to \$9 per doz.
Daffodils \$2 to \$3 per 100	Smilax \$2.50 to \$3 per doz.	Adiantum \$1 per 100	Daisies \$1 to \$1.50 per 100
			Snapdragons 75c to \$1.50 bunch
			Tulips \$2 to \$5 per 100
			Valley \$6 per 100
			Sweet Peas 75c to \$1.50 per 100

Order here. You cannot do better elsewhere—often not nearly as good.

Heavy Supply of Roses For Mothers' Day

As Carnations will be somewhat scarce for the occasion, we suggest that you encourage customers to use Roses wherever possible—Place your order now.

ROSES CARNATIONS VALLEY LILIES DAISIES
JONQUILS MIGNONETTE LUPINES IRIS CALLAS
DARWIN TULIPS SWEET PEAS SNAPDRAGONS TULIPS

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

If You Want Good Stock and Treatment Send Your Orders To

Chicago's most up-to-date and best located Wholesale Cut Flower House.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

Quality
Speaks
Louder
Than
Prices.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

EXTRA HEAVY SUPPLY ROSES---CARNATIONS For Mothers' Day

Place your orders with us and you will get
the best stock obtainable for the least money

MOTHERS' DAY PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$12.00 to \$15.00
Good	8.00 to 10.00

RICHMOND, KILLARNEY BRILLIANT.	Per 100
White—KILLARNEY—Pink.	
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00
MINIATURE ROSES.	
Baby Doll	\$3.00
Elgar	3.00
ROSES, OUR SELECTION.	4.00
CARNATIONS.	Per 100
Fancy White	\$8.00
Fancy Colored	8.00
Assorted	7.00

MISCELLANEOUS.	Per 100
Valley	\$ 6.00 to \$ 8.00
Lilies	12.50 to 15.00
Ferns, per 1,000	4.00
Smilax, per doz. strings.....	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch.....	.50
Asparagus Plumosus, bunch.....	.50
Boxwood, per lb.35

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

The florists' club will meet at the Bismarck hotel next Thursday evening, May 9, at 8 o'clock. This promises to be a most interesting meeting, and everyone in the trade is urgently requested to be present. The new coal order, affecting every greenhouse range in this vicinity, as well as in the United States, will be discussed, and is of sufficient interest to cause every grower to attend, whether he is a member of the club or not. Be sure and come. Bring your neighbors with you.

Among the soldiers of the Eighty-fourth division at Camp Zachary Taylor who graduated from the third officers' training camp and are listed as eligible for appointment as second lieutenants when suitable vacancies occur are John G. Poehlmann, of this city, and William J. Vesey, Jr., of Fort Wayne, Ind., according to the Chicago Sunday Tribune of April 28, first mention of which appeared in THE AMERICAN FLORIST of April 27.

Chas. Erne, of Erne & Co., reports a visit from Tom Best, with the Stuppy Floral Co., St. Joseph, Mo., who passed through here this week on his way home from New York where he attended the funeral of his mother whose death occurred April 20. He is well known here and has the sympathy of his many friends in the trade in his recent bereavement.

E. B. Washburn and wife, of Pasadena, Calif., are the guests of C. L. Washburn and wife at Hinsdale. Mr. Washburn, who graduated last week from the adjutants' class at the Ohio State University, Columbus, has received a commission as second lieutenant and will be assigned to active duty as soon as his leave of absence expires.

The A. L. Randall Co. received its first shipment of peonies April 27, which, to the writer's knowledge, were

Write for Special Quotations on Stock for Mothers' Day.

ROSES--CARNATIONS

Spanish Iris-Calendulas-Sweet Peas-Darwin Tulips
Mignonette-Stocks-Jonquills-White and Yellow Daisies

FLORISTS' SUPPLIES

Magnolia Leaves-Magnolia Wreaths-Cycas Leaves, Etc.

O. A. & L. A. TONNER

30 East Randolph St., Chicago, Ill.

Mention the American Florist when writing.

ATTENTION! SOUTHERN GROWERS!

A reliable Chicago Wholesale House wishes to get in touch with All Growers of out-door flowers with a view of handling same on commission. We have a good market for everything and will handle immediate shipments or arrange to dispose of your next year's crop.

Address Key 897, American Florist.

the first to be offered in this market this season.

Joe Einweck, of the Bassett & Washburn force, left for Jefferson barracks, near St. Louis, Mo., with the drafted men from his district, Wednesday, May 1.

H. Van Gelder, president of Percy Jones, Inc., is nursing a severe cold which for a time threatened to develop into pneumonia.

Charles Grabig, 1843 Irving Park boulevard, has finished a long term of service on the jury in the criminal court.

Morgan Jensen, 3345 West Chicago avenue, is back on the job, after being on the sick list for several weeks.

Ed. O'Neill, with the Ernst Wienhoeber Co., has enlisted in the navy and will report for duty this week.

John Ziska points with pride to the fine supply of cycas leaves that Joseph Ziska & Sons are now offering.

Tulips and even hyacinths were in bloom in private gardens along Drexel boulevard last week.

Bernhard J. Delinke, 3802 West Chicago avenue, has enlisted in the navy.

LARGE CUTS OF ROSES FOR Mothers' Day, May 12

Exceptionally Fine White Killarney, Killarney, My Maryland, Richmond, Champ Weiland, Sunburst, Ophelia, Mrs. Chas. Russell and Milady.

CARNATIONS

Good Supply of White Pink and Red.

While we will have a good supply of Carnations, there will not be enough flowers to supply the demand so push roses on that day. You will find that the public in a great many cases prefer them to carnations, so make allowances for the scarcity of carnations and substitute roses. They will move just as quickly. Make up your order for us today.

When Ordering Remember White Flowers Stand for Mothers' Memory and Colored Flowers for Mothers' Living.

We have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

MOTHERS' DAY PRICE LIST Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$25.00
Select	20.00
Medium	\$12.00 to 15.00
Short	10.00

RICHMOND

	Per 100
Specials	\$10.00
Select	8.00
Medium	6.00
Short	5.00

MILADY

	Per 100
Specials	\$10.00
Select	8.00
Medium	6.00
Short	5.00

Killarney

White Killarney.. Special

Killarney Brilliant Select

Sunburst..... Medium

My Maryland..... Short

Ophelia.....

Champ Weiland..

Per 100

\$10.00

8.00

6.00

5.00

ROSES, OUR SELECTION.....

Per 100

\$ 5.00

Carnations, fancy 6.00 to 8.00

Harrisii..... 12.50 to 15.00

Valley 6.00 to 8.00

Sweet Peas75 to 1.50

Smilaxper doz. strings 3.50

Adiantum 1.00 to 1.50

Asparagus, per bunch.....50c to 75c

Ferns, per 1,000.....\$3.50

Boxwoodper bunch, 35c

Galax, bronze and green, per 1,000, \$1.25

Leucothoe Sprays75 to 1.00

2,000,000 Feet of Modern Glass

PETER REINBERG


Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

For Your Supply of CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

A. C. Kohlbrand, secretary of the Wholesale Cut Flower Association, reports that \$93,100 worth of bonds have been subscribed for to date, Wednesday, May 1, which added to that taken by the retail florists, nurserymen, allied trades and seedsmen, makes a grand total of \$196,660. The trade will make a good showing in division 19 but is anxious to have it as large as possible so anyone who can afford to take more bonds should do so at once. The "I Will" city will be in strong at the finish but every dollar counts so get busy and back up the boys over there by taking at least one more bond before the campaign closes. Do it now.

William Lorman, Fred Price, John Huebner, Allie Zech and Peter Olsem bowled in the tournament this week at Bensinger's West Randolph street alleys. They made a good showing in the five-men, two-men and individual events but do not expect to cop any of the prizes. William Wolf made a good showing in the tournament with a three game score of 552 pins, 203, 158 and 191. He won about \$10 in prizes in the Business Men's tournament held recently.

A. T. Pyfer & Co. report business as brisk with the outlook very encouraging for Mothers' day as far as the number of orders are concerned. This house will be well fixed on stock in general for this occasion but Mr. Pyfer is doubtful if there will be plenty of carnations to go around.

The Chicago Flower Grower's Association is booking a large number of orders for Mothers' day which call principally for roses and carnations. Manager Klingsporn says that his house will have a good supply of stock but is advising everyone to order early to avoid disappointment.

Poehlmann Bros. Co. is cutting a splendid supply of roses and carnations in all the leading varieties which are in exceedingly brisk demand. Otto W. Freese says that orders for cut flowers are numerous for Mothers' day with the demand principally for roses and carnations.

Otto H. Hedrich, of Otto H. Hedrich & Co., has booked quite a number of orders for coal from the florists this season, whom he has served for so many years. He is helping out at the Cook County Fuel Administration but his business is going along uninterrupted.

Frank Woods, a florist formerly employed by Swain Nelson & Co., was found dead, April 28, in an alley near Wabash avenue and Lake street. A pruning knife was found near the body, and it is believed he committed suicide while despondent.

A. L. Vaughan & Co. are featuring a particularly fine grade of calendulas which are second to none in quality in this market. This house reports a large number of inquiries for stock for Mothers' day, especially roses and carnations.

Peter Reinberg reports a heavy demand for stock for Mothers' day, especially for carnations, which are going to be exceedingly scarce compared to former years according to practically all the local wholesalers.

Kellogg M. Patterson, who graduated from the third officers' training camp at Rockford, is home on a leave of absence this week. He will be given a commission as second lieutenant as soon as a vacancy occurs.

Zech & Mann are handling a good supply of all the leading roses, particularly Ophelia which are exceptionally fine. Sweet peas are also seen in quantity at this establishment as well as fancy Darwin tulips.

Phil Schupp, manager at the J. A. Budlong store, speaks well of the pink rose Champ Weiland, which is quite a factor in this market and is in good demand by the city buyers.

Wietor Bros. bought \$15,000 worth of Third Liberty Loan bonds, which helped considerably to boost the amount sold by the wholesale florists and growers in division 19.

George Furst, with the Raedlein Basket Co., who is in class 1, has passed the physical examination before his draft board and is awaiting his call to the colors.

Earl Poehlmann, eldest son of August Poehlmann, will leave this week with the drafted men from Morton Grove for Jefferson Barracks, near St. Louis, Mo.

Chris Pederson, 58 East Randolph street, received an order from France this week from one of the American officers over there representing a nice amount.

Andrew Chronis reports that James Moller, who assists him at the Fair, will leave with the drafted men from Wilmette for Jefferson Barracks May 2.

Anthony Paglino of A. Lange's staff joined the colors this week, making a total of six stars in the service flag of that establishment.

T. D. Long, representative of Vaughan's Seed Store, has returned from a prolonged southern trip and reports business good.

Quite a number of the volunteer Liberty Bond salesmen in the trade were represented in the big parade last week.

H. C. Blewitt, of Des Plaines, has the sympathy of the trade in the loss of a sister-in-law whose death occurred last week.

The Central Floral Co. has a very attractive window display for Mothers' day, which is a credit to the proprietors.

George Asmus is scheduled to address the Retail Florists' Association of Pittsburgh on Publicity, May 7.

C. O. Wilcox, with the W. W. Barnard Co., is back from a southern trip.

Z E C H M A N N & N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady.

Shawyer.

Sunburst.

Ward.

Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

SWEET PEAS

Our famous high quality stock is positively the best obtainable.

Arrange with us for your regular supply—they will be good sellers from now on.

SPANISH IRIS

Valley.

Callas.

Cattleyas.

Calendulas.

White Daisies. Yellow Daisies.

Pansies.

Mignonette

Tulips

SNAPDRAGONS.

Forget-Me-Nots.

DARWIN TULIPS.

GREENS.

Plumosus.

Sprengeri.

Galax, bronze. Galax, green.

Ferns.

Mexican Ivy.

Smilax.

Leucothoe Sprays.

Adiantum.

Boxwood.

A. L. VAUGHAN & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave, Chicago

Everything In Seasonable Cut Flowers and Greens MOTHERS' DAY PRICE LIST

Subject to Change
Without Notice.

ROSES.		Per doz.			Per 100	ORCHIDS.		Per doz.
American Beauties,	60-inch stems.....	\$ 6.00	White Killarney, special	\$12.00	Cattleyas	\$6.00 to \$9.00
"	48-inch stems.....	5.00	" " select	10.00	MISCELLANEOUS.		
"	36-inch stems.....	4.00	" " medium	8.00	Valley	\$ 6.00 to \$ 8.00
"	30-inch stems.....	3.00	" " short	5.00 to 6.00	Easter Lilies	12.50 to 15.00
"	24-inch stems.....	2.50	Killarney, special	10.00	Callas	per doz. 1.50 to 2.00
"	20-inch stems.....	1.50	" select	8.00	Snapdragon	per bunch .75 to 1.00
"	Short stems.....	\$ 0.75 to 1.00	" medium	6.00	Calendulas	2.00 to 4.00
Per 100			" short	5.00	Daisies	1.00 to 2.00
Mrs. Russell, special	25.00 to 30.00	Mrs. Ward, special	10.00	Mignonette	6.00 to 8.00
" " select	20.00	" " select	8.00	Sweet Peas50 to 1.50
" " medium	12.00 to 15.00	" " medium	6.00	Tulips	2.00 to 3.00
" " short	8.00 to 10.00	" " short	5.00	Jonquils	2.00 to 4.00
Richmond, special	10.00	Sunburst, special	10.00 to 12.00	Daffodils	2.00 to 3.00
" select	8.00	" select	8.00	DECORATIVE.		
" medium	6.00	" medium	5.00 to 6.00	Plumosus strings	\$0.50 to \$0.75
" short	5.00	" short	4.00	Plumosus	per bunch .35 to .50
Milady, special	10.00	Cecile Brunner	2.00 to 3.00	Sprengeri35 to .50
" select	8.00	Elgar	2.00 to 3.00	Adiantum, fancy long	per 100 1.00
" medium	6.00	Baby Doll	2.00 to 3.00	Smilax	per doz. 2.50
" short	5.00	Extra special roses billed accordingly.			Ferns	per 1,000 3.50
Killarney Brilliant, special	10.00	-ROSES, OUR SELECTION...			Galax	" " 1.25
" " select	8.00	\$5.00			Mexican Ivy	" " 5.00 .75
" " medium	6.00	CARNATIONS.			Leucothoe sprays	75c
" " short	5.00	Fancy	\$ 6.00 to \$ 8.00	Boxwood, per lb.	25c; cases 7.50
Ophelia, special	10.00				Pussy Willows	per bunch .35 to .50
" select	8.00				Subject to market changes.		
" medium	5.00 to 6.00						
" short	4.00						

Mention the American Florist when writing.

Large Supply of Fine Stock for MOTHERS' DAY--MAY 12

*White Flowers for Mothers' Memory;
Bright Flowers for Mothers Living.*

Roses and Carnations as usual will be our leaders but we are strong on all seasonable stock and will fill your orders to your satisfaction at prices that are reasonable. It is advisable to place your order early for there is always a big demand for stock and by doing so you will avoid disappointment.

ERNE & COMPANY

-WHOLESALE FLORISTS-

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

An interesting feature of the food conservation show under the auspices of the State Council of Defense on the fourth floor of the Public Library, north end, this week, was a miniature war garden with schedule showing dates on which the various crops should be planted, each succeeding day's sowing being represented in the beds of soil by colored markers. The house, chicken shed, shrubbery, etc.,

were all cleverly arranged and occupied a space about four by eight feet. Mrs. Carl Cropp, wife of Carl Cropp, of Vaughan's Seed Store, and H. J. Stockmans, well-known nurseryman, planned the arrangement.

Vaughan's Seed Store reports heavy sales of gladiolus bulbs to be grown for cut flowers.

Visitors: George McCallum, Pittsburgh, Pa.; Walter Mott, representing

Hammond's Paint & Slug Shot Works, Beacon, N. Y.; J. J. Karins, with Henry A. Dreer, Inc., Philadelphia, Pa.; James Aldous, of Jas. Aldous & Son, Iowa City, Ia.; P. W. Peterson, Joliet, Ill.; Milton Alexander, with Lion & Co., New York; Wm. Roepke, of the Roepke Floral Co., Indianapolis, Ind.; C. Van Zyverden, of New York, representing Van Zanten & Co.

Roses, Carnations, Sweet Peas

And All Miscellaneous Stock
In Good Supply.

FOR MOTHERS' DAY

Write for quotations on what you need.

Regular Supply of Choice Adiantum
At \$1.00 per 100.

A.T. Pyfer & Company

Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

We make a specialty of
High Grade Flowers

that will reach our customers in good condition and give complete satisfaction

INCREASE YOUR PROFITS
by placing your orders with us.

North Shore Horticultural Society.

The monthly meeting of the above society was held at Lake Forest, Ill., April 6, with President Thomas Head in the chair. The exhibits were much admired and were awarded points as follows: Cinceraria stellata (a fine specimen staged by President Head) 95 points; 12 Ophelia roses by J. H. Francis, 95 points; 12 mixed carnations by John Kiley, 90 points; Asparagus Sprengeri, by George Wilson, 85 points. There was also a fine display of mushrooms, not for competition, by I resident Head. The judges were E. Bollinger, J. Fischer and F. Kuehne.

The National Association of Gardeners' essay, "The Relation of the Gardener to Civic Work", by L. P. Jensen, St. Louis, Mo., was read by the secretary and proved a very interesting feature of the evening's programme. The members voted to adopt the resolution introduced by the Nassau County, N. Y., Horticultural Society, viz.: "Any member of another horticultural society, removing to this locality, may transfer his membership to this society, without payment of extra dues."

The annual dinner which was held April 8 was a great success. E. Bollinger acted as toastmaster and among the speakers of the evening were Acting-Mayor Dawson, President Head, George Wilson, and Messrs. Jackman and Hollister, who spoke on behalf of the government, asking the co-operation of all in the destruction of Berberis vulgaris and its varieties and in this way help to eradicate the wheat rust. The dinner was followed by an informal dance which was enjoyed by all present.

J. H. FRANCIS, Cor. Sec'y.

Boston.

TRADE INCLINED TO BE QUIET.

Trade continues quiet with an occasional spurt. Flowers are plentiful with prices holding up exceptionally well. Roses range from \$4 to \$12 a hundred; carnations \$2 to \$4; sweet peas 75c to \$1.50; iris \$1 a dozen; jonquils \$2.50 a hundred; Easter lilies \$6 to \$8; yellow and white marguerites \$1 to \$1.50; snapdragons \$1 to \$2 a dozen.

NOTES.

Chas. E. Evans of Watertown reports 2000 rambler plants winter killed. He is now sending to market some very good French hydrangeas, Tau-

High Grade Sphagnum Moss

O. F. MUNDT, Xmas Tree King

Wholesale Only. Send for Price List.

774 St. Anthony Avenue,

ST. PAUL, MINN.

Mention the American Florist when writing.

sendschon rose plants, calendulas, lilies and asparagus.

Thos. F. Galvin, Inc., report trade being good considering the way the Liberty Loan Drive is on. They have had several military weddings and dinner decorations and plenty of funeral work.

Welch Bros. Co's. store, as usual, has been very busy with their out-of-town orders. Their stock of lily of the valley, orchids and roses are among the best seen here.

J. Zinn's store, Park street, reports very good business in funeral work and they are kept very busy with out-of-town orders.

A. E. Walsh and Wm. McAlpine are spending the week end in Maine fishing. They went over the route in their automobile.

Martin Lally, salesman and buyer for J. Newmans & Sons, was drafted in the army and is now at Camp Devens.

Joseph Tailby, 80 years of age, one of the oldest florists and gardeners of Wellesley, died April 26, after a long illness.

Paul Richwagon, of Needham, is cutting Virginia snapdragon with long stems and large flowering heads.

C. S. Andem of Putnam, Conn., is sending to market a large assortment of carnations and sweet peas.

William Stickle is sending in some very good iris, dark blue, bronze, white and a good strain of yellow.

Arnold & Fisher, of Woburn, are cutting some very good sweet peas which find a ready market.

S. K. G.

BELLEVILLE, ILL.—The St. Clair Floral Co. will discontinue business as the result of the disastrous hailstorm that wrecked its range, April 16, entailing a loss of approximately \$9,000.

FANCY FERNS

Best of Stock. Satisfaction Guaranteed.

Orders filled promptly
at lowest market prices.

Vermont Fern Co.
WILMINGTON, VT.

Address till June 1st:

238 Dwight St., SPRINGFIELD, MASS.

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New Crop Ferns

NOW READY FOR SHIPMENT

Fancy Ferns.....\$1.50 per 1000

Dagger Ferns..... 1.25 per 1000

E. A. BEAVEN, EVERGREEN, ALA.

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New Crop Ferns

NOW READY FOR SHIPMENT

Fancy Ferns.....\$1.50 per 1000

Dagger Ferns..... 1.25 per 1000

Caldwell The Woodsman Co.
Evergreen, Ala.

Mention the American Florist when writing.

PEONIES**FOR
MOTHERS'
DAY****PEONIES**

Heavy supply of Choice Stock in all the seasonable varieties from now until Memorial Day including a particularly fine cut for Mothers' Day. Arrange for your season's supply with us now and you will never regret it. Randall's will be Peony headquarters again this year. Get in line. Order here.

A. L. RANDALL CO.**Wholesale Cut Flowers and Florists' Supplies.****Wabash Ave. and Lake St., - - CHICAGO, ILL.**

In addition to Peonies we will have a large quantity of all other seasonable stock for Mothers' Day especially Carnations and Roses. Place your order with us for there is no other Wholesale Cut Flower House in Chicago better equipped to take care of your orders than Randall's. Order early. Today.

PEONIES**FOR
MEMORIAL
DAY****PEONIES****SAMUEL SELIGMAN****Now Associated With****ARTHUR SCHLOSS & CO. Inc.****Ribbons-Chiffons-Novelties****22 to 26 West 32nd St. - - - - NEW YORK****Cincinnati.****SUPPLY SHORTENS; DEMAND STEADY.**

The supply in the market has shortened considerably and as it seems at this time, it will be rather meager for Mothers' day. The demand on the other hand is better and steadier than it was, and is keeping the market cleaned up. Many large orders for Mothers' day have already been placed. Roses are in a fair supply and are selling well. Carnations are not as plentiful as they were and clean up well. Sweet peas are in only fair supply. Easter lilies and callas are now proving good property. Some excellent snapdragons may be had. Cape jessamines from Texas are now available. Other offerings are Narcissus poeticus, calendulas, pansies and marguerites. New fern is in the market.

NOTES.

Sam Zoellner, formerly with L. F. Murphy, went to Camp Sherman last week with the current quota of the drafted men from this city.

C. E. Critchell has been getting in some excellent long snapdragons. They have sold well.

The William Murphy Co. has been disposing of some fine large cuts of Easter lilies.

Jos. Enneking has bought a new automobile.

Visitors: Joseph Marks, representing A. Henderson & Co., Chicago; Floyd Anderson and wife, Xenia, O.; Fred Reiniger and J. W. Rodgers, Dayton, O.; Mrs. Bush and Mr. Jansen, Washington, O.; Fred Keller, Lexington, Ky., and Joseph Hill and H. C. Thomas, Richmond, Ind. H.

LINCOLN, NEB.—Frey & Frey have a fine new violet after the style of Gov. Herrick, but fragrant and better in every way.

GALVA, ILL.—George F. Pearce has sold his florist establishment and residence to Lawrence C. Johnson, but will continue to remain in charge for the present.

**Flower Pot
Covers**

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.*Mention the American Florist when writing.*

COLLINGDALE, PA.—A. M. Campbell has closed his range here and will devote his entire time to the Strafford Flower Farms.

ST. PAUL, MINN.—Joseph Sothern will take charge of the Holm & Olson greenhouses, succeeding W. E. Tricker, whose resignation takes effect May 1, and who has purchased the range of E. F. Lemke.



Two Special Basket Offers For Mother's Day

SUNDAY, MAY 12

25 TUMBLER BASKETS with Paraffine Liners. All Colors, - - - **\$6.50**

25 TUMBLER BASKETS with Metal Liners. All Colors, - - - **\$8.50**

ORDER NOW.

RAEDLEIN BASKET CO.,

713 Milwaukee Avenue, - - CHICAGO

Columbus, O.

SUPPLY IS VERY SHORT.

Spring flowers in the form of pot plants are the only feature of stock that is short. Except for a very limited supply of hydrangeas and primroses, they have disappeared from the market. Roses and carnations are more than ample. Snapdragons have been coming in fine, but their season is on the wane. A threatened shortage of sweet peas is relieved by the first cuttings of the new crop which made their appearance this week. From present indications outdoor flowers will not figure much in Memorial day trade. It is predicted that both peonies and gladioli will come in too late. There promises to be an abundant crop of carnations to help out the situation. Porch box and yard planting is very active. Shrubbery work and landscape gardening were never so prosperous, owing to the killing effects of the past winter.

NOTES.

This city is to have a municipal rose garden located in Franklin park, near the conservatory. This is an outgrowth of agitation by the Columbus Horticultural Society, of which Professor Wendall Paddock, of Ohio State University, is president. One thousand rose plants will be set out. This will be the first city in the state to boast a rose garden. Public contributions to the garden are asked and will be received by Professor Paddock or Professor Alfred Hottes, university florist and secretary of the society, which has 125 members. The annual rose show will be held in June, as usual.

The chairman of the local Memorial day celebration announces that he has been advised by florists that practically every rosebush and honeysuckle vine in Columbus was winter killed. Citizens are urged to use every effort in providing any kind of flowers with which to help decorate the 3,300 graves of soldier dead that will demand attention.

A very beautiful window of the present week was a solid display made by T. J. Ludwig of calceolarias, or "knitting-bag flowers." They were grown at the Hellenthal range south of the city, and show a remarkable development of this old-fashioned flower, both in size of bloom and beauty and variety of colors.

A very attractive co-operative advertisement, taken part in by 12 local florists, appeared in a Sunday paper of April 28, an entire page being used in talking flowers for Mothers' day. The heading was an attractive design

SPHAGNUM

For Florists.
For Nurserymen.

MOSS

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph Street,

NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

Grossberg-Tyler-Finnerman Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175.

CHICAGO, ILL.

showing mother in the act of knitting for the soldiers.

A tract of ground along Olentangy river, within the city limits, turned over to the city recreation department, has been divided into 127 gardens, each 35 by 100 feet.

E. D. Ludwig, assistant manager of the T. J. Ludwig store, has taken a position with a local manufactory as inspector of war munitions.

J.

Rochester, N. Y.

BUSINESS BRISK DESPITE BAD WEATHER.

Unsettled weather, with rain, frost and low temperatures was the feature of the past week, but in spite of these conditions trade was good. Tulips, daffodils and narcissi are still seen in great quantities. Carnations are showing the effects of the weather and are getting smaller but roses in all varieties are good and the supply strong. Lilies are overabundant. There are a few Spanish iris shipments being received. Sweet peas show daily improvement and there is a great call for them. Snapdragons and stocks add to the variety. Blooming plants are scarce, hydrangeas and ramblers being the best sellers among the offerings.

NOTES.

H. E. Wilson and wife celebrated the fiftieth anniversary of their wedding, April 30, at the home of their son, H. W. Wilson. An informal reception was held in the afternoon and many friends called to pay their respects.

G. Salmon of Mount Hope avenue is disposing of large numbers of pansy



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President,

J. E. POLLWORTH, Sec'y and Gen'l Mgr

One Piece Flower Boxes

One piece; one size; One price.
24x4x3.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.
LANSING, MICH.

plants. He also is showing some excellent marguerites.

At the Kimball conservatories some excellent Ophelia roses are being cut; also, Agathaea coelestis, a great novelty here.

Walter Salmon of Brighton has discontinued growing flowers and his range has been turned over to vegetables.

Salter Bros. have been making an excellent display of calendulas and other stock at the Main street store.

Visitors: Karl Voelker, of Pittsburgh, who has joined the aviation branch of the service: Julius Berg, New York.
CHESTER.

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

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Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

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Greenhouses: Des Plaines, Ill. **Chicago**
Store: 162 N. Wabash Ave.

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, **CHICAGO**

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS
Per bag (100 square feet).....\$3.5
NATURAL LOG MOSS
Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

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A. L. Randall Co.,

Wabash Ave. and Lake St., **CHICAGO, ILL.**

**Wholesale Cut Flowers,
Florists' Supplies.**

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WEILAND-RISCH Co. FLOWER GROWERS

TELEPHONE **154 N. WABASH AVE. CHICAGO**
CENTRAL 879 **ILLINOIS**

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., **CHICAGO**

L. D. Phones

CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

MOTHERS' DAY PRICE LIST.

Roses, Beauty, specials.....	\$6.00
" " 48-in.	5.00
" " 36-in.	4.00
" " 30-in.	3.00
" " 24-in.	2.50
" " 18-in.	1.50
Mrs. Chas. Russell.....	1.00@ 4.00

100

" Hoosier Beauty	6.00@15.00
" Killarney Brilliant	5.00@15.00
" Killarney	5.00@12.00
" White Killarney	5.00@12.00
" Richmond	5.00@12.00
" Rhea Ried	5.00@12.00
" My Maryland	5.00@12.00
" Mrs. Geo. Sawyer	6.00@15.00
" Milady	6.00@15.00
" Sunburst	5.00@12.00
" Mrs. Aaron Ward	5.00@12.00
" Hadley	6.00@15.00
" Ophelia	5.00@12.00
" Double White Killarney	6.00@12.00
" Mrs. Moorefield Storey	5.00@12.00
" Champ Weiland	5.00@12.00
" Stanley	5.00@12.00
" Tipperary	5.00@12.00
" Francis Scott Key	5.00@12.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 4.00

Fireflame	6.00@ 8.00
Our Selection	5.00@ 8.00
Carnations	5.00@ 8.00
Cattleyas	7.50@ 9.00
Daisies	1.00@ 2.00
Lilium Harrisii	12.50@15.00
Valley	6.00@ 8.00
Ferns	per 100, \$3.00@4.00
Tulips	2.00@ 6.00
Sweet Peas75@ 1.50
Jonquills	2.00@ 4.00
Snappdragons75@ 1.00
Calendulas	per bunch 3.00@ 4.00
Mignonette	8.00@ 8.00
Daffodils	2.00@ 4.00

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of..\$4.50

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, **ST. LOUIS, MO.**

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

**Caldwell The Woodsman Co.
EVERGREEN, ALA.**

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Have you received our catalogue?
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CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.

1349-51-53 S. Michigan Ave., **CHICAGO, ILL.**

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., **CHICAGO**
Telephone Central 3284

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Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St.,

Chicago

BEAUTIES

Although not plentiful we have a better supply of them and we can furnish you Specials at almost any time in quantity. The quality of our Beauties is fine, good sized buds and a splendid color. When it comes to Beauties you cannot do better than place your order with us.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

AMPLE SUPPLY AND FAIR CALL.

Notwithstanding the activities of the Liberty loan, which with its meetings and parades has so engrossed and engaged the attention of all patriotic citizens the past week, there has been considerable demand, both local and out-of-town. There is plenty of stock in all lines with roses leading. The cool weather has brought a little touch of mildew here and there, but in the main the quality of the buds is fine. Snapdragon is now in full crop. Sweet peas are plentiful, as are white and yellow daisies. Darwin tulips and daffodils are seen in all the stocks in splendid condition. Larkspur, for some reason, is badly mildewed; it appears there is considerable yet to learn about the forcing of this hardy perennial. Easter lilies are still in over-supply, the result being low prices. Cattleyas, particularly Mossiae, are wonderfully good; many flowers are seen as large as gigas. There is plenty of lily of the valley, but we wonder how much longer that stock of pips will hold out. Florida asparagus sprays reach the market as fresh, apparently, as local stock. It comes through by parcel post in from two to three days, packed in light wooden boxes about the same capacity as for oranges. When the ends of the stems are wrapped in wet sphagnum, it takes a few more stamps, but the stock grades higher and sells to the last bunch.

PENNSYLVANIA HORTICULTURAL SOCIETY.

The horticultural society is speeding up its activities and has announced the following programme of exhibitions. Peony show, June 4-5, at Fireman's hall, Bryn Mawr; sweet pea exhibition, June 25-26, in the Wanamaker store, Philadelphia; exhibition of out-door flowers and vegetables, Jenkintown club, Jenkintown, Pa.; dahlia and out-door flower and vegetable show, September 17-18, at Masonic hall, Ardmore, Pa.; annual chrysanthemum show and exhibition, First Regiment Armory, November 6-9. The door receipts of this show are to go to the Red Cross of this city.

WITH THE WHOLESALEERS.

The large warehouses of H. Bayersdorfer & Co., crowded with all the latest florist supplies, together with that of the Herrmanns New York store to which is now added the Reukauf supply house, makes theirs the premier stock in America. A great rush is now on for Memorial day supplies. Edward Reid has been laid up with pleurisy the past week. A tiresome job for such an active man. He is, we are happy to say, on the mend, and expects to be on the job in a day or two. A splendid lot of carnations are seen at this establishment. Roses and choice sweet peas are also specials.

The Jos. Heacock Co. is receiving large crops of roses, particularly White and Pink Killarney, but clean up very well every day. Prices are considered very fair.

The Leo Niessen Co. is handling large quantities of all kinds of stock

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street.

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, May 1. Per 100

American Beauty, per doz., 2.00@ 4.00	
Roses, Killarney	4.00@ 8.00
" Mrs. Chas. Russell	10.00@ 25.00
" Ophelia	6.00@ 15.00
" Richmond	3.00@ 15.00
" Sunburst	8.00@ 12.00
Lilium Giganteum	8.00@ 10.00
Carnations	3.00@ 8.00
Valley	7.00
Sweet Peas35@ 1.00
Antirrhinums	4.00@ 8.00

BOSTON, May 1. Per 100

Roses, Beauty	25.00@ 75.00
" Killarney Queen	6.00@ 12.00
" White and Pink Killarney	8.00@ 12.00
" Double White Killarney	6.00@ 12.00
" Killarney Brilliant	2.00@ 10.00
" Hadley	4.00@ 20.00
" Cardinal	2.00@ 12.00
" Mock	2.00@ 8.00
" Mrs. Chas. Russell	3.00@ 15.00
" Sunburst	4.00@ 20.00
" Taft	2.00@ 12.00
" Milady	2.00@ 12.00
" Ward and Hillingdon	2.00@ 12.00
" My Maryland	2.00@ 8.00
Carnations	2.00@ 4.00
Violets	1.00@ 1.50

BUFFALO, May 1. Per 100

Beauty Special	\$30.00@ \$40.00
" Fancy	20.00@ 30.00
" Extra	15.00@ 20.00
" Ist	8.00@ 10.00
Roses, Killarney	3.00@ 8.00
" My Maryland	3.00@ 8.00
" Sunburst	3.00@ 8.00
" Ward	3.00@ 6.00
" Ophelia	5.00@ 10.00
" Russell	6.00@ 12.00
" Stanley	3.00@ 8.00
" Mock	4.00@ 8.00
" Shawyer	5.00@ 10.00
Lilies	8.00@ 12.00
Cattleyas	40.00@ 50.00
Carnations	2.00@ 3.00
Asparagus Sprengerii35@ .50
Ferns	per 1,000, 3.00
Smilax	20.00
Violets50@ .80
Sweet Peas75@ 1.50
Daffodils	1.00@ 2.00
Tulips	1.00@ 2.00
Romans	2.00@ 3.00
Freesias	1.00@ 3.00
Calendulas	2.00@ 3.00
Gladiolus	8.00@ 10.00

daily and reports a very fair amount of business for the week. Roses, snapdragons, sweet peas and choice cattleyas are special features.

The Philadelphia Wholesale Florists' Exchange finds business very fair. Easter lilies are hard to move, but their large stock of roses is in active demand.

Choice sweet peas, daffodils, Easter lilies and carnations were leaders in the Berger Brothers' stock. No kick about business was the good word here.

Choice carnations, sweet peas and roses, 57 varieties, more or less, keep the Eugene Bernheimer force busy these days.

Write For Our

Price List On Cut Flowers H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

Mention the American Florist when writing.

H. Bayersdorfer & Co.

The Wholesale Supply
House of America ...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in
Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St. Philadelphia, Pa.

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CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

NOTES.

Edward A. Harvey, of Brandywine Summit, was in town and expressed himself as being satisfied, considering the conditions, with the results of the season. He felt that the other growers of his locality, the old carnation belt of Chester county, would at least come out even, which was about as much, or even more, than was expected during the strenuous winter. Carnations were their main crop a few years ago, but these have been discarded for roses, which require much less labor and turn in more per square foot of space. Tomatoes, which succeeded sweet peas, in one large house, are now 24 inches high with the first fruits set about the size of cherries. These will be ready in June. Next season's bituminous coal was being put in; it cost on the siding, \$5.50 per ton of 2,000 pounds, which is 50 cents less than last year. Mr. Harvey believes that growers should get all or at least 50 per cent of their supply at once, as the price is fixed and the satisfaction of having it on hand offsets the interest lost on the early investment.

The West Philadelphia Rod and Gun Club, of which Mark P. Mills is president, held a patriotic meeting and flag raising at the W. K. Harris greenhouses April 27. This is club headquarters. President Mills introduced Lieut. Harry W. Prince, son of John W. Prince, who is in the aviation corps at Fort Worth, Texas, and was home on a short furlough. In presenting the flag, he particularly impressed on his hearers the care of their flags, that when frayed and faded were no longer worthy to represent Old Glory and should be renewed. Flags, he said, were not carried in battle in this war as they gave information to the enemy. As the flag was run up and burst to the breeze, a shower of miniature flags floated out, which were given to the children. A two star service flag showed that two members had joined the colors. Patriotic addresses, full of fire and enthusiasm, were made by

GUST. RUSCH & CO.



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Phone Main 1245. P. O. Box 206

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Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, May 1. Per 100		
Roses, Beauty, special	30.00@40.00	
" " fancy	10.00@20.00	
" " extra	5.00@10.00	
" " shorter grades	2.00@ 5.00	
" Mrs. Chas. Russell	6.00@20.00	
" Killarney	3.00@ 8.00	
" Hadley	4.00@15.00	
" Sunburst	4.00@ 8.00	
" Wards	2.00@ 4.00	
" Ophelia	2.00@ 8.00	
Carnations	1.50@ 3.00	
Cattleyas	each \$0.35@ .50	
Valler	6.00@ 8.00	
Lilium Rubrum	5.00@ 6.00	
Easter Lilies	6.00@ 8.00	
Snaptdragons	6.00@12.50	
Galax	6.00@ 8.00	
Daffodils	1.50@ 3.00	
Lilacs	per bunch 1.00	
Calendulas	1.00@ 2.00	
Sweet Peas	.75@ 2.00	
Asparagus	string or bunch, .35@ .50	

PITTSBURGH, May 1. Per 100		
Roses, Beauty, special	30.00@35.00	
" " fancy	20.00@30.00	
" " extra	15.00@20.00	
" " No. 1	4.00@12.00	
" Killarney	2.00@12.00	
" My Maryland	2.00@12.00	
" Sunburst	2.00@12.00	
" Mrs. Aaron Ward	2.00@12.00	
Cattleyas	50.00@100.00	
Lilium Giganteum	12.00	
Adiantum	1.00	
Asparagus Sprengeri, bunch	35@40	
New Crop Green Galax per 1000	\$1.25	
Carnations	3.00@ 4.00	
Daffodils	3.00	
Sweet Peas	.20@ 1.00	
Tulips	3.00	
Valley	6.00	
Calendula	2.00	
Lilacs	6.00	
Snaptdragon	6.00@12.00	
Daisies	1.00	

MILWAUKEE, May 1. Per 100		
Roses, Killarney, W. Killarney	4.00@10.00	
" " Ward	4.00@10.00	
" " Mrs. Chas. Russell	6.00@25.00	
" " Ophelia	4.00@10.00	
" " Hoosier Beauty	4.00@10.00	
" " Ron Silene, per bunch	.50@ .75	
Carnations	4.00	
Valley	5.00	
Sweet Peas	.75@ 1.50	
Cattleyas	per doz. 6.00@ 7.50	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing

EUGENE BERNHEIMER

—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia.
Carnations,

1531 Ranstead St., Philadelphia, Pa.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

ST. LOUIS, May 1. Per 100		
Hadley	2.00@ 5.00	
Killarney	2.00@ 4.00	
White Killarney	2.00@ 4.00	
Hoosier Beauty	3.00@10.00	
Russell	4.00@15.00	
Sunburst	3.00@10.00	
Ward	3.00@ 6.00	
Mrs. Shawyer	2.00@ 8.00	
Ophelia	4.00@10.00	
Ferns	per 1,000 3.50	
Violets	.20@ .30	
Carnations	4.00	

George H. Stein and J. Otto Thilow, both members of the club. The Star Spangled Banner and other patriotic songs were sung by all present. A line-casting contest at 50, 75 and 100 feet followed.

Charles Grakelow is a busy man these days, as chairman of his ward committee of business men and also the public school forces, attending from 10 to as many as 20 meetings a day at which he was for each, one of the principal speakers. He can surely be said to have done his duty in regards to the Liberty Loan. His committees have raised considerably over one million dollars. Charley is a most magnetic speaker, who radiates enthusiasm, for anything he takes up. He is quick at repartee and generally turns the joke on the other fellow that tries to heckle. With all this activity, business is good at the store, particularly in funeral work.

The London Flower Shop is busy with fancy garden tools and furniture, window boxes and spring plants. Mrs. Drew-Baer spent the last week end in a three days' motor trip through the Eastern shore of Maryland, where the dogwood was seen in full flower. She was very enthusiastic over the natural scenery. Her son, P. D. Drew-Baer, who joined the Royal Flying Corps, is at the front in France, where he has just been given his third gold stripe for three years of service.

C. U. Liggit, who is opening a wholesale house for the sale of plants, bulbs and seeds for florists, is temporarily located at 325 Bulletin building. He is on the lookout for a suitable store and warehouse in a central location, which by the time the autumn business opens he expects to have opened and fully equipped.

Habermehl's stores and greenhouses with their decorations and funeral orders are turning out a lot of work. Their Walnut street window in the Bellevue-Strafford store has been beautifully arranged the past week with plants, snapdragons, roses and cattleyas. Baskets of Sprenger are a feature.

Mark J. Mullin, parcel post expert, will address the florists' club at the May meeting next Tuesday evening on the subject of the efficiency of the parcel post in the delivery of plants and cut flowers.

H. Bayersdorfer & Co. are receiving orders almost faster than they can get them out. Sydney Bayersdorfer expects a great Memorial day rush from the way the advance business is coming in.

The J. G. Neidinger Co. is working over time in getting out wreath and spray orders for Memorial day. Waxed crepe flower and decorated magnolia wreaths are going out in thousand lots.

Martin Reukauf has sold his stock to H. Bayersdorfer & Co. and has cast his lot again as traveler for this firm. K.

Horticultural Society of New York.

An exhibition of this society will be held Saturday and Sunday, May 11-12, in the Museum building, New York Botanical Garden, Bronx Park. Premiums will be offered for collections of cut flowers of herbaceous plants, shrubs and trees, tulips, narcissi, snapdragons, and orchids, and for flowering plants of pelargonium and calceolaria. Special prizes may also be awarded for meritorious exhibits not provided for in the schedule. Schedules are now ready for distribution and may be had by application to the secretary, George V. Nash, New York Botanical Garden, Bronx park, New York City.

GEORGE V. NASH, Sec'y.

From Cold Storage
LILIUM GIGANTEUM
 7-9 (300 bulbs per case), \$60.00 per 1000.
LILY OF THE VALLEY
 Best quality, \$30.00 per 1000.
Chas. Schwake & Co., Inc., 90-92 W. Broadway, New York

New York.

BUSINESS ABOVE COMPLAINT.

Considering the fact that many of the best customers of the retail florists were, during the past week, exceptionally busy selling Liberty Bonds, business was not at all bad. Special American Beauty roses advanced to the rate of \$50 per 100. The supply was light, but at this season the demand for them is supposed to be light. Other roses held up well, with a slight advance on exceptionally fine stock of some varieties. Good stock of Ulrich Brunner roses is now on the market and attracts considerable attention. It is a good red rose and, up to the end of June, may be expected to sell well. There is a plentiful supply of cattleyas on the market, and they do not clean up well, though good C. Mossiae are in demand. The average price for carnations is about \$2.50 per 100. A few fancies go as high as \$4, but again there is inferior stock that does not bring \$2. Long-stem Spencer sweet peas are always in demand at fair prices, but at present the supply of special stock is limited. There is fine stock of Spanish iris on the market, which meets with a fair demand. Lilies continue in surplus. There is a normal demand, for the season, for lily of the valley. Although the weather of the past week was clear, it was also cool, which was favorable to stock and to the market. That was noteworthy in the case of tulips and narcissi, which are holding out well. Pansies, stocks, marigolds snapdragons and other minor stocks are plentiful enough to supply all demands.

April 29.—Yesterday was a fine spring day and counter trade seems to have been good with the retailers, consequently there is considerable buying this morning to replenish stock. Prices remain about the same as during the past week. The day opens with rain and fog, which, if continued, will not be favorable to business.

NOTES.

The afternoon of April 26, Liberty day, brought out a great parade, in which a number of florists joined. The sale of Liberty Bonds to florists has progressed favorably; A. T. Bunyard, president of the retail association, and George D. Nicholas, a prominent member of the Greek-American association, have been active in the good work.

At the store of James Weir, Inc., Fulton and Pierpont streets, Brooklyn, we noticed a patriotic decoration. A bust of Lincoln was draped with the national colors and there were a number of handsome Liberty posters, all being flanked by fine cut flowers and flowering plants.

Gust. Nikias, Third avenue and 166th street, has one of the best stores in Bronx borough. His business is good, and he has been buying Liberty Bonds.

Simon Hefele and wife, 3361 Third avenue, have been there 56 years and are fairly entitled to be classed as "oldest inhabitants." Both continue active.

William Mackie, 105 West 28th street, in addition to other good stock,



Mention the American Florist when writing.

Telephone Farragut 2287

Nicholas G. Pappas & Co.
Wholesale Florists

112 W. 28th St. NEW YORK
 Ulrich Brunner Roses a Specialty.

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York
 Telephone 759 Farragut.

Mention the American Florist when writing.



Mention the American Florist when writing.

is handling exceptionally fine Spanish iris and Spencer sweet peas.

At the store of A. Ehrmann, 2112 Broadway, there is always to be seen many artistic features in vases, flower bowls, butterflies, etc.

David Clarke's Sons, Broadway and 75th street, were exceptionally busy during the past week with weddings and funeral work.

Malandre Brothers, Broadway and 72nd street, are showing excellent features in plants, fine hydrangeas being noteworthy.

At the C. A. Dards store, Madison avenue and 44th street, it was stated that the week's business had been good.

Panarites & Doninas is a new firm that has recently taken the store at 3201 Third avenue.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

NEW YORK CITY

Telephone:
8864 Farragut.**GEO. J. POLYKRANAS**

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St., NEW YORK

Telephone No. 2264 Farragut.

J. J. COAN, Inc.

WHOLESALE FLORIST

115 West 28th St., New York

Phones 5413 and 5891 Farragut

Everything in Cut Flowers

Walter F. Sheridan

WHOLESALE FLORIST

Telephone Call:
3532 3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

148 West 28th St., NEW YORK CITY

Telephones: Farragut 300 and 301

JOHN YOUNG & CO.

Wholesale Commission Florists

53 W. 28th St., NEW YORK

Telephone Farragut 4336.

WILLIAM P. FORD

WHOLESALE FLORIST

107 W. 28TH ST., NEW YORK

Telephone 5335 Farragut.

Geo. C. Siebrecht

Wholesale Florist

109 West 28th St., NEW YORK

Tel. 608 and 609 Farragut.

CONSIGNMENTS SOLICITED

Telephone Farragut 9761.

Goldstein & Futterman

Wholesale Florists

The Right People to Deal With.

102 West 28th St., New York

Mention the American Florist when writing.

BADGLEY & BISHOP, Inc.

Phones, Farragut 4130-4181

34 West 28th Street, New York

Receivers and Distributors of Choicest Cut Flowers.

Mention the American Florist when writing.

Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, May 1. Per 100		
Roses, Beauty, special	25.00@45.00	
" " extra and fancy	10.00@15.00	
" " No. 1 and No. 2	3.00@6.00	
" Hadley	3.00@30.00	
" Francis Scott Key	3.00@25.00	
" Prima Donna	2.00@10.00	
" Alice Stanley	.50@6.00	
" Mrs. Geo. Shawyer	.50@8.00	
" Double White Killarney	1.00@8.00	
" Killarney	.50@5.00	
" " Queen	1.00@8.00	
" " Brilliant	1.00@8.00	
" Aaron Ward	2.00@8.00	
" J. L. Mock	2.00@10.00	
" Ophelia	1.00@8.00	
" Mrs. Chas. Russell	4.00@25.00	
" Hoosier Beauty	.50@4.00	
" Ulrich Brunner	4.00@25.00	
Cattleya Orchids, special	35.00@40.00	
Rubrum	3.00@4.00	
Lilies, Longiflorum and Formosum	3.00@5.00	
Lily of the Valley	3.00@6.00	
Adiantum Croweanum and		
Hybridum	.75@1.00	
Asparagus Plumosus	doz. bchs. 1.50@3.00	
Smilax	doz. strings, 3.00@3.50	
Carnations	1.50@3.00	
Carnations, fancy	3.00@4.00	
Snappedragons	per doz. .50@.75	
Gardenias	per doz. .50@3.00	
Narcissus, Yellow	per doz. 1.25@2.00	
Iris	per doz. .75@1.00	
Sweet Peas	per doz. .50@1.50	
Callas	per doz. .75@1.00	
Lilacs	per bunch, 25	
Tulips	1.00@2.00	
Tulips, Darwin	3.00@4.00	
Daisies	.75@2.00	

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

CONSIGNMENTS SOLICITED

Mention the American Florist when writing

Phones, 3310-11-12 Farragut

Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

127 W. 28th St., NEW YORK

Mention the American Florist when writing.

Trade Directory

Price: \$3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St., Chicago

Telephones } 4422 Farragut D. J. Pappas, Pres.
 } 4423 Farragut**United Cut Flower Co., Inc.**

WHOLESALE

111 W. 28th St., NEW YORK

Mention the American Florist when writing.

PHONE } 2335 FARRAGUT
 } 2336**WM. KESSLER,**

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing.

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

Mention the American Florist when writing.

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

GEO. B. HART

WHOLESALE FLORIST

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing.

M. C. FORD

121 WEST 28TH STREET

NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing.

D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,
3102-1308 W. Division St., CHICAGO

The next meeting of the florists' club will be held in its rooms in the Grand Opera House building, Eighth avenue and 23rd street, on the night of May 13. The exhibition committee of the club is anxious to have florists bring or send flowers to the meeting for exhibition. At late meetings the exhibits have fallen off. This is not a national or international exhibition for which stock is supposed to be specially grown, but a social gathering of friends. Many growers have good stock and can easily send a vase of something. If it is inconvenient for the grower to attend the meeting, he can send the stock to H. C. Riedel, of Riedel & Meyer, 49 West 28th street, to reach him before 6 P. M. of the above date, and it will be properly exhibited.

S. J. Kracke, formerly in the retail business at 3587 Broadway, is now a soldier at Camp Upton, L. I. Soon after he reported at camp, he was transferred to the base hospital and recently, he was promoted to the position of ward master. A brother, Martin, and a sister, Grete Kracke, both of whom are florists, recently arrived in this city from Switzerland. The brother is now employed on a private estate at South Cortwright, N. Y.

At the Hippodrome on the night of April 28, John McCormack, the noted singer, completed the \$100,000 for the Red Cross which has been raised by his individual talent. For the occasion, P. F. McKenney, Fifth avenue and 42nd street, arranged a great bunch of special American Beauties. On a broad red ribbon was the inscription: "To John McCormick, Artist and Patriot—From Three American Mothers—God Bless You!"

In a patriotic effort to sell Liberty Bonds, Frank Nielsen the retailer of 17 East 28th street and 30 East 42nd street, gave each buyer of a bond a dollar's worth of fresh cut flowers or a dollar plant of their own selection. He had considerable success.

It was stated at the office of the Lord & Burnham Co., April 29, that the subscriptions to the Third Liberty Loan by the florists and allied trades of this city, had then reached a total of \$230,000.

William Nigro, late of William Kessler's staff, has enlisted in the army and is in the quartermaster's department of a southern camp. His parents are Italians.

Saunders & Co., who conduct the store known as "Esch, the Florist," 3279 Third avenue, also have a prosperous hardware store near by.

The Henshaw Floral Co., Inc., 127 West 28th street, is handling a good stock of roses, sweet peas and a great variety of other flowers.

J. J. Coan, 115 West 28th street, in addition to a staple supply of stock, is handling fine delphiniums.

Yonkers, N. Y.

Yonkers is a thriving city that may well be proud of both its commercial florists and the horticultural features of its private estates. Noteworthy among the latter is that of Col. W. B. Thompson, where R. M. Johnston is the head gardener. Col. Thompson had plenty of fuel last winter, but he preferred to shut down the greater part of his splendid conservatories in order to let his needy fellow citizens have the coal. Notwithstanding this handicap, a most creditable exhibit was made at the New York flower show. In addition to the conservatories, which are both elegant and substantial, the lawns, shrubbery and vegetable garden are all noteworthy. Mr. Johnston is greatly interested in war gardens and has written interesting articles on the subject. Some people seem to have the idea that when the owner of an estate makes a war garden, he ploughs up his fine lawns for that purpose. We do not believe that anything of the kind has been done, nor is there any necessity for doing it, as there is usually land to spare on such places without encroaching on that which has been treated by the landscape gardener. The ambition of amateur gardeners to increase the food supply is admirable and commendable, and they deserve encouragement, but it is right in the line of the professional gardeners on private estates to extend their activities in vegetable growing and more may be expected of them. As food producers, we have little faith in city or community gardens. They may serve for diversion and for healthful exercise—they have even been used for political advertising—but it is an old and true saying that "Too many cooks spoil the broth."

Another of the noteworthy private estates of Yonkers is "Greystone," once the country home of the late Samuel J. Tilden, one time governor of New York and prominent as a candidate for president. Some years ago it was purchased by Samuel Untermyer, a prominent lawyer, who has made it one of the show places of Yonkers. It has fine conservatories and attractive features, overlooking (like the Thompson estate) the magnificent Hudson river.

COMMERCIAL FLORISTS OF YONKERS.

The business of Mrs. Milliot, 18 North Broadway, one of the oldest, if not the oldest, in the city, is now conducted by a son and two daughters, one of the daughters being the buyer in the New York market. Louis Milliot, who is a member of the New York Florists' Club, manages the greenhouses, which are some distance from the store.

William Macdonald, of the Macdonald Floral Co., with a good store at Getty Square, has recently been appointed park commissioner and has entered upon his duties. As he has been reared in the business, his father, the late Peter Macdonald, having been an

experienced florist and gardener, he is well fitted for the position.

The New York Floral Co., which has a fine store at the corner of Manor House square and North Broadway, recently opened another store at No. 2 Main street.

The MacHenry store, 37 Palisade avenue, is a long established business. We found the store well stocked with cut flowers, seeds and bedding plants.

The Hollywood Florist has a good store at 36 South Broadway, and Manager Cullen advised us that they have had a good season. A. F. F.

Fort Wayne, Ind.

MOTHERS' DAY SHORTAGE FEARED.

The weather has been very cold and rainy, but the demand has held up well under these disagreeable conditions, and the demand for shrubs, vines, and other plants, and wedding work has kept pace with the call for funeral work which has been very heavy. Counter trade has held its own, and flowers for the hospitals were no small part of this branch of the trade. Out-of-town business was heavy, especially in funeral flowers, and everyone reports a satisfactorily busy week. A great scarcity of flowers is predicted for Mothers' day, on account of the unfavorable growing weather of the past several weeks. Prices are predicted to be high for this occasion, and it will be the case of the early bird getting the worm, when it comes to ordering flowers for this day from the wholesalers.

NOTES.

The Flick Floral Co. is holding a sale of rose plants this week. They are specializing in bedding and vegetable plants of all kinds this year. They had a heavy demand for out-of-town work.

The Freese Floral Co. had a record week, with funeral work in the heaviest demand. They report a fine crop of roses, carnations and sweet peas at their greenhouses for the Mothers' day trade.

Weddings and funerals combined to keep all hands busy at the establishment of A. J. Lanternier & Co. They report flowers scarce and hard to obtain. Some good roses were noted here.

W. J. & M. S. Vesey are cutting heavily on orchids and roses. The demand is excellent here, but the outlook for Mothers' day is that flowers will be at a premium.

A fine crop of Easter lilies are on at the greenhouses of the Doswell Floral Co. This firm reports a big demand with a great scarcity of stock with which to meet it. H. K.

EVANSVILLE, IND.—Mr. and Mrs. Geo. H. Blackman announce the marriage of their daughter, Miss Mary Nell Blackman, and Arthur E. Miller, April 29. At home after June 1, at 607 Taylor avenue.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857



745 Buckingham Place.
L. D. Phone, Graceland 1112

Send us your retail orders.

We Have the Best Facilities in the City

Mention the American Florist when writing.

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.



Mention the American Florist when writing.

Albany, N. Y.

EYRES
FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing.

Milwaukee, Wis.



J. M. Fox & Son, Inc.
437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

Mention the American Florist when writing.

THOS. F. GALVIN
INC.

NEW YORK — 561 —
Fifth Avenue

BOSTON 1 Park Street
799 Boylston Street

Deliveries to Steamers and All Eastern Ports.

Mention the American Florist when writing.

**ORDERS
IN OR
AROUND**

PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK

785 Fifth Ave.

Member of Florists' Telegraph Delivery

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTEL

KOTTMILLER

426

Madison Ave.,
NEW YORK

ROANOKE, VA.

FALLON, Florist.

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

Young & Nugent

Telephone 4265-4266 Farragut.
42 West 28th Street.

To out-of-town florists:
We are in the Heart of New York
And give special attention to steamer and theatre orders. Prompt delivery and best stock in the market.

Members of Florists' Telegraph Delivery.

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in the city. All orders given prompt attention.

Members of Florists' Telegraph Delivery.

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Minneapolis, Minn.

WHITTED FLORAL CO.

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or Northwest

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.

Code Address: Alexconnell,
Western Union Code.

Bangor, Me.

Adam Sekenger
FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.



LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Member of Florists' Telegraph Delivery.

"We should all strictly adhere to the request of the United States Food Administration."

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

BUFFALO

N. Y.

L. H. NEUBECK

Main and High Sts.

Member of Florists' Telegraph Delivery.

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

City Index to Retail Florists
Filling Telegraph Orders.

Albany, N. Y.—Eyes, 106 State St.
Albany, N. Y.—Danker's.
Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. H. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
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Washington—Gude Bros.
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Send your orders to me for prompt delivery and satisfaction.
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Greenhouses and Nurseries in Riverdale.

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IDLEWILD GREENHOUSES Memphis, Tenn.

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Every Flower in Season

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S. A. ANDERSON

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Anderson service means fresh, sturdy stock
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Connecticut Avenue and L Street

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THINK OF HEINL'S

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

CALIFORNIA seed growers are again complaining of drought.

VISITED CHICAGO: H. G. Windheim, of the Nebraska Seed Co., Omaha, Neb.

W. J. SMART, Chicago representative of Weeber & Don, New York, was drafted this week.

SEEDS of soy beans, food peas, as well as rape seed, are said to be on the Japan prohibition list.

LOS ANGELES, CALIF.—The rainfall for the season to April 28 was 13.43 inches; last season, 14.99 inches.

J. COURTINE, representing Bremond Freres, French bulb growers, is expected in America about the middle of May.

A TENNESSEE authority says: "Patriotism and profit both urge the farmer to increase, rather than decrease, his potato acreage."

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade May 1 were as follows: Timothy, \$7.00 to \$8.25 per 100 pounds.

SEEDSMEN find it difficult to wait five and six days so near planting time for Washington permits to send small lots of sweet corn, peas and beans to Canada.

ONION SETS in the Chicago district were offered this week at \$1.25 to \$1.50 per bushel but moved slowly; most other markets report supply exceeding the demand. This condition affords good opportunity for amateur war gardeners to plant for big crops of storage onions.

TOLEDO, O.—March clover, cash, was lower April 29, at \$18.40, closing at the same price as on April 27. Receipts were 5 bags, shipments, 9. Timothy was 5 to 10 cents lower for October, old quoted at \$3.85; new, \$3.90; April \$3.90; September, \$4.60, and October, \$4.35.

GRAND RAPIDS, MICH.—The A. J. Brown Seed Co. says the season is fully up to last year's standard and while the tendency on grass seed prices has been above normal, there is now a downward movement. The onion set supply is nearly exhausted, but the demand is weak and prices are low. Warehouses of the firm are now located at three western points. President Brown will start next week on an inspection trip and later will visit California.

MADISON, WIS.—The demand for garden seeds, according to the L. L. Olds Seed Co., is not keeping up with that of last year, orders showing a falling off of from 10 to 25 per cent since the first of April, compared with the corresponding period in 1917. Clover prices are lower with the season about over but timothy is higher. The supply of onion sets has been equal to the demand but they are not keeping well and it is believed they will be out of the market very soon. Prices are \$2 to \$2.50 per bushel for colors and \$3 for white.

C. C. MORSE & Co., the well known seed growers of San Francisco, Calif., are considering the advisability of renaming the ultramarine blue pansy, Emperor William, proposing Hail Columbia as a substitute. This pansy was so called after the first emperor of that name. We would prefer Columbia as a new name, rather than Hail Columbia. The renaming has been prompted by customers who complained of the old name.

French Bulb Prices.

Cable advices of April 29 indicate that the Growers' Syndicate named on the Sunday previous a rate of 135 francs for white Roman hyacinths, run of the crop, and 37 francs for Narcissus Paper White grandiflora, presumably entire crop above 13 centimeters. Whether jobbers will accept stocks from growers at these high first hand prices is problematic. The estimates of American requirements of Paper White narcissus for the coming season, with 50 per cent full restriction, varies from 40 to 65 per cent of last year's supply.

Recent good rains have fallen in the bulb districts, enhancing crop prospects.

Recommendations of Advisory Committee.

At a recent meeting at Washington, D. C., of an advisory committee consisting of 23 agricultural and live stock producers from all parts of the United States, in consultation with the department of agriculture and the food administration, recommendations were made as follows:

In view of the fact that the foreign supply of vegetable seeds is practically cut off by reason of war conditions, all growers of vegetables are urged to save seed for themselves as far as practicable and to conserve such supplies of seed as may come into their possession.

That the national seed surveys conducted semi-annually and the seed reporting service are extremely valuable in supplying information to both farmer and seedsman, thereby lessening the opportunity for profiteering, and it is recommended that this service be made a part of the work of the department of agriculture.

It is urged that the field inspection of field grains be extended as far as possible and that the various states supplement the federal appropriations and co-operate to the fullest extent.

Steps should be taken immediately to conserve the supplies of buckwheat seed now in danger of being consumed as food.

That the committee on seed stocks should take definite steps to supply necessary quantities of good stocks of millet seed for sowing for seed, feed and forage purposes.

That moderate priced alfalfa seed be accumulated at convenient points in the northwest or information disseminated as to where it can be obtained and the local production of this crop encouraged.

Catalogues Received.

John A. Salzer Seed Co., LaCrosse, Wis., seeds; Elmer D. Smith & Co., Adrian, Mich., chrysanthemums; J. T. Lovett, Inc., Little Silver, N. J., nursery stock; Currie Bros. Co., Milwaukee, Wis., seeds; Geo. L. Stillman, Westerly, R. I., dahlias; Everitt's Seed Store, Indianapolis, Ind., seeds; W. C. Slate, South Boston, Va., seeds; Wayside Gardens, Mentor, O., hardy plants and shrubs; Colorado Seed Co., Denver, Colo., seed; H. J. Weber & Sons Nursery Co., Nursery, Mo., nursery stock; Peacock Dahlia Farms, Berlin, N. J., dahlias; Archias' Seed Store Corp., Sedalia, Mo., seeds; Burnett Brothers, New York, seeds, bulbs and plants; Thomas J. Gray Co., Boston, Mass., seeds; Thornton Bros., Lawrence, Mass., seeds; Fraser Nursery Co., Huntsville, Ala., nursery stock; Jelle Roos, Milton, Mass., gladioli; Wm. Henry Maule, Inc., Philadelphia, Pa., seeds; D. Hill Nursery Co., Inc., Dundee, Ill., nursery stock; Beeman Garden Tractor Co., Minneapolis, Minn., cultivators; Wagner Park Nursery Co., Sidney, O., "Wagner Landscape Service" and seeds, plants and nursery stock; Jackson & Perkins Co., Newark, New York, nursery stock; Peth & Dugan, New York, seeds; Weeber & Don, New York, seeds; Leedle Floral Co., Springfield, O., roses; John Connon Co., Ltd., Hamilton, Ont., plants, bulbs, nursery stock; California Nursery Co., Niles, Calif., nursery stock; J. J. Wilson Seed Co., Newark, N. J., seeds; Holm & Olson, Inc., nursery stock; Jos. W. Vestal & Son, Little Rock, Ark., nursery stock; Northrup, King & Co., Minneapolis, Minn., seeds; Peter Henderson & Co., New York, farm seeds; Alexander Forbes & Co., Newark, N. J., seeds; Winterson's Seed Store, Chicago, seeds and bulbs; C. Young & Sons Co., St. Louis, Mo., seeds and plants; J. M. Thorburn & Co., trade list; Elm City Nursery Co., New Haven, Conn., nursery stock; I. W. Scott Co., Pittsburgh, Pa., seeds, agricultural implements, farm, garden and poultry supplies; Arthur T. Boddington Co., Inc., New York, seeds plants, bulbs and sundries; Harrison's Nurser-

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

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Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

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SAN JOSE, CALIFORNIA

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For SEEDS

FLOWER, VEGETABLE AND FARM

Send your inquiries to

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The Premier British Wholesale
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74 YEARS UNRIVALLED REPUTATION.

Mention the American Florist when writing.

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J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

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SEEDS WHICH SUCCEED

Bloomsdale
Farm.**Bristol, Pa.****R. & M. GODINEAU
SEED GROWERS**

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cab-
bages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Mention the American Florist when writing.

ies, Berlin, Md., nursery stock; Cot-
tage Gardens Nurseries, Eureka, Calif.,
bulbs and nursery stock; The Palisades
Nurseries, Sparkill, N. Y., perennials;
Montgomery Gardens, Sac City Ia.,
bulbs and plants; American Seed Tape
Co., Newark, N. J., seeds; The J. M.
McCullough's Sons Co., Cincinnati, O.,
seeds; Brown Bulb Ranch, Capitola,
Calif., tulip and narcissi bulbs and
sweet peas; Clarke Bros., Portland,
Ore., roses and other plants and
shrubs; Rippley Mfg. Co., Grafton, Ill.,
feed cookers, heating outfits and spe-
cialties for farmers, fruit growers, etc.
Vilmorin-Andrieux & Co., Paris,
France, chrysanthemums, dahlias, can-
nas; R. A. Van der Schoot, Hillegom,
Holland, bulbs and plants; Perry's
Hardy Plant Farm, Enfield, Middlesex,
Eng., perennials; Harrison Nurseries,
Berlin, Md., nursery stock.

Priority Licenses.

Thomas A. Cox, president of the Pa-
cific Seed Growers' Company, San
Francisco, Calif., in a recent communi-
cation to the United States food ad-
ministrator for that state, says that
with indications of a record yield of
seed in many varieties and traffic con-
ditions far from encouraging, the is-
suanace of priority licenses to Califor-
nia growers would insure against in-
jurious congestion in the movement of
the 1918 crops immediately after har-
vest.

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

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CABLE ADDRESS, "MCGILL-SEED"
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BRUYERES-LE-CHATEL (Seine et Oise,) France.

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Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds**SPECIALTIES**Mangel-Wurzel, Giant Half-Sugar Mangel Wurzel, Beet, Carrot, Celery,
Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.**IMPORTERS OF**

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application.

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SEEDS Specially Prepared for Export**KELWAY'S**

IMPROVED FARM ROOT SEEDS

IMPROVED VEGETABLE SEEDS

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KELWAY & SON Wholesale Seed
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SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and
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Cineraria, prize strains mixed, tall and semi-dwarf.

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Delphinium Newport Rose, finest Pink Larkspur, at 80c per oz.; \$2.25 per 1/4 lb.

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Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed
100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10,000 seeds, \$30.00,
25,000 seeds, \$72.50

Also all other reasonable Seeds, Bulbs
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Wholesale Price List Free.

HENRY F. MICHELL CO.
518 Market St., Philadelphia, Pa.

Asparagus Plumosus Nanus Seed

New crop, cleaned, lath-house grown.
Now ready to ship.

1000 or more seeds..\$2.25 per 1000
5000 " " " 2.00 " "
10,000 " " " 1.75 " "
25,000 " " " 1.60 " "

Delivered free anywhere in the U. S.
or Canada upon receipt of remittance.

McHUTCHISON & CO.
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We carry a reserve stock of the
important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.

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Garden Seeds
438 MARKET STREET
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ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Seed Packets for 1919 ORDER NOW

for early delivery, and avoid delays, freight congestions,
express charges, shut downs and loss of business. We can
fill your orders promptly now, but not next December.

THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

TUBEROUS BEGONIAS

Per 100	Per 100
Single mixed..\$2.50	In colors.....\$3.00
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Gloxinias, blue, white, red, spotted, per 100,	\$3.50.
Mixed.....	3.00

New importation of these bulbs just received.

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Specialties: Pepper, Egg plant, Tomato,
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Correspondence Solicited.

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SWEET PEAS, Spencers, Grandi-
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Bean Growers for the
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THE C. HERBERT COY SEED CO.
VALLEY, Douglas County, NEB.
CONTRACT GROWERS OF
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

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Grass Mixtures —FOR— Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

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SWEDESBORO, N. J.

Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash, Pumpkin,
Cucumber and Watermelon Seed and Field Corn,
on Contract.

CORRESPONDENCE SOLICITED

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Grown for the Wholesale Seed Trade.

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Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

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GROWERS FOR THE TRADE
Beans, Peas, Sweet Corn, Onion, Tur-
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Branches: Michigan, WISCONSIN and Idaho. **MILFORD, CONN.**

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

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Wholesale Price List for Florists
and Market Gardeners.

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.



Gladiolus Bulbs

AMERICAN GROWN—AT GROWING COST

The Best Paying Crop Last Summer

Constant Cutting of Salable Plants

NO COAL BILLS

These are healthy frost-free Bulbs, our own Michigan and Illinois grown.

FOUR GREAT LEADERS

(The best sellers
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	Firsts 1½-2-in. 1000	Medium 1¼-1½-in. 1000
America, Lavender pink	\$16.00	\$13.00
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Chicago White, best early white	22.50	17.00

Other Good Named Kinds.

	Firsts 1½-2-in. 1000	Medium 1¼-1½-in. 1000
Pendleton	\$50.00	\$38.00
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Schwaben, big yellow	65.00	
Europa, big white	60.00	
Myrtle, good pink	75.00	65.00

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	Firsts 1½-2-in. 1000	Medium 1¼-1½-in. 1000
XXX Florists'	\$16.00	\$13.00
Standard	13.00	10.00
Scarlet Shades	14.00	11.00
Pink Shades	15.00	12.00

Planting stocks of several of above at close prices, write.

All the above F. O. B. Chicago

Complete lists of Named Gladiolus, Cannas, Roses, etc., in our "Book For Florists."

CHICAGO VAUGHAN'S SEED STORE NEW YORK

Stock You Need Now

Pandanus Veitchii, 4-inch, 35 to 50 cents each.
Dracaena Indivisa, 4-inch, 12 to 15 cents each.
Asparagus Sprengeri, strong plants, 2 and 3-inch pots, \$6.00 per 100; \$59.00 per 1000.
French Hydrangeas, pink, white and blue, 4-inch, 25 to 35 cents each.
Transplanted Seedling Cyclamens, separate colors in flats, finest giant strain, \$5.00 per 100; \$50.00 per 1000.
Shasta Daisies, large field-grown clumps, 10 and 15 cents.

H. E. PHILPOTT,

Care of Pyfer & Olsem, WILMETTE, ILL.

Mention the American Florist when writing.

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist April 6, page 612. Correspondence solicited.

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ROOTED CUTTINGS.

Summer Prices—Ready now, and fresh lot every two weeks. **S. A. Nutt**, per 1000, \$10.00. **Ricard and Poitevine**, per 1000, \$12.50. If wanted by Parcel Post, add \$1.00 per 1000 to above prices.

ALBERT M. HERR, LANCASTER, PA.

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Surplus Stock of Perennials

STRONG PLANTS

Per 100

Salvia Azuria Grandiflora	\$5.00
Pentstemon Digitalis	3.00
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Platycodon	6.00
Physostegia	6.00
Hemerocallis Flava	7.00
Gypsophila Paniculata	7.00

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312 W. Chestnut Street,

LOUISVILLE, KY.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.

Trade Directory

Containing the Names and Addresses of Florists of the United States and Canada.

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

Export Licenses for Vegetables.

The war trade board has announced that consideration for licenses authorizing the exportation of the more common fruits and vegetables will be facilitated and expedited if the applications are filed with the nearest branch office of the war trade board rather than at Washington.

Vegetable Growers' Co-Operative Publicity

At a joint meeting of seedsmen, vegetable growers and commission men, presided over by W. F. Therkildson, of the W. Atlee Burpee Co., of Philadelphia, Pa., held at the Poor Richard Club in that city, April 19, announcement of which was made in these columns last week, the sum of \$25,000 was immediately subscribed, which amount will probably be increased to \$50,000, to offset the competition of nationally advertised products that come into that city by trainloads, when, as a matter of fact, some of the best market gardeners in the world are in close proximity. Another feature of the campaign will be to exploit the use of vegetables in greater quantities, supplementing the advertising with information as to how to cook and prepare the various products, together with growers' and dealers' helps. As will be remembered, Mr. Therkildson originated the plan for the national campaign for publicity for flowers adopted at the convention of the Society of American Florists in New York last year, and which is already producing splendid results with its slogan, "Say It With Flowers," and his identification with the movement of the market gardeners augurs much for its success. Officers have been elected and the organization will be completed at a meeting scheduled to be held May 1.

Beans.

At this time it is well to "know beans," for this plant has come into more than ordinary prominence owing to the food situation. The subject, beans, covers a wide field—snap beans, shelled kidney beans, lima beans, navy beans, canned beans, and possibly soy beans; to these we may add that some varieties are quite ornamental and could be classed as decorative climbers, combining beauty and utility. The culture of beans is generally well understood, yet there are a few valuable points not so well known, which we wish to bring forth. The first one is the fact, that all beans resent windy locations. They flourish where air currents are intercepted, yet light is ample. This condition is easily afforded by a cornfield with a scant stand of corn, or a young orchard or a wind break. Second, the wide belief that beans thrive on poor soil is unfounded. We never raised a good crop on poor soil any more than any other crop. They flourish with a good

supply of humus, bone meal and water. We find that Skinner irrigation suits them exactly. Third, we have never had as good crops on lime stone soils as on sandstone soils. We attribute this not to the presence of lime, for they thrive with lime, but to the fact that the sand stone soils are warmer, better drained and less compact.

Of varieties, we have so many as to bewilder the beginner, but we can very soon skim off what we want. In our market, we eliminate wax beans entirely, as they are considered inferior, hence do not sell. Among the green varieties, we distinguish between round podded and flat varieties. Stringless Greenpod is a good example of the first, and Bountiful of the latter. Canners do not like flat beans, and in our market the round pods are also preferred. In Europe, pole beans are esteemed as much superior to bush beans; but in this country, owing to expense of poles and high winds, pole beans are not popular. The exception to this is Kentucky Wonder, which is a good kind to grow in corn fields; but outside by itself it does not thrive so well. Among the limas, we have both bush and pole varieties. With us, bush limas are not popular, owing to small yields. The poles are generally set three feet by three feet and four tied together at the top to form a strong windbrace. The navy or white soup bean is handled as a field crop like wheat, dried and threshed when ripe. They should go into rows 28 inches by 30 inches apart for horse cultivation, the seed planted when settled warm weather has come, say June 1. Plant close in the row and keep clean. The soy bean is used as a soil-renovator, as a food for stock, and also for human food. Its culture is similar to navy beans. This bean also can be used for making hay.

MARKETMAN.

Kansas City.

SUPPLY VERY LIMITED.

We have experienced a week of hard rains and a heavy snowfall and stock has not been plentiful with the exception of roses, which were forced to shoulder the burden and went scarce at times. The supply of pot plants has also diminished. Business in the wholesale market is good as far as the supply goes and the retail stores report a heavy week of funeral work. Hospital orders are also numerous and a few weddings also are reported. The growers are busy getting their bedding stock in shape. From all indications the spring business will be good.

E. J. B.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St.,

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BEST

Cabbage and Tomato Plants

on the market. Very low price. Write or wire your needs at once.

J. F. WILCOX & SONS

530 Broadway, Council Bluffs, Iowa.

TWENTY MILLIONS FROST-PROOF CABBAGE PLANTS READY

Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier.
From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

TO SEEDSMEN ONLY

R. A. van der SCHOOT, Hillegom, Holland

Begs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

Inquiries and quotations may be addressed to the undersigned, who is the American representative of the House, and ready to furnish all information.

No retail trade solicited. We believe we are the only Holland House whose business in the United States is "STRICTLY WHOLESALE."

A. M. van der SCHOOT

Room 1600, Consumers Building,

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JOSEPH HEACOCK CO., Wyncote, Pa.

Offers The Following

HOME GROWN PALMS

Well Established, Strong and Healthy.

Areca Lutescens, 3 plants in pot.

6 inch pot, 24-30 inches high.....	\$ 1.00
6 inch pot, 30-36 inches high.....	1.50
6 inch pot, 36-42 inches high.....	2.00

Kentia Forsteriana, made-up, 4 plants in tub.

11 inch tub, 4½ feet.....	10.00
11 inch tub, 5-5½ feet.....	15.00
11 inch tub, 6 feet.....	18.00

Cibotium Schiedei

9 inch tub, 4½-5 foot spread.....	5.00
-----------------------------------	------

Kentia Belmoreana, 6 to 7 leaves.

6 inch pot, 22-24 inches high.....	\$ 1.00
6 inch pot, 26-28 inches high.....	1.50
6 inch pot, 28-30 inches high.....	2.00
7 inch tub, 34-36 inches high.....	3.00
9 inch tub, 40-42 inches high.....	5.00
9 inch tub, 48-54 inches high.....	8.00
9 inch tub, 4½-5 feet high.....	10.00



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.



ASPARAGUS Plumosus Nanus

43 Barclay Street,
NEW YORK CITY

Vaughan's Seed Store,

31-33 W. Randolph St.,
CHICAGO

ASPARAGUS Plumosus Nanus SPECIAL OFFER

We have on hand a splendid lot of this Seed, plump and of high germinating quality, Northern Greenhouse grown, the same high class strain as supplied by us for the last 15 years. Spring is the ideal time for sowing this seed.

Per 100 seeds, 50c; 250 seeds, \$1.00; 1000 seeds, \$3.00; 5000 to 10,000 seeds at \$2.75 per 1000.

Mention the American Florist when writing.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

DAISIES

Our Stock Has Been Carefully Selected.

	Per 100
Mrs. F. Sander, 2-in.	\$2.00
Boston Yellow, 2-in.	3.00
Alyssum, Giant Double, 2-in.	2.00
Geraniums, Labeled, 2-in.	2.00
Vinca Variegata, 2-in.	1.75

ELMER RAWLINGS, Allegany, N. Y.

Seasonable Stock You Will Need

	Per 100	Per 1000
Asparagus Sprengeri, 2½ in.	\$3.00	\$27.50
Acalypha Sanderi and Triumphans, 2½ in.	4.00	
Buddleia Veitchiana, Lindleyana, Magnifica and Amplissima, 2½ in.	5.00	40.00
Cobaea Scandens, 2½ in pots.	4.00	
Ferns, Aspidium Tsussimense, Cyrtomium Falcatum, Pteris Tremula and Pteris Wimsetti, 2½ in.	3.50	30.00
Salvia Zurich and Splendens, 2½ in.	3.00	27.50
Palms, Kentia Belmoreana, 2½ in., \$10.00 per 100; 3 in., \$15.00 per 100; 4 in., \$40.00 per 100. Fine dwarf clean stock to grow on.		
Cocos Weddelliana, 2½ in., \$12.00 per 100.		

THE STORRS & HARRISON CO.
PAINESVILLE, OHIO

Mention the American Florist when writing.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

THE United States department of agriculture has issued Farmer's Bulletin 917, entitled "Growing Peaches," included in its 44 pages being much of interest regarding sites and cultural methods.

Co-Operative Nursery Development.

In presenting some suggestions for a national co-operative business-building campaign for nurserymen, Joseph J. Lane, of Garden Magazine, says:

"It is gratifying to report now, that a body of nurserymen elected themselves to carry out the plan to create new business for nurserymen. Let us give thanks. And then, let us proceed to further suggestions, for I believe that the time is right here for us all to put our shoulders to the wheel that the big broad plan of creating more business for all, by co-operating individually to the fullest extent of our abilities, be furthered with the greatest degree of success and rapidity.

"Time is short. Life is only a span of years. Today is the only time we have these 24 hours which God has given us to use to the fullest. Let us be active. Let us not delay.

"You are a partner in any plan that means bigger business for nurserymen—because bigger business for nurserymen means bigger business for you. I'll tell you how. Let us assume the present campaign for funds rolls up a working capital sufficient to start the work of broadening the appreciation of the general public of things horticultural. Magazines and newspapers begin to look upon nurserymen as real live business men, progressive, and aggressive.

"The bulletins to the press preaching the gospel of an 'America Beautiful' have begun to appear in publications of broad circulation, and advertisements of nurserymen keep pace with the endeavor to cultivate a desire for gardens and grounds of individual beauty and naturalness. And—more of the same sort. Advertisements over the name of the subscribers to the fund appear in class publications preaching the value of factory planting and restful and financial values of a real planting around the home, the need and results of fruit planting on the home grounds, etc.

"What is the result? First, the nurserymen themselves by collectively appealing to the public in a propaganda to foster a deeper and finer appreciation of horticulture, are ennobled themselves and drawn together for the common good. Trade differences, narrowness and selfish competition give way to the millennium of ceaseless co-operation and unified effort along constructive and creative lines that all may be benefited. And let me say here, that if no other benefit than this came from the expenditure, it would repay every participant a thousand fold.

"The public begins to sense the need of the nature of their lives. The inherent desire for beauty and soul strength that lives in all of us is brought to the

point of action. By creating a deeper appreciation in the public mind of the service nurserymen render, they as a group gain confidence in their operation and pride in their calling. Instead of remaining individual enthusiasts, they become a group having a noble ideal—the creation of a 'Beautiful America.' And increased business begins to come to each of them. Mass publicity has effectiveness that the individual propaganda never dreamed of.

"The national campaign of public education of the value of national beauty in the lives of our people gathers momentum and lecturers begin to spread the gospel under associated direction. People hitherto inclined to scorn a salesman of flowers or nursery products, send invitations to the same salesman to come and prepare planting lists.

"Increasing planting of nursery products has as its fundamental thought the creation of a greater appreciation on the part of the American public of the benefits of garden activity and every branch of the horticultural industry will be benefited."

Fruit Nurserymen's Selling Suggestions.

Are fruit nurserymen slackers? Do they intend to ignore means that lie within their power to help America win this war? Do they intend to allow themselves to be put out of business? Or will they get busy and seize the present crisis to awaken America to the realization of a neglected source of food supply? Thus they will help themselves to the biggest selling argument ever presented an industry and by so doing gain for themselves the distinction of being patriotic in the highest degree.

That's a long paragraph—a lot to digest at one reading. You'd better read it again to gain the full force of the questions. The situation is one of utmost seriousness. Will the nurserymen having fruit stock growing in their nurseries awake to a full realization of the crisis our country faces and in which they can be of so great a help?

President Wilson in his memorable message to the American people a year ago, sounded this keynote:

"The world's food reserves are low, Not only during the present emergency but for some time after peace shall have come, both our own people, and a large proportion of the people of Europe must rely upon the harvests in America."

This is the condition. What are we doing to meet it? During the past 12 months the American people have had directed to them the greatest cannonade of publicity on the subject of food production and food conservation in the memory of mankind. War gardens have sprung up everywhere. Canning clubs have gained members with greatest rapidity, and education to new processes has been complete and extraordinarily profitable to the food administration.

As facts stand now, no concerted effort has been directed to the subject of food production through the medium of fruit planting. This fact is regrettable. We are already mourning the lack of initiative that allowed such a condition to be possible. This will be a long war. Conditions of food supply become more important every day. Every day that passes without our determined action to capitalize upon conditions, means just so much more accumulated criticism we will either re-

ceive or give ourselves in years to come.

The devastation of the orchards of France are definitely a call to us to greater activities to take up the slackened source of supply and render it more prolific.

First we should help the public to an appreciation of the benefit of planting small fruits—for immediate production of foodstuffs: Raspberries, strawberries, blackberries, currents, gooseberries and grapes. If we neglect this, we will place ourselves liable to the criticism of being unpatriotic—and will deserve the title. Next we must in our advertising and sales methods, convince the people of the present need of planting fruit trees for the food they will bear in years to come. Past methods are gone and forgotten. We are facing a new era in the history of life in this country, and the world over.

I do not claim to be a prophet, nor the son of a prophet, but I do assert that if fruit nurserymen do grasp these facts as here presented and as their thoughts will lead them to realize, and act to achieve the ideal in fruit planting in their country, they will draw to themselves one of the greatest sources of constant revenue that has ever been offered the industry.—Joseph J. Lane of Garden Magazine.

2¼ and 4-inch Pot-grown. **ROSES** Hardy Climbing Field-grown

Spring Price List, 400 best new and standard sorts, on own roots, from summer propagation.

THE LEEDLE FLORAL COMPANY SPRINGFIELD OHIO

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The **CONARD & JONES CO.**
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown June, N. J.

Mention the American Florist when writing.

Orchids

If you want Orchids for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.



D. HILL - The Evergreen Specialist.

Since the days when I used to dig and pack every order myself, my business has grown, but my policy remains the same—"Give every customer complete satisfaction."

TRAILING, CREEPING OR VERY DWARF.

Most useful and ornamental. Fine for Rockeries, Borders, Edgings or Ground Covers. All Prostrate or Creeping Forms.

1 to 3 feet high at maturity.
Spread 8 to 15 feet in diameter.

	Feet.	Each	10
Waukegan Trailing Juniper	1½-2	\$2.75	\$2.50
Juniperus Canadensis	1-1½	1.75	1.40
"	1½-2	2.25	1.85
"	2-2½	3.00	2.50
Juniperus Canadensis Aurea	1-1½	1.75	1.50
"	1½-2	2.25	2.00
Japanese Trailing Juniper	1-1½	1.85	1.65
"	1½-2	2.50	2.00
"	2-2½	4.00	3.50
"	2½-3	5.00	

DWARF OR LOW GROWING VARIETIES.

Excellent for Foundation Planting, Low Groups, Terraces and Conifer Beds. Splendid where permanent effects are wanted without obstructing the view.

Average height 4 to 6 feet at maturity.

	Feet	Each	10
Pfitzeriana Juniper	2-3	\$2.50	\$2.25
Sabina Juniper	1-1½	1.50	1.25
"	1½-2	2.00	1.75
Dwarf Mountain Pine	1	1.00	.65
"	1-1½	1.25	.95
American Yew	1-1½	1.75	1.50
Siberian Arbor Vitæ	1-1½	1.50	1.25
"	1½-2	2.00	1.65
"	2-3	2.75	2.25
Woodward's Globe Arbor Vitæ	1-1½	1.75	1.35
Douglas Golden Arbor Vitæ	1½-2	1.25	.95
"	2-3	2.00	1.75
Peabody's Golden Arbor Vitæ	1-1½	.95	.75
"	1½-2	1.25	.95

MEDIUM HEIGHT VARIETIES

Excellent for borders to add contrast to flowering shrubs. Fine for corners to give accent and add height to plantings of Creeping or Low Growing Evergreens. Good for sentinels or markers

MEDIUM HEIGHT VARIETIES

(Continued.)

at each side of entrance steps, windows or in garden.

Average height 8 to 15 feet at maturity.

	Feet	Each	10
Hemlock	1-1½	\$0.85	\$0.60
"	1½-2	1.00	.75
"	3-4	2.50	2.00
"	4-5	3.50	3.00
Balsam Fir	4-5	3.00	2.85
"	5-6	4.50	3.75
Red Cedar	4-5	3.50	3.00
"	5-6	4.50	4.00
"	6-7	8.50	7.50
"	7-8	12.00	10.00
Pyramidal Red Cedar	2-3	2.50	2.00
Juniperus Glauca	2-3	2.00	1.65
"	3-4	3.25	3.00
"	4-5	5.00	4.75
"	5-6	8.00	7.50
Schottii Juniper	2-3	2.25	1.85
Comarti Juniper	2-3	2.75	2.50
"	3-4	3.75	3.50
"	4-5	5.00	4.50
"	5-6	8.00	7.50
Lee's Golden Juniper	1½-2	1.75	1.50
"	2-3	2.75	2.50
Engelmann Spruce	2-3	2.25	2.00
"	3-4	3.00	2.75
"	4-5	4.50	4.00
Japanese Yew	1-1½	1.25	.90
American Arbor Vitæ	2-3	.85	.65
"	3-4	1.25	1.00
"	4-5	2.50	2.00
"	6-7	5.50	5.00

TALL GROWING VARIETIES.

For planting in masses. Heavy screens. Windbreaks or high hedges. Small groups to frame a vista. Single specimens where an imposing specimen is wanted to carry out some special effect.

Average height 30 to 60 feet at maturity.

	Feet	Each	10
Colorado Douglas Fir	2-3	\$1.25	\$1.00
"	3-4	1.75	1.50
"	4-5	2.75	2.25
"	5-6	4.50	4.00
"	6-7	5.50	5.00
"	7-8	7.00	6.50
Concolor Fir	1½-2	1.25	.90
"	2-3	1.50	1.25
"	3-4	2.50	2.00
"	4-5	4.50	4.00
"	5-6	5.50	5.00
"	6-7	8.00	7.50

TALL GROWING VARIETIES

(Continued.)

	Feet	Each	10
Pyramidal Arbor Vitæ	2-3	\$1.50	\$1.25
"	3-4	2.50	1.75
Grafted Blue Spruce	2-3	3.75	3.25
"	3-4	5.50	5.00
"	6-7	12.50	12.00
Norway Spruce	2-3	1.50	1.25
"	3-4	2.50	2.00
"	4-5	3.50	2.85
"	5-6	4.25	3.65
"	6-7	4.75	4.25
"	7-8	6.00	5.00
American White Spruce	2-3	1.75	1.50
"	3-4	2.50	2.00
"	4-5	3.50	3.00
"	5-6	5.00	4.50
"	6-7	7.00	6.00
Black Hill Spruce	1½-2	1.00	.85
"	2-3	1.75	1.25
"	3-4	2.75	2.50
"	4-5	4.00	3.75
"	5-6	5.50	5.00
"	6-7	8.00	7.00
Austrian Pine	1½-2	1.25	1.00
"	2-3	1.50	1.25
White Pine	2-3	1.25	1.00
"	3-4	1.75	1.50
"	4-5	2.25	2.00
"	5-6	3.50	3.00

DECIDUOUS SHRUBS.

(Heavy Field Grown Stock.)

	Feet	10	100
Japanese Barberry	1½-2	\$0.15	\$0.09
Drooping Golden Bell	2-3	.15	.12
Hybrid Golden Bell	2-3	.15	.12
Jap. Bush Honeysuckle	2-3	.15	.12
Tatarian Honeysuckle	2-3	.15	.13

DECIDUOUS SHADE TREES.

(Transplanted Stock.)

	Feet	Each	10	100
Norway Maple	8-10	\$1.00	\$0.85	
"	10-12	1.50	1.25	
"	12-14	2.00	1.75	
Schwedlers' Maple	8-10	1.50	1.25	
"	10-12	2.00	1.75	
Am. White Elm	4-6	.20	.15	\$0.05
"	6-8	.35	.20	.09
"	8-10	.65	.45	.30
"	10-12	.85	.60	.45
"	12-14	1.00	.80	.75

You Can Safely Order Direct From This Advertisement.

Notice:

Florist-growers located in good residential sections and in a position to solicit Hill Specimen Evergreen orders for shipment direct to their customers, please write for special agency proposition.

Complete Wholesale Price List and Illustrated Retail Catalog, gladly sent on request.

THE D. HILL NURSERY CO., Inc.

Evergreen Specialists—Largest Growers in America
Box 404, DUNDEE, ILL.

These Prices Are Intended for the Trade Only.

ANNOUNCEMENT

Having sold our entire output of Azaleas, Rhododendrons, Bulbs and General Nursery Stock to McHutchison & Company, of 95 Chambers Street, New York, who will have control of the distribution of the Cottage Gardens Nurseries products in all the territory lying east of the Rocky Mountains, including the city of Denver, also all territory east of and including the city of Winnipeg, Canada.

All inquiries for our products from the above territory should be addressed to **McHUTCHISON & COMPANY, 95 Chambers Street, New York.**

All inquiries from the territory west of the Rocky Mountains should be addressed to **W. B. CLARKE, Sales Manager, Post Office Box 543, San Jose, Calif.**

COTTAGE GARDENS NURSERIES. **CHARLES WILLIS WARD, President.**

Omaha.

Local growers are planning what action they will take following the notification of the fuel administration to reduce coal consumption one-half during the ensuing year. Lewis Henderson says he will close half of his houses in the fall and let them freeze up. This he had already planned to do, regardless of the government's order, in order to save expenses; but he will operate his range to its fullest capacity as late in the fall as possible and then close at least five houses. He has opened a branch store in South Omaha to take care of his trade there.

J. J. Hess, of Hess & Swoboda, in discussing the fuel situation, stated he looked for a modification of the order before fall. He is of the opinion that he might as well close his range entirely as to try to run half of the houses with any degree of economy. The motor truck service, which is developing rapidly in the east, may also spread to this section by fall, in which case the coal situation will doubtless be relieved and fuel will be available.

A. E. L.

Newark, N. J.

John Crossley, 37 Belleville avenue, says that the Essex County Florists' Club is in a flourishing condition. He has no complaint to make of business.

Connelly & Plunkett, who have an attractive store at Bloomfield and Mt. Prospect avenues, are handling a great stock of bedding plants.

George Penek, Broad street, near Military park, said that his business was excellent.

The Rosery Floral Co., Broad and Market streets, has a constant run of customers.

Philips Brothers, 938 Broad street, are making improvements in their store.

All the retail florists recently visited report encouraging business.

A. F. F.

Terre Haute, Ind.

The Terre Haute Rose & Carnation Co. has traded its store and range for a 360-acre farm near Mt. Pleasant, Mich. C. V. Abele, who has been in the flower and bulb business since boyhood, first in Belgium and Holland, before coming to this country, will be the new owner, taking possession May 1. The farm is said to be one of the finest in Michigan, in the heart of the sugar beet district. The consideration is said to have been \$75,000. Dr. Reiss will devote his entire time in the future to his dental business, having installed an expert to oversee his newly acquired holdings.

B. S.

GLADIOLI

America and Francis King, \$6.00 per 100.

Asparagus Edulis, for greens.....50c per 100

Write, wire or phone.

IMPERIAL GARDENS, Sugarland, Texas

Horticultural Trade Journal

Published weekly. The Largest, Brightest and Best British Trade publication. Also

THE INTERNATIONAL EDITION

Published quarterly. Annual subscription for weekly and quarterly numbers One Dollar. (International money order.) Subscribe today and keep in touch with European markets and topics.

THE HORTICULTURAL PRINTING COMPANY

BURNLEY, ENGLAND.

Mention the American Florist when writing.

Miscellaneous Stock

Per 100

4 in. Anthuricum Variegata.....	\$12.00
Single, 3 in. Petunias, dwarf Inimitable....	4.00
3 in. Glechoma or Ground Ivy, ex. strong...	5.00
3 in. Tradescantia, dark, 3 plants in a pot, strong.....	4.00
4 in. Scarlet Sage, Bonfire.....	10.00
3 in. Hardy English Ivy, large leaf, small leaf, 2 1/2 in. pots, 2 and 3 plants to the pot.	7.00
3 in. Parlor Ivy, extra strong.....	3.50
4 in. Dracaena Indivisa..... per doz.,	\$3.00
5 in. Dracaena Indivisa..... per doz.,	5.00
Clematis Paniculata Seedlings, strong plants, per 1000,	\$15.00.

SAMUEL V. SMITH, 3323 Goodman St., Philadelphia, Pa.

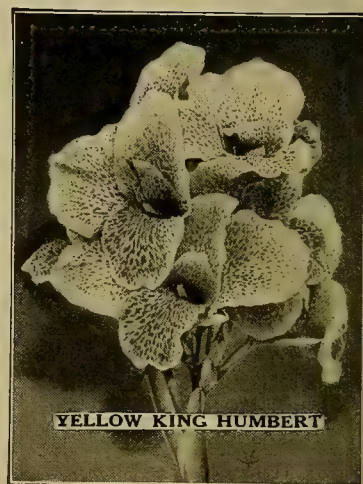
Mention the American Florist when writing.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty



YELLOW KING HUMBERT

Yellow Humbert

The New Giant Yellow Canna
Best in Years

Started Plants, per 100 \$5.00, per
1000 \$45.00.

VAUGHAN'S SEED STORE,
New York Chicago

Spring Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEK-N, ILL.

Mention the American Florist when writing.

Ready Reference Section.

10 CENTS PER LINE, NET.



ADIANTUM.

Adiantum Croweannum, 6-in., \$20 per 100; \$1.50 per 1,000; 250 at 1,000 rate. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia.

ASPARAGUS.

Asparagus plumosus, 2½-in., strong plants, \$3.50 per 100. Sprenger, 2½-in., ready for shift, \$3.50 per 100. James Vick's Sons, Rochester, N. Y.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Sprenger, 200 four-in., good plants, \$10.00 per 100. Cash please. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus plumosus, 2½-in., per 100, \$3.00; Sprenger, 4-in., per 100, \$7.50. Albert M. Herr, Lancaster, Pa.

Asparagus Sprenger, 2½-in.; \$3.00 per 100; \$27.50 per 1,000. The Storrs & Harrison Co., Painesville, O.

BEGONIAS.

Begonias, tuberous, single mixed, \$2.50 per 100; in colors, \$3.00 per 100. Double mixed or in colors, \$5.00 per 100. James Vick's Sons, Rochester, N. Y.

Begonias, transplanted seedlings, Vernon and Prima Donna, \$2.00 per 100. Ernest Rober, Wilmette, Ill.

Begonias, Gracilis Rose, Erfordi and Vernon type, 3-in.; \$3.00 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

BULBS.

Lily bulbs. For immediate use or later delivery. Lilium Giganteum, L. Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Lil. Giganteum, 7-9 in. (100 to case), \$7.50 per case; (300 to case), \$20 per case; 8-10-in. (225 to case), \$20 per case; 9-10-in. (200 to case), \$23 per case. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Hardy Lilies. Lilium Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Henry F. Michell Co., 518 Market St., Philadelphia, Pa.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, 2-inch, \$6.00 per 100; 4-inch, \$15.00 per 100. ERNEST ROBER, Wilmette, Ill.

CANNAS.

Canna Yellow Humbert, new giant yellow, started plants, per 100, \$5.00; per 1,000, \$45.00. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

WELL ROOTED CARNATION CUTTINGS		
	100	1,000
Pink Enchantress	\$2.00	\$15.00
Victory	2.00	15.00
Alice	2.00	16.50
Herald	2.00	16.50
White Enchantress	2.00	16.50
Strong 2½-inch Stock		
Pink Enchantress	2.50	18.00
Victory	2.50	20.00
Alice	2.50	22.00
White Enchantress	2.50	22.00
Herald	2.50	22.00
Matchless	3.00	28.00
Enchantress Supreme	3.00	28.00

J. A. BUDLONG,

184 No. Wabash Ave., Chicago, Ill.

ROOTED CARNATION CUTTINGS.
Extra fine, well-rooted cuttings for immediate delivery.

	100	1,000
Superb	\$6.00	\$50.00
Aviator	3.00	25.00
Matchless	3.00	25.00
Euch. Supreme	3.00	25.00
Wh. Enchantress	2.50	20.00
Wm. Ward	2.50	20.00
R. Pink Ench.	2.50	20.00
Enchantress	2.50	20.00

CHICAGO CARNATION CO.

Joliet Illinois.

CARNATION PLANTS.

	2½-in. pots.	Per 100
Alice		\$3.00
Mrs. C. W. Ward		4.00
Matchless		3.00

BASSETT & WASHBURN,
178 N. Wabash Ave., Greenhouses
Chicago. Hinsdale, Ill.

Rooted carnation cuttings. Thenanthos, Beacon, Alice, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2.00 per 100, \$15.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CHRYSA nth EMUMS.

POMPON CHRYSA nth EMUMS IN 2½ POTS.
Price \$3.00 per 100.

Western Beauty, the best pink.	
Peter Pan	} Best yellow.
Gold Nugget	
Eugene Laugerlant	
Carrie, early yellow.	
Nordi	} All are now ready.
Mensa	
Zora	

BASSETT & WASHBURN,
Office and Store. Greenhouses,
178 N. Wabash Ave., Chicago. Hinsdale, Ill.

CHRYSA nth EMUMS.

ROOTED CHRYSA nth EMUM CUTTINGS.
Large supply of fine healthy stock, ready for immediate shipment. We have all the best commercial varieties and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

White	100	1,000
Mrs. Chas. Razer	\$2.50	\$20.00
Mrs. Buckbee	2.50	20.00
Oconto	2.50	20.00
Smith's Ideal	2.50	20.00
Yellow		
Major Bonnafon	2.50	20.00
Marigold	2.50	20.00
Pink		
Pink Chieftain	2.50	20.00
Edwin Seidewitz	3.00	25.00

POMPONS.

White.		
Diana	\$2.50	\$20.00
Lula	2.50	20.00
Mensa	2.50	20.00
Yellow.		
Golden Wedding	2.50	20.00
Golden Climax	2.50	20.00
Quinola	2.50	20.00
Pink.		
E. D. Godfrey	2.50	20.00
Buckingham	2.50	20.00

WIETOR BROS.

162 N. Wabash Ave., Chicago.
L. D. Phone Randolph 2081.

CHRYSA nth EMUMS.

Mrs. Pollworth, 2½-in. pot plants. Per 100, \$3.00. Ready for shipment.

BASSETT & WASHBURN,
178 N. Wabash Ave., Greenhouses
Chicago. Hinsdale, Ill.

FINE CLEAN STOCK OF BEST
KINDS FOR FLORISTS' USE.
Send Us List of Wants.
Catalogue Free.

ELMER D. SMITH & CO., Adrian, Mich.

CINERARIA.

Cinerarias. 2, 3 and 4-in., \$6 and \$10 per 100. Ernest Rober, Wilmette, Ill.

COLEUS.

COLEUS. Fine 2-inch stock, best bedding varieties, \$2.00 per 100. Cash, please. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus Christmas Gem, 5-in., \$3 and \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

CYCLAMEN.

Cyclamens, 4-in., \$3, \$3.60 and \$4.20 per doz.; 5-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

CROTONS.

Crotons. All well colored. 3-in., \$4 per doz., \$30 per 100; 4-in., \$5 per doz., \$40 per 100; 5-in., \$10 per doz., \$75 per 100. Vaughan's Seed Store, Chicago and New York.

DAFFODILS.

Daffodils—Cut blooms, \$2.50 per 100. GEORGE LAWLER, Tacoma, Wash.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

DRACAENA INDIVISA, 4-in., \$12.50 per 100, 5-in., 20c and 25c; 6-in., 50c. Ernest Rober, Wilmette, Ill.

Dracaena Indivisa, very fine, 5-in.; \$25 per 100. HARRY HEINL, W. Toledo, O.

FERNS.**FERNS**

	Per 100
Roosevelt, 2½-in.	\$ 4.50
Boston, 2½-in.	4.50
Teddy, Jr., 2½-in.	5.00
Scholzeli, 2½-in.	4.50
Scholzeli, 4-in.	18.00

THE REESER PLANT COMPANY, Springfield, Ohio

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. Aspidium, Holly, Mayll, Wilson and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. All bushy, well furnished. Boston, Teddy Junior and Bird's Nest. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Ferns. Table, good assortment, 2½-in. pots, \$3.00 per 100; Holly ferns, Cyrtomium Rockfordianum, 4-in., \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Fancy ferns. Best of stock. Satisfaction guaranteed. Orders filled promptly at lowest market prices. Vermont Fern Co., 238 Dwight St., Springfield, Mass.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. Table ferns, \$3.50 per 100. ERNEST ROBER, Wilmette, Ill.

Ferns, pot-grown. Boston and Scotil., 5-in.; \$25 per 100; 6-in., \$35 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsia (Un. variegata)—2 to 5 eyes, \$10.00 per 100. ERNEST ROBER, Wilmette, Ill.

FUNKIAS.

Funkias, variegated, divided roots, single eye, \$2.50 per 100. CHAS. FROST, Kenilworth, N. J.

GERANIUMS.

GERANIUMS. Special this week, 10,000 Poitevine, 2½-in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks \$2.50 per 100, \$25.00 per 1,000. Other standard varieties same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

GERANIUMS.

Nutt, extra fine, 3-inch stock, \$6.00 per 100; \$50.00 per 1,000. Order now.

J. A. BUDLONG, 184 N. Wabash Ave. Chicago.

GERANIUMS, 5,000 Nutt. (red), nice clean stock in 3-inch pots, \$50.00 per 1,000. Cash please. NICK REDING, 6731 Ridge Ave., Chicago.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums. 2½-in., S. A. Nutt, extra heavy, \$3.00 per 100, \$27.50 per 1,000. ERNEST ROBER, Wilmette, Ill.

GLADIOLUS.

Gladiolus. The Bride. Splendid early forcing white, \$7 per 1,000, \$13 per 2,000. Vaughan's Seed Store, Chicago and New York.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Gladioli; strictly first size. For varieties and prices see advertisement on front cover page of this issue. A. Henderson & Co., 211 N. State St., Chicago.

GLOXINIAS.

Gloxinias, blue, white, red, spotted. \$3.50 per 100, mixed, \$3.00 per 100. James Vick's Sons, Rochester, N. Y.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HARDY PERENNIALS.

Hardy field-grown perennials. Hardy Carnation, Campanula, Shasta Daisy, Delphinium, Digitalis, Gypsophila, Hollyhock and many others at from \$8.00 to \$12.00 per 1,000. Send for list. JOHN F. HAUSER, R. R. 1, Bayfield, Wis.

HYACINTHS.

Hyacinths, in pots, pans and boxes, 10 cents per flower. ERNEST ROBER, Wilmette, Ill.

IVIES.

English Ivy, very fine, 4-in.; \$15 per 100. HARRY HEINL, W. Toledo, O.

English ivy, rooted cuttings, \$1.10 per 100, prepaid. CHAS. FROST, Kenilworth, N. J.

LANTANAS.

Lantanas, mixed varieties, pink, yellow and red, 2-in., strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

LOBELIAS.

Lobelia, transplanted clumps, dark blue and light blue—\$1.50 per 100. ERNEST ROBER, Wilmette, Illinois.

NURSERY STOCK.

Write for wholesale price list of ornamental nursery stock. MAYWOOD NURSERY CO., Maywood, Ill.

ORCHIDS.

HASSALL & CO., Orchid growers and raisers, Southgate, London, England. Cattleyas, Laello-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

Palms. Cibotium Schiedel, 4 to 5-foot spread, \$5 each. Joseph Heacock Co., Wyncote, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

200,000 large stocky September transplanted, field-grown blooming pansy plants. Superb strain; all salable stock. Satisfaction guaranteed. \$1.35 per 100, \$12.50 per 1,000. Ready about April 20th. Cash with order. —BRILL CELERY GARDENS, Kalamazoo, Mich.

100,000 extra fine giant pansies, good, stocky, transplanted plants, in bud and bloom, \$1.00 per 100, \$8.00 per 1,000. Cash with order. M. A. Hough, Pansy Specialist, Milan, O.

PRIMULAS.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4, \$7 and \$15 per 100. Ernest Rober, Wilmette, Ill.

PRIMULA OBCONICA. Fine plants, best colors, 2½-in. pots, \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

ROSES.**ROSES.**

2½-in. pots, choice plants, own root, ready for benching.

Sunburst	per 100, \$ 5.00
"	" 1,000, 45.00
Shawyer	" 100, 3.50
"	" 1,000, 30.00

Bench plants now ready for shipment, 4,000 American Beauties, price per 100, \$10.00, 500 for \$40.00 and by the 1,000, \$70.00.

Ophelia grafted plants, three years old, same price as the Beauties.

Sunburst, two-year-old stock, 1,000, \$60.00. White Killarney, two-year-old stock, 1,000, \$40.00.

Bench plants offered subject to prior sale. These plants shipped mossed in burlap, 50 plants to the bag. Orders for less than fifty of one variety cannot be accepted.

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EXTRA FINE 2½-INCH ROSE PLANTS.

	100	1,000
Ophelia	\$ 7.00	\$60.00
Russell	10.00	90.00
Killarney Brilliant	5.00	40.00
White Killarney	4.00	35.00
Pink Killarney	4.00	35.00
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Extra fine stock and big value at prices quoted.
Order early and protect your supply.

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Ernest Rober, Wilmette, Ill.

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Cut flower boxes. Edwards Folding Box Co., Philadelphia.

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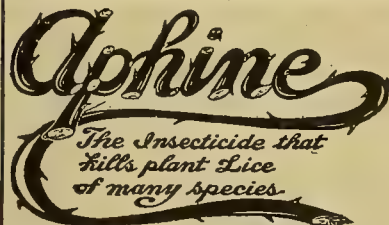
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 Keller Pottery Co.
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Vol. L.

CHICAGO AND NEW YORK, MAY 11, 1918.

No. 1562

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THE FIFTY PER CENT FUEL ORDER.

Expressions by Some Prominent Members of the Trade.

Small Growers Hard Hit

ACCORDING TO S. A. F. SECRETARY.

The question of how much coal flor-
ists will be allowed to use next winter
has been settled by the order which
the fuel administration has issued, and
it appears to be up to the florists to
adapt their establishments to the con-
ditions facing them. The secretary's
office has received communications
from many florists who appear to think
that the society should make some ef-
fort to obtain a modification of the or-
der, but such florists should remember
that when the society's delegation had
a hearing before the commission last
December the body was distinctly given
to understand that while the florist
industry was not likely to be classed
as a non-essential one the florists would
be limited to coal supplies one-third to
one-half of their usual requirements.
The order has followed, as was ex-
pected.

The smaller florists, whose livelihood
results from the operation of a single
greenhouse, or perhaps small ranges
of less than 10,000 square feet, will
feel the pinch most. Many of these
have expressed their helplessness, and
not a few will be driven out of business
altogether or compelled to close down
until such time as a normal condition
in the fuel supply is again experienced.

With a view to urging upon the com-
mission the advisability of making
some concession to this class of florists,
many of whom would, perhaps, find it
difficult to apply themselves to any
other occupation, the secretary has ad-
dressed the following letter to our
Washington representative, Wm. F.
Gude, who is best able to take the in-
itiative in the matter:

My dear Mr. Gude:

Judging from the inquiries received
at this office, florists generally are try-
ing to make the best of the situation
presented by the fuel order recently is-
sued by the commission. While in the

main the order manifests the spirit
of conservation, it also, through neglect
to establish a point where real equity
begins, creates a condition which is un-
just to the "little fellow."

For instance: You know very well
that we have a large number of florists
in a small way, whose glass areas run
from one house, say, 25x100 feet (2,500
square feet) to plants of two houses
of the same size, equaling 5,000 square
feet, and so on up to 10,000 square feet.
You know, also, that by working from
sunup to sundown, and later even by
lantern use, these florists are able to
produce good stock, but make only a
bare living; in fact, with the high prices
of everything today, it is a wonder to
many of us how they can eke out an
existence.

In the fuel order there is no provision
for cases of this character, and the
living of such men must be absolutely
cut in half. In the proportioning of
the income tax, and in many other cases
where a basis for a tax or regulation
of an economic character has been de-
termined upon by the government, some
thought has been given as to the point
where the ax should fall—but not so
in this fuel order. The bigger fellows
can stand it for a year or more—it
may affect their profits, but it does not
diminish their supply of necessary
bread and butter.

I do hope that you can arrange for a
hearing on or a consideration of this
point, as I do not think this particular
phase of the conservation idea has been
properly thought out by the fuel admin-
istration as far as the particular type
of florists mentioned is concerned. Most
of these poor people, too, have for years
been obliged to grow and sell
vegetable plants in season, as well as
flowers, in order to make their busi-
nesses provide requirements of soul
and body.

Another injustice, as I take it, is the
unnecessarily sweeping character of
the order, in that it places an embargo
on fuel of all descriptions—which must
mean wood, although it is not specif-
ically mentioned as included. We all
know that many florists in outlying dis-

tricts have a little wood on their properties, or are so situated that they could procure a little from nearby sources, and thus temper the situation without prejudicing the idea of fuel conservation in any way, for such fuel would only have local value and could not be considered in a commercial sense.

Do you think it possible that these facts could be brought to the notice of the commission, in the hope that they might receive consideration?

JOHN YOUNG, Sec'y.

The Situation at Philadelphia.

The order of the federal fuel administration to the coal dealers of this city is as follows: "Greenhouses, public and private, can receive in the whole year, beginning April 1, 1918, and ending March 31, 1919, not more than 50 per cent of the average amount of coal consumed in such greenhouses during the three year period, April 1, 1915, to April 1, 1918. This applies to all kinds of coal of every description, and until further notice they cannot receive more than two-thirds of the 50 per cent."

The trade in and about this city, after the great difficulties that were overcome the past severe winter, appear to take the new order of the fuel administration very philosophically. Quite a number have been on the job since the cessation of the severe weather, and if they are enabled to add their 50 per cent allotment to the recent accumulations, will be able to pull through next winter in good shape.

J. D. Eisele of Henry A. Dreer, Inc., reports that at Riverton, if they can get the full allotment the rating calls for, they will be able to get through the coming winter with safety. Notwithstanding the extreme weather of the past winter, they burned less coal than for several years. They cut temperatures from 60° down to 55° and even 50° and others in relative degrees. He was astonished to see what a saving of coal there was in even lowering the temperature five degrees. Owing to labor conditions, they were not in shape to run their range to its full capacity. He felt that he would not like to go through the experience of the past year again in this respect. There is as much business offering now, or even more than they can handle. He takes a hand in the packing shed to help out at every opportunity, and has packed more plants this spring than he has altogether in the past 20 years.

W. K. Harris believes that florists should accept the situation, get in all the coal their allotment calls for and then hope that conditions will so improve later that a new ruling will result. The difference of the Easter period of three weeks will alone save almost one-third of the fuel the coming season. His advice is to lay low, and as far as fuel is concerned, keep out of the limelight. Recent advices from the bituminous regions, he said, were encouraging, a large supply being available if transportation was possible.

The Robert Craig Co. expects to close its 49th street greenhouses after the chrysanthemum season, to open again in early spring. This will enable them to get along fairly well with their allotment running their large Norwood ranges almost to capacity.

George Burton believes the trade should depend on their old time dealers and keep away from the various fuel commissions. They will be sure to

get their allotments, and more if possible. The craft is, he feels sure, loyal to the core, and doing what they can both in men and money to stand by the government. They must, however, keep up their earning power to as high an efficiency as possible, so as to be able to respond to future calls.

The Jos. Heacock Co. will take its allotment with thanks. It has been able the past season, even in spite of the severe strain, to save coal by reducing temperatures in both palm and rose houses. In common with other growers, they hope for a new ruling in the late summer that will give an additional supply.

The several large growers of the Lansdowne district are planning to run their establishments so as to conform to their fuel allotments, if there is not enough to see them through the winter. Labor troubles, in addition, may compel the closing of some of the houses.

John Stephenson's Son may be obliged to close down altogether, as it would hardly pay to run his large house for half the season. He is awaiting developments.

New York and Vicinity.

Florists should not have been greatly surprised at the order of the federal fuel administration which cuts their supply of coal 50 per cent, for they were warned of its possibility as long ago as last January. Since that time, and particularly within the past month, the trend of events connected with the war has made it plain that a much larger supply of coal for government purposes will be required this year and for an indefinite period. Some growers visited have already a considerable glass area in vegetable plants, which they are selling and (in cases where they have the land) planting out. We have found several growers who have large areas of glass in roses and carnations who have not yet decided what is the best course for them to pursue.

It has been rumored that a delegation of growers who ship to the New York market will go to Washington and make an effort to have the order modified. A number of well informed men believe that such a course would be useless. The views of a number of well known growers follow:

Eugene Dailedouze, of Dailedouze Bros., Brooklyn, N. Y., said that the order would cause hardship, particularly to small growers, but the main idea is "to beat the Germans." He hopes the order as it stands or if modified will be impartially enforced.

W. G. Badgley, a grower of Chatham, N. J., and its mayor, who also is a partner in a New York wholesale store, said he was willing to give up all the coal to win the war.

Herman C. Steinhoff, of West Hoboken and West Norwood, N. J., is doing quite a business in vegetable plants. He says it is impossible to get suitable help and he prefers shutting down his houses to having trouble about coal.

Louis Schmutz, Jr., of Brooklyn, recently secured a quantity of coal, for which he paid over \$9 per ton. He says that coal prices in Brooklyn are not impartially graded.

Alfred Demeusey, of Brooklyn, believes that winning the war is the paramount object and he expects to shut down half his range.

A member of the firm of Noe & Ruzicka, of Madison, N. J., who have a large area in roses, said he could not yet state just what his firm would do.

A. F. F.

Fuel Regulation and Commercial Grower.

Paper read at a meeting of the State Florists' Association of Indiana, Indianapolis, May 7, by Anders Rasmussen, New Albany.

Gentlemen:

You will pardon me, that I, in this paper, have largely presented my individual case. I have done this, first; because I want to deal in certainties, give real facts, and not presume, and second, that I represent that class of



ADIANTUM FARLEYENSE GLORIOSA.

As Grown by John B. Urquhart, Superintendent Gov. Beekman's Gardens, Newport, R. I.

florists who will suffer most from the order of the fuel administrator, namely the wholesale grower, who has all he possesses, practically, invested in his business, and who besides, carries rather heavy obligations. (With us, incurred in rebuilding our plant after the cyclone last year.)

To the florist who retails most of his stock, the loss, while considerable, will not be so great. As the largest part of his business is funeral work, he can substitute when fresh flowers are scarce.

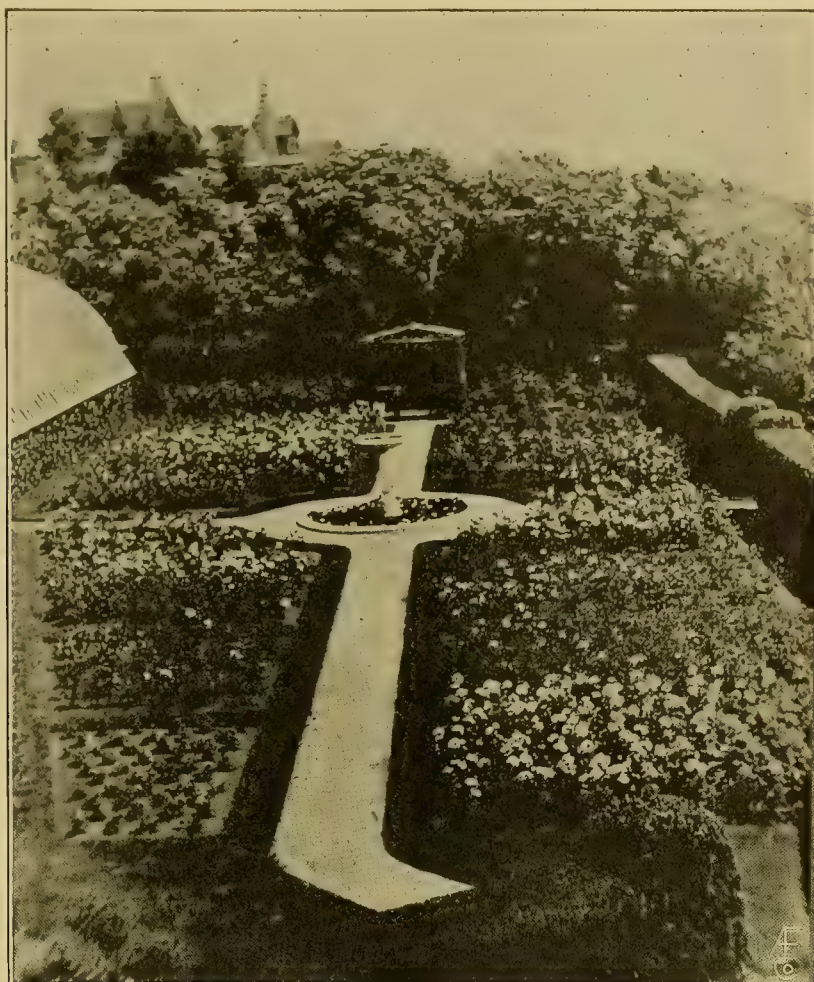
In the preamble to the order it is stated that the fuel administrator has held several conferences with representatives of the trade. I do not know who those men were, but they must have been florists who do not grow for wholesale, only, or who do not depend on their business only, for their living, or they would not have agreed that the florists can keep their organizations intact during the war on a 50 per cent coal supply. The saving of the most valuable plants only applies to a very few commercial florists.

The issuing of the order at this time is also ill-advised. If we had been notified February 1, we could have saved the expense of propagating so much young stock. We have on hand, approximately, \$4,000 worth of young roses, and carnations, plants, that of course, are unsalable, as everybody will have a surplus. If we could cut our expenses in two by closing down half our greenhouses, our net income would be cut only 50 per cent, but this is impossible.

1. Our taxes will not be reduced.
2. Interest on borrowed money will be the same.
3. Where as with us, a central heating plant is used, it will require three firemen, working eight hour shifts and one temperature man, the same as when we run the whole plant.
4. We employ one stenographer-bookkeeper, whom we would have to retain.
5. In the refrigerating season, it will require one man to run machinery, the same as now.
6. We would have to retain our only salesman.
7. Our banker will require us to carry the same heavy life insurance to make their loan safe.
8. The depreciation in the unheated and unused greenhouses will be tremendous, even if we are fortunate enough not to have them destroyed by heavy snows.
9. Our telephone bills will not be reduced.
10. Other smaller expenses, too numerous to mention, would go on as usual.

If the order is not modified, it will mean, with us, the imposing of an indirect tax, in percentage far in excess of that paid by the largest incomes in the country, and will undoubtedly throw many florists into bankruptcy.

When the government took over the railroads, they guaranteed the owners against loss, which was right. If the government has to take half the normal coal supply from the florist, or any other legitimate industry, why should they not recompense them for their loss, the same as they do the railroads? Curtailing our coal supply without compensation, virtually amounts to the same as taking the rail-



ROSE GARDEN, NEWPORT, R. I.

At Land's End, Estate of Gov. Beekman.

roads, without paying the owners for their use.

If it becomes necessary, the florist, in common with his fellow citizens, will give all he has for his country, but it is manifestly unjust to load the financial burden of the war on one class of citizens and guarantee others against loss. It would be a poor way of demonstrating to the world that we are fighting for democracy.

We had voluntarily arranged our crops for the coming season so as to be able to save approximately, 25 per cent of our fuel. By that arrangement we had figured we could pull through, live, and pay our obligations. We did not figure a cent for interest on our investment nor for depreciation, to our plant, which today, could not be replaced for a quarter million dollars. We are satisfied if we can make a bare living, and save our property while the war lasts and I believe this is the attitude of most florists.

I would recommend that every florist in the United States write his congressman and two senators. I cannot believe that congress will want an injustice done to a business that contributes so much to the enjoyment of life and comfort to troubled hearts the world over, and I would further urge that this society appoint a committee; if possible, one man from each congressional district in Indiana to go at once to Washington, to place the matter before our representatives in Congress.

Lands End, Newport, R. I.

Land's End, the most southerly point of Newport, R. I., the location of the residence of Governor Beekman, of that state, presents from its spacious, well-kept lawn and sturdy, rock-bound coast, a grand view of the ocean. Upon a visit to this estate, and under the guidance of John B. Urquhart, superintendent, the writer had the pleasure of inspecting the eight greenhouses, most of which are of the curvilinear type affording the side benches ample head room, and comprising the glass at this place. Entering through the potting shed, one's attention is attracted to the large number of first prize cards and certificates of merit that are framed and practically cover the side walls. These were won at the leading flower shows held throughout New England and the middle states, and after viewing the stock raised in these houses, the quality of the same would convince even the most skeptical that the awards were won on merit. Every available inch of space is devoted to stock that would gladden the heart of the rankest pessimist.

The first house visited was given over to growing bulbous stock, included in the list being narcissi, lilies, freesias, hyacinths, etc. A bench of Euphorbia Jacquinæflora with bracts of brilliant colored flowers, one of the handsomest winter-flowering plants suitable for vase decoration, was much



CHART 2. SHOWING LATEST DATE ON WHICH A KILLING FROST HAS OCCURRED IN SPRING.

PLANT NOTES.

Rambler Roses.

The rambler roses for Memorial day will demand constant attention, for at this season of the year aphids and red spider increase very rapidly if the conditions are propitious. It is far better to keep these insects down by proper culture than to be obliged to resort to measures to kill them. Give the plants all the ventilation possible, but drafts will often cause mildew on the soft foliage, so these must be guarded against especially, and low ventilation, such as open doors with the wind drawing through the houses. Syringe thoroughly on bright days. There is no better prevention for red spider than a good syringing that will reach the under side of the leaves, which will quickly break up the colonies of spiders that gather there. If the plants require fumigation it should be light, for often the young foliage is very tender and heavy fumigation with smoke quickly burns it. Where the pots are full of roots a watering with liquid manure or a mulch of sheep manure mixed with sifted soil will be found very beneficial and will add a lustre to the foliage and deepen the color of the flowers.

Pansies.

The sale of pansy plants will soon be at its height and there is nothing that the florist or grower sells upon which more time is wasted than in selecting a small order of pansies if the customer is shown a frame of a few thousand plants. The better way is to have boxes or baskets holding a dozen plants all made up for the customer. It is not necessary to put up more than will be required for one or two days' sale, but as fast as sold

keep the stock replenished. There are many patrons who will be well satisfied with a good selection already placed in a basket, who will take an hour of a salesman's time in making their choice out of a frame. Any late seedlings should be planted in the frames at once, and these will make fine plants for late May or June planting when the older plants are either sold or have become too large for bedding purposes.

Primulas.

For plants of both *P. sinensis* and *obconica* for blooming next spring, May is the best time to sow the seed, which germinates very readily at this time, but if this is delayed until June it will often be found quite difficult to get the seed to start well, and as the young seedlings grow very slowly they will require constant attention during the warm weather, for a few hours' sun when they are dry will cause the loss of all the plants. The soil should be sifted in a fine sieve, as the seed is very small, and they should not be covered with the soil, but sown thinly on the soil when loose and then pressed flat with a board. Watering should be done with a very fine rose on the can, so as not to wash the seeds or soil. At this season of the year the seed will germinate readily in almost any greenhouse, but it is well to cover the seed pan or box with glass to prevent too rapid evaporation and until the plants begin to make growth keep the pots well shaded. Many growers wrap a piece of paraffine paper around the glass that is placed on the seed pan. This allows plenty of light to germinate the seed and will prevent the direct rays of the sun from burning up the young seedlings when they start to grow. As these young plants grow very slowly, some soils will often become caked or scaly, and if this oc-

curs the top should be carefully broken up to allow the air to enter. As soon as three or four leaves are formed pot in 2½-inch pots, not too deeply, but yet deep enough to have them stand erect. They should then be placed in a cool house, and much of the success of their culture depends upon the care and watering in their early growth. They are a moisture-loving plant and should never become dry; yet they are easily overwatered and will not make a good growth if continually kept soaked. Frequent and light waterings are the best. A lightly shaded frame with the pots plunged in the soil and the sash lifted at top and bottom for a free circulation of air is the best location for summer culture.

Asters.

The early and midseason asters should be planted out as early as the season will allow. If the plants are hardened off for two or three weeks in a cold frame and gradually given night air as soon as safe, they will endure the outside temperature much better than those carried directly from the warm greenhouse. The land should be prepared at once, and while asters will grow on almost any piece of ground, the success or failure depends much on the proper preparation of the soil. Land that was manured last fall and plowed is by far the best, and all that will be required in the spring is a shallow plowing or disking and then leveled. It is well not to level off too large a tract at once, for heavy rains occur at this season which pack the soil down hard. Before planting give the young plants a thorough watering and if in boxes or on the bench cut through the rows with a knife a day before planting. Lay the field out in rows from 15 to 20 inches apart, giving the branching varieties the greater distance, with a

wider space every fifth or sixth row to provide a walk when cutting the flowers, and set the plants from 12 to 18 inches apart. Plant with a trowel, for the plants set in a dibbled hole will not take hold as quickly, and with the early asters the slight difference in time taken in planting is more than made up in the early blooming; the dibble packs the soil around the plant and the roots do not grow into it as freely, and the roots are also contracted in the small hole made by the dibble. As soon as the field is planted, if possible, give the plants a good watering and then cultivate lightly with a wheel hoe to loosen up the soil.

Next Week in the Flower Shop.

The past week has, we hope, been a busy one for all, culminating in a record-breaking business for Mothers' day, as I feel sure it has for all those who featured the event and were prepared to make the most of the opportunity.

All efforts should now be directed toward Memorial day, which is the closing event of the season, repeating again the admonition about preparedness, which is such a stepping-stone to success. I feel sure that every successful man adopts this plan of looking ahead, preparing and making up stock that can be used as the time approaches to feature the day and supply the demand that such publicity creates. A good stock of wreaths of all the standard prepared leaves in various shades should be on hand in excess of any expected demand, as they are good the season round. To have to stop on any busy day to make up such pieces, to be decorated with fresh flowers for funeral work, takes up valuable time that would be available for other and more pressing purposes.

The windows, in their decorative effect, should carry some reference to the day, which in the last two weeks of the month should be made as strong as possible. Southern peonies, which are now being offered freely, can be used to advertise the local stock which is such a factor at Memorial day.

Porch boxes for all summer will now be in demand; quite a trade can be worked up for these decorative effects for the veranda. If possible, prospects are shown, by photos of other work, how they might improve their property in the same manner. Salesmen should always be prepared to give prices and clinch the order, if possible, when first impressions are made.

It is well now to look closely over the accounts and get busy with the tardy ones, as, if they get out of town without paying up, the chances are you will have to wait until they return in the fall. Some storekeepers appear to think that long credits help to hold trade. This is a mistake. There are some careless people who are financially able to pay their bills, but the majority of the delinquents are living beyond their means, run up bills and when inconvenient to pay go somewhere else and buy for cash. Time and time again I have known of customers who appeared to be much offended because they were pressed for the payment of their accounts, and even threatened with suit, and in some cases after settlement was obtained in this way have kept on buying and become better customers than before.

National Publicity for Flowers.

Now that the big Liberty Loan drive has ended, and the florists are free to consider things more personal in character, our publicity campaign now in progress should receive a little stimulus. By this is meant further and most necessary support in order to enable the committees to "carry on" with their plans and to fulfill their obligations. Our slogan, "Say It With Flowers," has gone home to the hearts of the people. We say this through our actual knowledge, and new evidence of the fact crops up every day. And what did it? Nothing but the support which only a few—we are sorry to say it—of the many thousands of florists in this country have so far given to our fund. The best hopes of the committees as regards the results to be expected from the campaign have been realized—despite the general conditions which now beset us, the demand for flowers cannot be considered as anything but good.

What did our national bodies of war workers do when it was found necessary to strike a Belgian note to offset propaganda which was becoming most vicious? Their protest was ordered to be registered with flowers—a Belgian day has been proclaimed, and the sentiment of the day is to be expressed by a liberal use of forget-me-nots, where obtainable, but in flowers anyway. While this, for many reasons, may not keep the florists' cash registers busy on that day, the handwriting is on the wall, flowers as mediums for the expression of sentiment are in the public mind.

If a project regarding which our promotion bureau has been consulted, is carried out, and it very probably will have been by the time these lines are read, another day close at hand is to be proclaimed to offset other propaganda of a dangerous character, and is likely to develop into an immense "flower day," flowers of all kinds this time being considered to convey the sentiment—and this time florists everywhere will be called upon by our national societies to help in a country-wide distribution of flowers, none of which they will be asked to contribute. Something rather Utopian in this, you may say,—but wait and see. All this is publicity of the right kind for flowers, and undoubtedly is one of the results of our campaign.

But we have not gone nearly far enough yet. We have only "scratched the surface" of possibilities. We must go on and on, and still onward. The campaign work is only in its initial stage thus far, and to get where we plan, we must have more support from the people it is to benefit, you, the florists, the raisers and distributors of the flowers the campaign is seeking to make a necessity in every home, a daily feature of home and public life, and a medium for the expression of sentiment under any and all conditions.

The campaign is most worthy of the earnest consideration of all florists at this time. If you, Mr. Reader, have not yet subscribed, put yourself on record with a contribution to the fund as one willing and anxious to get the best out of your chosen vocation, and to consider this campaign as your agent—and an inexpensive one—in the production of business in which everyone can and will share.

Take advantage of the direct service aids offered by the promotion bureau—lantern slides for the movies, signs, stickers, booklets and newspaper cuts. If you have not received a folder describing these, sit down and write a postal request for one. Do not delay. Do it now.

The following are among the subscriptions to the fund reported for the week just passed—annually for four years:

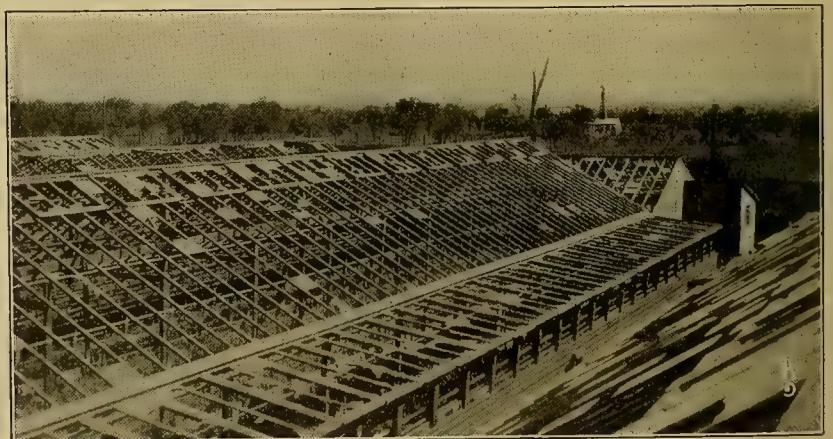
Miller Bros., Aulene, Kans.....	\$ 3.00
Rudolph Preuss, Milwaukee, Wis.....	5.00
W. T. Hauser, Houston, Tex.....	10.00
Reading Florists' Association (1 year)	56.00
H. P. Campbell estate, Shamokin, Pa.	3.00
Guy W. French, Morton Grove, Ill....	25.00
Martinsville Fl. Co., Martinsville, Ind.	3.00
Knud Nielsen, Evergreen, Ala.....	10.00
Peter A. Chopin, New Orleans, La....	25.00
Rosendale Fl. Shop, Schenectady, N.Y.	5.00
New York Cut Flower Co. (1 year)...	250.00

Previously reported from all sources... \$ 395.00
33,364.00

Grand total\$33,759.00

In the subscription list recently published, the name of the Henshaw Floral Co., New York, was inadvertently omitted. This company was one of the earliest subscribers, and made two subscriptions, \$50 and \$15, respectively. Schloss Bros. Co., Inc., New York, was also among the early subscribers in the amount of \$100.

JOHN YOUNG, Sec'y.



HAIL DAMAGE AT SAN ANTONIO, TEX.

Range of F. C. Suchy, Following a Hail Storm April 5. The Loss was Partially Covered by Insurance in the Florists' Hall Association.

"Say It With Flowers."

The promotion bureau of the National Publicity Campaign has been favored with the accompanying poem. The author dedicates it to the use of the trade:

Say it with flowers, you chivalrous lover true
For they seem to grow just for the likes of you;
Were it not for love the human race would be
A soulless, aimless, nature mockery.
As it never dies, its kindergarten hours
Are the ones in which to blend it with the flowers.

Say it with flowers when ring the wedding bells
For their language, Oh! so eloquently tells
The spirit in which is won the choicest prize
That mortals know beneath the glowing skies.
But if 'tis gold or a kindly gift you bring
Let a flower grace whate'er the offering.

Say it with flowers as the birthdays hasten round,
"Speak your piece" with them, the heart can hear the sound.
And twine them round the mile posts they go by,
For they'll sermons preach with which no words can vie.
Brush the lines of care that the years may bring, away,
If with nothing else, a little sweet bouquet.

Say it with flowers, O there's a special place
For the charm and cheer of nature's sweetest grace,
For when they to the suffering are given
They are saying things that may be heard to heaven.
Let the flowers in the sick room breathe the prayer
That you tried to say because you brought them there.

Say it with flowers again and yet again,
Your angel waits to tell you where and when;
They should not waste their sweetness on the air
When a "thank you" waits for you most anywhere.
And remember that the price of your bouquet
May not measure what you'd really love to say.

Say it with flowers, O wait not for the day
When you'll grieve because you did not with them say
What you might have said so oft adown the years
In the game of life—its joys and hopes and tears.
Now is the time, right here in nature's bowers
To indite the word and then "Say It With Flowers."
—L. B. Mitchell, Hart, Michigan.

"It Couldn't Be Done."

Somebody said it couldn't be done,
But he, with a chuckle, replied
That maybe it couldn't, but he would be one
Who wouldn't say so till he tried.
So he buckled right in, with a trace of a grin
On his face. If he worried, he hid it.
He started to sing as he tackled the thing
That couldn't be done, and he did it.

Somebody scoffed, "Oh, you'll never do that;
At least no one has ever done it."
But he took off his coat and he took off his hat,
And the first thing we knew he'd begun it;
With a lift of his chin and a bit of a grin,
Without any doubting or quit it,
He started to sing as he tackled the thing
That couldn't be done, and he did it.

There are thousands to tell you it cannot be done;
There are thousands to prophesy failure;
There are thousands to point out to you, one by one,
The dangers that wait to assail you;

But just buckle in with a bit of a grin,
Then take off your coat and go to it;
Just start in to sing as you tackle the thing
That cannot be done, and you'll do it.
—Edgar A. Guest.

How well the above poem illustrates the work of our publicity campaign. Many in the craft felt this was not the proper time, and others, with true optimism, felt otherwise. How well we have succeeded in our effort will be the keynote at our next convention, but in the meantime, let us keep the ball rolling in the attempt to get more funds to keep it up, because we can only derive the benefits of our national advertising by keeping up that which we have only just begun.

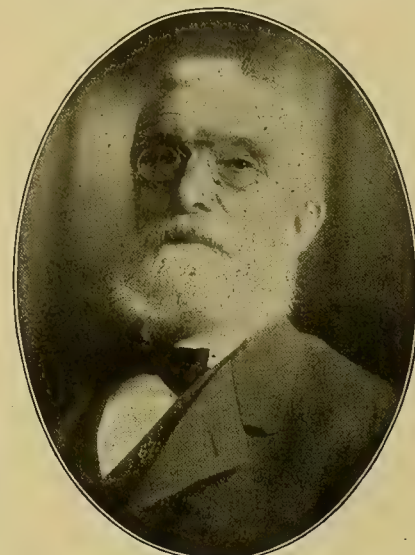
Are we going to allow ourselves to believe it could not be done, and lie down now, after we have made such a noble start? The answer will be in your efforts towards contributing to the campaign fund, and by sending same to John Young, 1170 Broadway,

New York, thereby feeling that you have at least done your duty. We need more money to complete our campaign. Will you help?

HENRY PENN, Chairman,
National Publicity Committee.

American Gladiolus Society.**MEMBERSHIP DOUBLED SINCE JANUARY 1.**

The campaign for new members which was begun recently by President Kunderd of the American Gladiolus Society is showing great results. Joseph J. Lane, who is chairman of the membership committee, reports that on May 1 the society was able to report more than double the membership held on January 1. From all sections of the country, garden enthusiasts and gladiolus lovers are answering the call for membership. In the first 22 days of April there were over 50 members added to the society's roll. President Kunderd has offered a collection of gladiolus roots, in a special circular he has



The Late Joseph Tailby.

sent out, to those who join the society before May 12.

Inasmuch as the initiation fee has been waived for all those who join before June 1, there is a decided saving in joining during the present month. Members receive monthly during the life of their membership the Flower Grower, which contains much information, not alone on gladiolus, but on practically all phases of gardening. This is an invitation to all who read it to participate in the activities of the American Gladiolus Society. Your affiliation with this organization will mean your affiliation with one of the most aggressive and most influential organizations in the whole world.

In these days, when so much destruction is taking place, it is but fitting and proper that an organization whose keynote is production and development should make tremendous expansion. The American people have a heritage of sentiment and love of flowers which is placed in the care of those who remain at home while our sons and brothers are away from our firesides.

June 1 is the last day on which memberships can be received without the initiation fee. Will you join us and participate in the big things which the American Gladiolus Society is accomplishing and on the way to accomplish for American horticulture? Two dollars is the membership fee for one year. The secretary is Professor A. C. Beal, of Cornell University, Ithaca, N. Y. Send your membership today and join hands in the great work.

OBITUARY.**The Late Joseph Tailby.**

Joseph Tailby, who died at his home in Wellesley, Mass., April 26, at the age of 76 years, as announced in our Boston newsletter, issue of May 4, was widely known throughout New England for 50 years as a florist, and gained especial prominence as a hybridizer of both flowers and vegetables. In 1881, he introduced to the trade the Grace Wilder carnation which immediately became popular, and during the same year he brought out Fred Johnson and Princess Louise, other varieties that met with favor. He is also credited with having brought to Boston the first bloom of the Marechal Neil rose ever seen in that city.

Mr. Tailby was born in Leicester-shire, Eng., and came to this country in 1864, locating first in New York and Hoboken, N. J., but after two years he went to Wellesley where he established a florist establishment. Early in his career, he became actively identified with the Massachusetts Horticultural Society and soon became known as a skillful grower of stock for the Boston market. Tailby's Hybrid cucumber, a cross between White Spine and an English variety, which is still grown in New England, was another of his introductions of nearly 50 years ago. To him much credit is due for his diligence in assisting Boston to attain the position of horticultural prominence that city enjoys today. He was a man of kindly and generous disposition, always willing to assist unselfishly those in need of aid, especially the novice. A widow and two sons survive.

George Perkins.

George Perkins, for the past 20 years a grower and retailer of East Orange, N. J., died April 30, but a few hours after he had been suddenly taken ill. During the morning hours he had been planting pansies in his garden. He was born in Ulster, Ireland, 58 years ago, and came to America when 20 years old. Previous to locating at East Orange, he had worked on a private estate. He had conducted a prosperous business up to the day of his death. He was prominent in the Orange fraternity and members of that order from Philadelphia, Boston and other cities attended his funeral, which was held at his late residence, 79 Sanford street, East Orange, May 4, with the service of the Episcopal church. He is survived by a widow, who is an invalid, and by a brother, John J. Perkins, one of the oldest florists of New York.

A. F. F.

Mrs. Katherine Weigert.

Mrs. Katherine Weigert, wife of William Weigert, a well known retailer of 709 Ninth avenue, New York, died May 3, after an illness of three months. She was born at Haverstraw, N. Y., 48 years ago, and was Mr. Weigert's second wife. She was an amiable woman and is mourned by her family and many friends. She is survived by her husband, and three children, by a sister, Mrs. Shlesenger, and a brother, Frederick Berdolt, a florist of New York. Funeral services were held by a Lutheran pastor at the church, Eighth avenue and 43rd street, on the evening of May 5. Many beautiful floral tributes were noted.

A. F. F.

CLEVELAND, O.—Local florists have been asked by the Red Cross and the Y. M. C. A. to co-operate in supplying every soldier and sailor with a flower on Mothers' day.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

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MOTHERS' DAY.—Readers will oblige by mailing reports of their Mothers' day business to this office as early as possible.

T. D. LONG, representing Vaughan's Seed Store, Chicago, reports that on a recent extended trip through the west and southwest he found women greenhouse workers everywhere.

MRS. POTTER PALMER, society leader who died at her winter residence in Florida May 5, was a generous patron of horticulture and always took a keen interest in flower shows. The late F. W. Timme was many years gardener at the well known Chicago home of the family.

Disastrous Luxury Tax.

Paris, May 7.—The 10 per cent tax on luxuries is proving disastrous to business in Paris, according to Deputy Charles Leboucq, and he has introduced in the chamber a bill repealing the impost.

Japanese Bulb Embargo Settled.

J. Horace McFarland, the well-known horticultural printer of Harrisburg, Pa., writes May 6, as follows:

"I have been after the head of the War Trade Board personally with respect to the importation of bulbs both from the orient and from Holland, and in a long conference with him have developed the fact that there will certainly be no let-up in the embargo on goods from Japan and China, while there is not the least objection, as Mr. McCormick sees it, to the unrestricted importation of bulbs from Holland, always provided Germany will let the ships get out from the Holland ports. I have asked for a specific announcement of this policy, in view of the importance of having the trade know in advance what can be done."

Shipment License Regulations.

The war trade board calls particular attention of exporters to Section 2, Paragraph "D", of the regulations of the United States railroad administration, as set forth in Circular No. CS-2A, which provides that, in addition to the license number appearing on the waybill, the license or partial shipment authority must be in the hands of the collector of customs at the port of exit on or before the arrival of the freight at that port or point of exit. Shipments made on or after April 26 may be detained at the point of exit if the license or partial shipment authority is not at hand.

Attention of shippers is further directed to Clause 7, which reads as follows:

"That a shipment from one consignor to one consignee which shall exceed one carload and which is intended for export will only be permitted with the provision that the car or cars are loaded to full visible or carrying capacity." In order to make this rule effective, the war trade board will incorporate in all export licenses hereafter issued a clause reading as follows:

"This license is granted on condition that if shipments made under the authority of this license are in excess of one carload they shall be forwarded only in a car or cars loaded to full visible or carrying capacity."

"Notice is hereby given to all shippers and exporters that a violation of any of the foregoing rules and regulations will be regarded by the war trade board as a sufficient ground for the revocation of any export license already issued, as well as for the refusal of all applications for export licenses hereafter made by or on behalf of any person who has violated said rules and regulations."

Combine Sentiment and Patriotism.

BUY THRIFT STAMPS AND WEAR FLOWERS.

Some time ago Miss Anna Jarvis complained that florists were, by the use of posters and full-page advertisements in magazines of wide circulation, commercializing Mothers' day, and that this year she would recommend the wearing of thrift stamps and their use as gifts in lieu of flowers on the occasion. In a recent issue of the Philadelphia North American, the Mothers' Day International Association, founded by Miss Jarvis, presents its appeal, in part as follows:

"The white carnation has heretofore been worn in this and other countries on Mothers' day as an honor badge emblematic of mother-love. It will be continued as the Mothers' day emblem. This year, however, we urge that the many thousands of dollars spent for flowers be lent to our country. Pin a thrift stamp on your coat or dress and wear it on Mothers' day in honor of the mothers of our defenders. Not only "stamp" yourself but carry extra stamps and give them to your friends who are "not stamped." As for mother, give her a war saving certificate with a war saving stamp on it as a starter and let the rest of the children, relatives and friends fill it with other stamps. Surely we can do without the display of flowers for Mothers' Day, funerals, weddings, society events, etc., when money is so urgently needed for our men in camps and trenches."

Miss Jarvis has made this proposition to the public and it remains to be seen whether they will respond to her request. There is a certain tender sentiment in connection with the observance of this day in which flowers and plants conflict in no way with the patriotism of the times. Mother will doubtless appreciate both flowers and thrift stamps, especially on the day designated in her honor, and on other days as well.

Holland's Profiteering.

Apparently the only reason Germany has respected the territorial integrity of the Netherlands up to the present time is that Holland has been extremely useful to her. Great quantities of sugar, coffee, cocoa, fish, butter, eggs, beef, cheese, and even wheat, have been shipped by the Dutch to Germany. Even when Holland was virtually starving and living on a close-ration basis, food was being smuggled into Germany. Much profiteering was going on openly in the little country. The German government established a central buying office in The Hague and offered prices far above those that the Dutch people could pay. The Dutch government could not, and did not, protest. There were riotings and strikes in the cities of the Netherlands. The reason given by the Dutch authorities for this state of affairs was that Holland had to send food to Germany or else freeze. Germany has been the only source of supply of coal to the Netherlands.

Coal.

Coal for next winter should be on the premises this month to the full extent of every greenhouse man's allowance. Fill the coal shed and pile the remainder near by outdoors. Buy the best quality obtainable, good coal taking no more space than the inferior grade. In addition, the best coal lasts longest.

Ladies' Society of American Florists.

Mrs. Julius Roehrs, president of the Ladies' Society of American Florists, has appointed Mrs. Albert M. Herr, Lancaster, Pa., as secretary to fill the unexpired term of Mrs. Geo. W. Smith, Cleveland, O., (deceased). All communications to the secretary should be addressed to Mrs. Albert M. Herr, Lancaster, Pa.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Ads., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By a good, all-around greenhouse man. Address
Key 898, care American Florist.

Situation Wanted—By a competent gardener, experience in all branches of gardening. Illinois or Wisconsin preferred. Address,
Key 896, care American Florist.

Situation Wanted—Horticulturist, agriculturist, head gardener, superintendent private estates; Denver, Colorado, preferred; landscape architect, gardener, all branches; experienced, practical, single man; references. Address
Key 894, Care American Florist.

Help Wanted—Apprentices for orchids, roses and pot plant department.
Poehlmann Bros. Co.,
Morton Grove, Ill.

Help Wanted—Good designer and decorator for first-class retail store.
Address
Lelkens,
Madison Ave. and 55th St., New York.

Help Wanted—Good all-around grower. Steady position to right party. Answer at once. Address
Gurney Greenhouse Co.,
Mitchell, S. D.

Help Wanted—General all around florist; must be respectable and able to take charge of small but well equipped establishment. Man with European experience preferred. Willing to pay decent wages and will give interest in the business if suitable. Apply
C. E. DeWever,
Clayton, Mo.
St. Louis Co.

Help Wanted

Capable man to take full charge of an up-to-date growing and retail establishment in prosperous Michigan city. This offers an excellent position at good wages and where ability will be appreciated. Address
Key 900, care American Florist.

HELP WANTED

Good rose grower to take charge of section at a large range near Chicago. Address
Key 899, care American Florist.

Help Wanted

Good all around general greenhouse man for pot plants.

Randolph & McClements
5936 Penn Avenue, PITTSBURGH, PA.

Help Wanted

A lady bookkeeper who has had experience in a retail flower store. Good wages to the right party. Reference required.

MALANDRE BROS.
Broadway and 72nd St., NEW YORK

Help Wanted

Helpers wanted in rose houses.

Apply to

ALBERT F. AMLING CO.
MAYWOOD, ILL.

HELP WANTED

Two men experienced in general greenhouse work. Give full information in first letter including experience, references and wages desired.

IOWA STATE COLLEGE
Horticultural Dept., Ames, Ia.

HELP WANTED

Men for greenhouse work and men for packing pot plants at Edgebrook, near Chicago, Ill.

GEORGE WITTBOLD CO.,
745 Buckingham Place, CHICAGO

For Rent or Sale Cheap—Three large sized greenhouses, with brick boiler room, garage, new five-room flat, all modern improvements, 15 miles north of Chicago. Chance of a lifetime. Act quick. Address
Key 902, care American Florist.

GREENHOUSE BARGAIN

For Sale. One new Moninger Greenhouse, 4,500 feet of glass, with 3 acres of fertile land, five room dwelling and out buildings nearly all new; lots of evergreen and flowering shrubs. Lines out in nursery now, also nice assortment of fruit trees, raspberries, grapes and currants. Greenhouse stocked at present with carnations, ferns and bedding plants, also stocks of chrysanthemums and carnations coming on. Heating system the latest hot water, fired with gas. The largest bill for any month last winter was \$26.60 which includes heat for house. Location one of the best, in a thriving glass town, only greenhouse here. Reason for selling my interests in the south call my attention. For further information apply
Utica Floral Co., Utica, O.

FOR LEASE

Comprising 16000 sq. ft. glass in Minneapolis, located in the best retail section of the city. Reason, war draft calling young man in charge. Terms, very reasonable; practically turning the place over to a desirable party for its upkeep.

Inquire,
RICE BROTHERS,
218 N. 5th St., Minneapolis, Minn.

PLANTSMAN WANTED

A large eastern seed house with nursery attached has a vacancy for an experienced plantsman with a thorough knowledge of perennials, shrubbery, and bedding plants, to act as salesman in store, book orders, etc. A splendid opportunity for the right man. Give full particulars and salary expected. Address
Key 901, care American Florist.

For Sale or Rent

A bargain. Three large greenhouses, living, packing and salesrooms attached, with good and growing local business. Only florist in high grade North Shore Chicago suburb of 3,500 people. For terms, address
Key 888, care American Florist.

For Sale

200 boxes of greenhouse glass.

PETER REINBERG

30 East Randolph Street, CHICAGO

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

WAR CONDITIONS Of Supply and Demand

While there is no doubt the demand for spring bedding and other decorative plants and bulbs will be materially curtailed by the war garden movement, we believe this condition will be fully counterbalanced by the prosperity in the south and the effects of the coal shortage on the greenhouse men of the west, north and east, placing in the market for stock a large number of new buyers not familiar with the sources of supply.

Most of these buyers can be reached at small cost by advertising in **The American Florist**, and we feel that it will be greatly to your advantage to start this campaign with an advertisement in our columns.

 **Make Your Spring Drive NOW.**

Winter's Effects in Arnold Arboretum

The winter of 1917-18 has been one of the severest in New England of which there is any record. In December, when the ground was without a covering of snow, the thermometer did not rise here from above zero for nearly a week with a minimum of 17° below. There was little snow at any time during the winter, and the ground, which froze to a depth of from five to seven feet, was not clear of frost until after the first of April. Abundant rains late in the summer and in the early autumn and the fact that the cold has been continuous through the winter, without periods of warm weather, which in this region often excite dangerous vegetative activity, have enabled many plants to survive the extreme cold which under less favorable conditions would probably have destroyed them. Still it seems safe to predict that any tree or shrub which has lived here through the past winter will be able to resist successfully a Massachusetts winter. The condition of the plants in the arboretum at this time is of general interest therefore as an indication of the trees and shrubs of recent introduction which can be successfully grown in this climate. It must, however, be remembered that local conditions—that is, conditions of soil, position, moisture and dryness—influence the hardiness of plants, and that a tree which succeeds in the arboretum might not be hardy in another garden in the same general region.

The injuries to the arboretum collections caused by the winter have not, on the whole, been as great as we had every reason to fear three months ago. The conifers which have been killed are the glaucous-leaved Mt. Atlas cedar (*Cedrus atlantica glauca*) which has been kept alive here for several years in a protected position; young plants of the Spanish fir (*Abies Pinsapo*) which has been killed before in the arboretum; *Abies magnifica* of the California Sierra Nevada; *Abies cephalonica* var. *appolinis*; from the mountains of Greece; *Picea Sargentiana*, one of the new spruces from western China, and nearly every plant in a large collection of the short-leaved pine of the eastern United States (*Pinus echinata*). These pines were raised at the arboretum 20 years ago from seeds gathered on Staten Island, New York, the northern limit of the range of this tree, and appeared to be perfectly hardy until this year. On several conifers the buds are uninjured and are beginning to swell, although the leaves have been more or less browned by the cold and will soon fall. Conifers injured in this way will probably recover, although their growth for the year will be necessarily checked. Among the trees with injured leaves and uninjured buds are the Cedars of Lebanon from the Anti-Taurus in Asia Minor, which have been growing in the arboretum for 16 years without protection and which it was hoped would be able to support the worst conditions New England winters could offer. Other conifers with injured leaves are the sugar pine (*Pinus Lambertiana*) from the Sierra Nevada of California, the Mexican white pine (*Pinus Ayacahuite*), the Chinese hemlock (*Tsuga chinensis*) which has lost most of its top, and *Abies cephalonica* from the islands of Greece. One or two specimens of this tree will probably not recover. The leaves of the California incense cedar (*Libocedrus decurrens*), of *Abies grandis*, of *Abies amabilis* and of the hemlock of the northwest coast (*Tsuga heterophylla*) are slightly injured. The native white cedar (*Chamaecyparis thyoides*) is badly hurt and some of the plants will probably die. The red spruce (*Picea rubra*) from northern New England has suffered badly, as have the plants of the upright

form of *Juniperus communis* from central Massachusetts. The leaves of *Abies amabilis*, too, from the Cascade mountains of Oregon are slightly browned, as are those of several plants of the Japanese *Abies sachalinense*. On a few of the plants of the Chinese white pine (*Pinus Armandi*), of the Japanese *Pinus densiflora* and *P. Thunbergii*, and of the Chinese *Pinus sinensis* var. *yunnanensis* and var. *denudata* the leaves are also brown. There is no reason, however, to doubt that these will all recover. It is interesting that, with the exception of four exotic conifers, three of which have been kept alive in the arboretum with much difficulty and have now perished, the most serious damage of the winter to conifers has been to four native species, *Picea rubra*, *Pinus echinata*, *Chamaecyparis thyoides* and *Juniperus communis*. All the new spruces and firs from western China, with the exception of *Picea Sargentiana*, are uninjured, as are practically all the Chinese pines. Uninjured, too, are the Carolina hemlock (*Tsuga caroliniana*), the western arbor vitae (*Thuja plicata*) and the Spanish pine (*Pinus nigra tenuifolia*) which, judging by the climate of the regions where these trees grow, naturally might well have suffered from the cold of the past winter.

Of the new trees with deciduous leaves introduced by the arboretum from China the following are uninjured: All the oaks, elms, birches, nettle-trees, beeches, many of the cherries, the pears and apples, *Davidia*, *Eucommia* and *Ehretia acuminata*. As space permits reports on the losses caused by the winter in other groups of plants will appear in later issues of these bulletins.

Early-Flowering Shrubs.—Fortunately, frost has not injured this spring the buds of many of the trees and shrubs which open their flowers in April and several of these have been unusually fine this year and have remained in good condition for a longer time than usual. After some of the willows the earliest shrubs in the arboretum to bloom this year were the buffalo berry (*Shepherdia argentea*) and the leatherwood (*Dirca palustris*). The latter began to bloom April 7, nearly three weeks earlier than last year, and unfaded flowers are still to be seen on this eastern American shrub. A large group of these plants on the right-hand side of the Bussey Hill road is one of the interesting early spring features of the arboretum. The flower buds of garden peach trees have been generally killed in Massachusetts by the cold of the winter, but the wild peach tree of northern China (*Prunus Davidiana*) opened its uninjured flower buds in the arboretum April 15. This is an attractive small tree with erect branches and lustrous red-brown bark. As a flowering tree in this climate, however, it is hardly worth a place in the gardens, for the flowers open so early that they are ruined by late frosts. The fruit is small and of no value; but pomologists are interested in this tree as a stock on which to work the common peach tree, for it is hardy north of the region where peaches flourish.

Early-Flowering Rhododendrons.—The bright, rose colored flowers of the Siberian and Mongolian *Rhododendron dahuricum* opened this year as early as April 10 and remained in good condition until the end of the month. It is a small shrub with dark green leaves which in this climate remain on the branches until late in the winter, and it would be a good garden plant here if the flowers were not so often ruined by late frosts. There is a variety *sempervirens* with more persistent leaves and darker colored flowers which has bloomed this year with the species on the upper side of Azalea path. In the rhododendron collection at the base

May 11 to 18

ILLINOIS WAR SAVINGS PLEDGE WEEK

Here's Where We All Join Hands

Everybody can sign a pledge to buy War Savings Stamps regularly during the entire year of 1918.

Nobody is too big for War Savings Stamps. Nobody is too little.

Here's where we **ALL** join hands—employer and employee, banker and bootblack, merchant prince and newsboy, society leader and scrub-woman, collegian and grade pupil.

ALL Americans, all united, all determined to back Uncle Sam to the limit.

WE MUST WIN THE WAR!

The War Savings Stamp is the finest symbol of our American Democracy. Every one of us can have them. Anyone ought to be ashamed not to have them.

PLEDGE WEEK May 11 to 18

Sign the Pledge to Buy and Keep On Buying!

Pledge yourself to buy Thrift and War Savings Stamps clear through the year—a definite number each week or month. And stick to it.

Pledge for All You Can Carry —and Carry On!

The Presence of War

and military preparations everywhere in the country will recall to all Americans the memory of our own soldier dead this coming Memorial day. Patriotic devotion will stir everyone to greater generosity than ever before in the decoration of soldier graves.

Florists will do a record-breaking business this year **if they prepare adequately for it.** Let the trade know what you have to offer them for this great day's business by advertising in the

MEMORIAL DAY NUMBER

— of —

THE AMERICAN FLORIST

which will be issued

NEXT WEEK

The early ad gets the most attention from publisher, printer and reader.

Send us yours now.

AMERICAN FLORIST COMPANY

440 So. Dearborn St., Chicago.

ROSES AND ORCHIDS

DIRECT FROM THE GROWER

Cut Right — Packed Right — Shipped Right

We have been shipping Roses and Orchids by Special Delivery Parcels Post since last November to points in Pennsylvania, Delaware, Maryland, Virginia, North and South Carolina, and with very few exceptions always delivered on Train Schedule time even at Holiday Seasons.

CAN YOU ASK FOR BETTER SERVICE?

We Grow The Following Varieties of Roses:

**Hadley, Ophelia, Richmond, Aaron Ward,
White and Pink Killarney.**

JOSEPH HEACOCK COMPANY, 1526 Ranstead St., Philadelphia, Pa.

of Hemlock hill a group of a hybrid of *R. dahuricum* with the Himalayan *R. ciliatum*, known as *R. præcox*, Early Gem, is now covered with flowers. This is a perfectly hardy plant, but, unfortunately, blooms too early in this climate and the flowers are generally injured by frost. More valuable here is the north China *R. mucronulatum*, which this year began to flower a little later than *R. dahuricum* and is still covered with its pale rose colored flowers. It is a tall, hardy, deciduous leaved shrub which has flowered freely in the arboretum every spring for the last 20 years. The flowers open before the leaves appear and are not injured by spring frosts. This year they have been in good condition for nearly three weeks. In this climate this is the most valuable of the rhododendrons and azaleas which bloom in April.

Early-Flowering Magnolias.—The flower buds and the flowers of the Japanese *Magnolia stellata*, *M. Kobus* and its variety *borealis*, and of the Chinese *M. denudata*, more often called *M. conspicua*, and its hybrids have been uninjured by winter cold or April frost and are blooming well this year, with the exception of *M. Kobus* and its variety, which, never very free with their flowers, are less prolific than usual this year. The plants of the Japanese *M. salicifolia*, which has never succeeded in the arboretum (by which it was first introduced into cultivation), appeared to have been killed outright this winter.

Corylopsis.—All the species of this genus of shrubs of the witch hazel family cultivated in the arboretum have survived the winter with little or no loss of wood, but the flower buds of the Chinese *C. Veitchiana* and *C. Willmottiae*, and of the Japanese *C. pauciflora* and *C. spicata* have been killed by the cold, and the only species which has flowered is *C. Gotoana* of the elevated region of central Japan. This is evidently the hardiest of the plants of this genus, and as it has now flowered in the arboretum every spring for several years there is good reason to hope that we have here an important shrub for the decoration of northern gardens. The flowers are produced in drooping spikes and open before the leaves appear, as in the other species, and are of a delicate canary-yellow color and pleasantly fragrant. The best specimen in the arboretum can be seen on the left-hand side of Hickory path, near Centre street.

Prinsepia sinensis is a tall Chinese shrub with stem and branches armed with many spines, bright green leaves which unfold as early as those of any

other plant in the arboretum and bright yellow flowers about two-thirds of an inch in diameter in few-flowered axillary clusters. The large specimen on the right-hand side of Hickory path, near Centre street, is now covered with flowers and nearly fully-grown leaves. There can be no question of the hardiness of this shrub or of its ability to flower under any climatic conditions it may have to meet in Massachusetts. It will perhaps be found that it will prove to be as good a hedge plant as can be used in this part of the country. Unfortunately, the arboretum plants have not yet produced more than an occasional seed, and as *Prinsepia* is not easy to increase from cuttings it has remained exceedingly rare.

Maddenia hypoleuca.—This interesting shrub, which flowered last year in the arboretum for the first time in America and was described in the Bulletin of May 8, came through the winter without injury on the southern slope of Bussey hill and was in full bloom this year on April 18. It is related to the rum or choke cherries, but the flowers are without petals and are not conspicuous.

Cherries and Plums.—This is a good season for many of these plants. Among the cherries, *Prunus tomentosa* and the single-flowered form of *P. triloba* from northern China are already in bloom. The trees of the Sargent cherry (*Prunus serrulata* var. *sachalinensis*) have never been more covered with their pink and rose colored flowers, and the Japanese spring cherry (*P. subhirtella*), which has been described as the most floriferous and perhaps the most delightful of the Japanese cherries, is just opening its countless flower buds.—Arnold Arboretum Bulletin, May 4, 1918.

Providence, R. I.

GOOD DEMAND AND SUPPLY PLENTIFUL.

Trade during the past week has been good with a plentiful supply of all seasonable stocks. Carnations are here in abundance and the call for them is heavy. Roses are also coming in with supply and demand balancing. Lilies are good and sell well. Outside daffodils are also among the best sellers. Funeral work in the suburbs has been brisk but the town demand in this line has been slow.

NOTES.

Jensen, The Florist, has sold his entire stock of pot and bench lilies to Macnair, who made a cleanup on them. The houses are now being replanted with vegetables and summer flowers.

Howard Almy has returned from the

south and is now making a specialty of growing English daisies and myosotis in baskets and flats. They find a ready market in this city.

John Wood is back on the street selling May flowers and sweet peas and intends to open a store in the near future.

Fred Davis is adding one house 30x100 feet which will be devoted to cyclamens exclusively.

Joseph Kopelman is making good cuts of roses at his range in Riverside.

Harry Oakley is again in business for himself. H. A. T.

Railroad Aids War Gardens.

Harrisburg, Pa., April 27.—In addition to helping win the war through what they are doing to facilitate transportation, employees of the Pennsylvania railroad are going in for war gardening. Home food production via the Pennsylvania route is the motto under which they are working with their hoes.

W. J. Rose, division freight agent for the system here, is distributing a large lot of garden primers furnished him by the national war garden commission, Washington, among the agents and men of the road in Dauphin, Cumberland, York, Lebanon, Lancaster, Chester, Berks, Buck and Montgomery counties. Reports being received here show great activity all through the state in the home food production movement. It is believed there is scarcely a city or town in the Keystone state that will not go far toward feeding itself this year through the cultivation of back yards and vacant lots. From Philadelphia, Pittsburgh, Scranton, Reading, Johnstown, Altoona, Easton, Wilkes-Barre and other places comes word of soldiers of the soil lining up in formidable numbers.

Food Production and Distribution.

The department of agriculture and Mr. Hoover have been doing everything possible to stimulate production, but what are they doing to facilitate distribution? There has always been wastage in the summer season when gardens were at their best. Always in fruit growing sections thousands of barrels of fruit have rotted on the ground while city markets were demanding high prices. Wastage and decay will be criminal this year, and yet with every householder having his little garden and a record breaking production of all commodities, wastage and decay will set new records unless there is better conservation and distribution.—Leslie's.



*J. B. Ward, Superintendent
of the T. De Witt Cuyler's
Estate, Haverford, Penn.*

The tribute of J. B. Ward to Davey Tree Surgery



A tree with a badly weakened crotch, saved by the scientific methods of Davey Tree Surgeons. Note that, in 4 years' time, the filling is almost entirely healed over.

The Davey Tree Expert Co., Kent, Ohio.

Dear Sirs: The work you did for Mr. T. De Witt Cuyler in 1914 is a living monument to the efficacy of Davey Tree Surgery and it is a pleasure to be able to write a few words in commendation.

The trees, a number of which were in a critical condition, are now healthy, strong and vigorous in their growth. The healing in particular is wonderful. In my estimation Davey Tree Surgery is in a class by itself, and the high standard which your company has set is bound to elevate the entire practice of Tree Surgery.

Yours truly,

(Signed) J. B. Ward, Haverford, Pa.



This tree was in such a weakened condition that the next severe wind-storm could easily have wrecked it. Today the tree is perfectly sound, thanks to Davey Tree Surgery.

The saving of priceless trees is a matter of first importance on every estate. Davey Tree Surgery is a fulfillment of the maximum expectations of those who love and value trees. A careful examination of your trees will be made by appointment.

Davey Tree Surgeons

THE DAVEY TREE EXPERT CO.

2305 Elm Street, Kent, Ohio

Branch Offices, with telephone connection: 225 Fifth Ave., New York; 2017 Land Title Bldg., Philadelphia; 450 McCormick Bldg., Chicago. Write nearest office.

Every real Davey Tree Surgeon is in the employ of the Davey Tree Expert Company, and the public is cautioned against those falsely representing themselves.



JOHN DAVEY
FATHER OF TREE SURGERY

Permanent representatives located at Boston, Newport, Lenox, Hartford, Stamford, Albany, Poughkeepsie, White Plains, Jamaica, L. I., Newark, N. J., Philadelphia, Harrisburg, Baltimore, Washington, Buffalo, Pittsburgh, Cleveland, Detroit, Cincinnati, Louisville, Chicago, Milwaukee, Minneapolis, St. Louis, Kansas City.

Canadian address: 22 Victoria Square, Montreal.

ROSE CROP NOW ON

The quality is good—Buy direct from the Grower.

Roses, our selection, in thousand lots, per 1000, \$20.00. Price subject to market changes.

Russell, Hoosier Beauty, Shawyer, Brilliants, Ophelia, White Killarney and American Beauties.

GLADIOLI, very fancy, per dozen, 50 to 60 cents.

CURRENT PRICE LIST—In Effect May 13.

AMERICAN BEAUTIES—Price, from 50 cents to \$3.00 per dozen, according to length of stems.

RUSSELL—best in this market.

	Per doz.
Specials, extra long.....	\$2.00
Good length.....	1.50
Good medium.....	1.00
Good short.....	\$0.50 to .75

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST.

	Per 100
Long stems.....	\$8.00
Good medium.....	\$5.00 to 6.00
Good short.....	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$2.50 per 100.

BULBS, FLOWERS AND ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

KILLARNEY, WHITE KILLARNEY, KILLARNEY BRILLIANT.

	Per 100
Long stems.....	\$6.00 to \$5.00
Good medium.....	4.00 to 5.00
Good short.....	3.00
Lily of the Valley, per 100.....	5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGER , per 100.....	\$2.00 to \$3.00
GALAX , green and bronze, per 1,000.....	1.00
Choice Common FERNS , per 1,000.....	3.50

at the rate of \$2.50 per 100.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Mention the American Florist when writing.

Chicago.

HEAVY EARLY DEMAND FOR MOTHERS' DAY.

The early demand for Mothers' day is heavy, especially for carnations, which promise to be in short supply at the advertised quotations, notwithstanding the warm weather experienced this week. Practically all the wholesale houses have refused orders for carnations and have requested their buyers to accept other stock instead, particularly roses, which promise to be in heavier supply than was at first expected, but will no doubt clean up completely in all lines before the week is over. American Beauty roses are in fair supply and in good demand. Roses in general are plentiful, especially Ophelia, Mrs. Chas. Russell, Champ Weiland, Killarney, Killarney Brilliant, Richmond, Milady, Hoosier Beauty, Mrs. Aaron Ward, Sunburst, Mrs. George Shawyer and all the other varieties grown for this market. Sweet peas are reaching the market in large quantities but are in good demand and are cleaning up very satisfactorily every day. Peonies will be quite a factor in this market for Mothers' day and a grand clean-up in this line is expected. Orchids, gardenias, lily of the valley, callas, lilies, Paper White narcissi, gladioli, jonquils, tulips, mignonne, calendulas, white and yellow daisies, iris, daffodils, snapdragons, lupines, forget-me-nots and other miscellaneous seasonable stock is included in the many offerings and furnish a splendid substitute for carnations for this occasion. The shipping trade is unusually heavy, and with favorable weather, the local demand will be surprisingly large. Many of the retail stores are featuring special Mothers'



Edward Seramore, Jake Baumhardt and Nick Dahm, Jr.

Of Morton Grove, Now With the Colors. Reading From Left to Right.

day windows which are unusually attractive and in almost all cases announce the date, Sunday, May 12, so that the public is being well reminded of the big day. One thing in favor of the trade is, that the third liberty bond campaign is over, and successful, so nothing is left to interfere with anyone paying his respect to his mother with a nice box of flowers. The continued warm weather has affected stock considerably, a great deal of which is arriving in poor condition, particularly carnations and roses. Good shipping stock is in brisk demand, but short supply.

NOTES.

Nic Dahm received a photo this week from his son, Nic Dahm, Jr., and two other Morton Grove boys, who are with the colors, which we are reproducing in this issue. When last heard from, they were with the 602nd Engineers, Company B., at Camp Devens, Mass. Edward Seramore was a carnation grower at Pohlmann Bros. Co.'s greenhouses at Morton Grove for over eight years and Jake Baumhardt was a rose grower at the same range for a similar period. Nic Dahm, Jr., was a carnation grower for a number of years and also had charge of a large acreage of gladioli at his place. The young men are well-known here and their many friends wish them every success with the colors and a safe and speedy return.

Allie Zech, of Zech & Mann, and George Mohn, with Vaughan's Seed Store, attended the last meeting of the Milwaukee Florists' Club, May 2, returning home the following morning.

H. G. Berning, well-known St. Louis, Mo., wholesaler, was a welcome visitor this week.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

Big Crop of Russell Roses

We have the best stock obtainable in the Chicago market at the prices quoted.

Buy Direct From the Grower.

MOTHERS' DAY PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

Per 100

Specials	\$25.00
Select	20.00
Medium	\$12.00 to 15.00
Short	10.00

RICHMOND

Per 100

Specials	\$10.00
Select	8.00
Medium	6.00
Short	5.00

MILADY

Per 100

Specials	\$10.00
Select	8.00
Medium	6.00
Short	5.00

Killarney

White Killarney

Killarney Brilliant

Sunburst

My Maryland

Ophelia

Champ Wieland

Special	Per 100
Select	\$10.00
Medium	8.00
Short	6.00
	5.00

Per 100

ROSES, OUR SELECTION

Per 100

\$ 5.00

Carnations, fancy	6.00 to 8.00
Harrisil	12.50 to 15.00
Valley	6.00 to 8.00
Sweet Peas	.75 to 1.50
Smilax	per doz. strings 3.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	.50c to 75c
Ferns, per 1,000	\$3.50
Boxwood	per bunch, 35c
Galax, bronze and green, per 1,000	\$1.25
Leucothoe Sprays	.75 to 1.00

2,000,000 Feet of Modern Glass

The Chicago Flower Growers Association



182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

CURRENT PRICES---In Effect May 13

SUBJECT TO CHANGE WITHOUT NOTICE.

Pansies

6c to 8c per bunch

Callas

\$10, \$12.50 and \$15 per 100

Paper White Narcissi

\$3 to \$4 per 100

Carnations

Our selection. Market Prices.

Jonquils

\$2 to \$3 per 100

Easter Lilies

\$12.50 to \$15.00 per 100

Plumosus

35c to 50c per bunch

Leucothoe

75c per 100

Tulips

\$2 to \$5 per 100

Roses

All varieties at market prices

Galax

\$1.25 per 1000

Sprengeri

35c to 50c per bunch

Ferns

\$4 per 1000

Valley

\$6 per 100

Peonies

At Market Prices

Mexican Ivy

\$6 per 1000

Calendulas

\$2 to \$3 per 100

Cattleyas

\$7.50 to \$9 per doz.

Sweet Peas

75c to \$1.50 per 100

Daffodils

\$2 to \$3 per 100

Smilax

\$2.50 to \$3 per doz.

Adiantum

\$1 per 100

Daisies

\$1 to \$1.50 per 100

Snapdragons

75c to \$1.50 bunch

Order here. You cannot do better elsewhere—often not nearly as good.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

Place your orders with us and you will get
the best stock obtainable for the least money

MOTHERS' DAY PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL. Per 100
Fancy\$12.00 to \$15.00
Good 8.00 to 10.00

RICHMOND. KILLARNEY BRILLIANT.
White—KILLARNEY—Pink. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Medium 5.00
Short 4.00

SUNBURST AND OPHELIA. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Good 5.00
Short 4.00

MINIATURE ROSES.
Baby Doll\$3.00
Elgar 3.00

ROSES, OUR SELECTION 4.00

CARNATIONS. Per 100
Fancy White\$8.00
Fancy Colored 8.00
Assorted 7.00

MISCELLANEOUS. Per 100
Valley\$ 6.00 to \$ 8.00
Lilies 12.50 to 15.00
Ferns, per 1,000 4.00
Smilax, per doz. strings..... 2.50
Adiantum 1.00
Galax (bronze and green), per 1,000. 1.50
Asparagus Sprengeri, bunch..... .50
Asparagus Plumosus, bunch..... .50
Boxwood, per lb.35

Other Green Goods Market Rates.

Phil Daut, of Daut Bros., Decatur, was in the city this week buying stock for Mothers' day and Memorial day. He is in Class 1 of the draft and has been ordered to leave for Camp Dodge in the near future. Miss Myrtle Hahn, who made the trip here with him, will have charge of the store during his absence and his brother Frank will look after the greenhouses. They are indebted to Ed. Jacob of the A. L. Randall Co. for the many courtesies extended them on their visit.

The third liberty bond campaign was a complete success all over the country and it is a great pleasure to note the whirlwind finish the "I Will" city made. The wholesale florists and growers subscribed \$103,850, retail florists \$45,300, seedsmen \$89,950 and the nurserymen \$36,800, making a grand total of \$275,900 all of which is credited to division 19. The trade did remarkably well and were highly complimented for their magnificent showing.

O. A. and L. A. Tonner received word this week from Dr. Knapp of Evansville, Ind., that his peonies are coming in crop and that they could look for several shipments the latter part of this week which will come in handy for the late Mothers' day demand.

Joe Einweck, of the Bassett & Washburn force, who left for Jefferson Barracks recently with the drafted men from his district, has been transferred to Fremont, Calif. Allan Gerling, of the same firm, has signified his intention of joining the navy.

John Poehlmann, who graduated from the third officers' training school at Camp Zachary Taylor, Louisville, Ky., left Tuesday to report for duty at the same place. He is eligible to a commission as second lieutenant as soon as a vacancy occurs.

Wietor Bros. are cutting a good supply of both roses and carnations in all the leading varieties which are in exceptionally brisk demand this week. Some particularly fine Sunburst are included in the daily receipts.

Zech & Mann are more than pleased with their Mothers' day demand so far which compares most favorably with that of last year if not better. Roses are in large supply here, especially Ophelia and Mrs. Chas. Russell.

A. L. Vaughan & Co. report a brisk out-of-town demand for stock for Mothers' day especially for roses and carnations. Miscellaneous stock

Bill
Says:

Van

100%
Service

Means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

PERCY JONES, Inc.

WHOLESALE FLORISTS

"FLOWERS OF KNOWN VALUE"

56 East Randolph Street,

CHICAGO, ILL.

FOR MEMORIAL DAY

ROSES---CARNATIONS---PEONIES

Spanish Iris-Calendulas-Sweet Peas-Darwin Tulips
Mignonette-Stocks-Jonquils-White and Yellow Daisies

FLORISTS' SUPPLIES

Magnolia Leaves-Magnolia Wreaths-Cycas Leaves, Etc.

O. A. & L. A. TONNER

30 East Randolph St., Chicago, Ill.

is plentiful at this establishment and includes all the seasonable offerings.

Mike Poletsos, of The Chicago Florist, is interested in the new retail florist store that will open in the near future at Lawrence and Broadway. He is at present managing the store at 35 East Adams street.

Percy Jones, Inc., never experienced such a heavy call for stock as it did this year especially from out-of-town points. H. Van Gelder is still under the doctor's care but is on the job every day at the store.

Gust. Poehlmann, brother of August and Adolph Poehlmann, is on the sick list. He has been in the employ of Poehlmann Bros. Co. for many years with headquarters at Morton Grove.

J. A. Budlong is cutting heavily in roses this week which are in brisk demand for Mothers' day. Peonies and anemones are included in the list of offerings at this establishment.

Andrew McAdams is again on the sick list at Melbourne, Fla., and expects to return to this city the latter part of this month.

CUT FLOWERS

Roses Orchids Valley

Including Fine Russell

Carnations, Sweet Peas, Galax, Sprengeri, Plumosus, Leucothoe, Spring Flowers, Boxwood, Ferns.

Chrysanthemum Stock.

	Rooted Cuttings		2½-Inch Plants			Rooted Cuttings		2½-Inch Plants	
	100	1,000	100	1,000		100	1,000	100	1,000
WHITE									
Chas. Razer	\$3.00	\$25.00	\$4.00	\$32.50	YELLOW				
Elsie Papworth	3.00	25.00	4.00	32.50	Roman Gold	3.00	25.00	4.00	32.50
White Chieftain	3.00	25.00	4.00	32.50	Marigold	3.00	25.00	4.00	32.50
YELLOW									
Chrysolora	3.00	25.00	4.00	32.50	PINK				
Mrs. C. C. Pollworth	3.00	25.00	4.00	32.50	Patty	3.00	25.00	4.00	32.50
					Dr. Enguehard	3.00	25.00	4.00	32.50
					Loeben	3.00	25.00	4.00	32.50

PLANTS

SINGLE PLANTS.			Kentia Forsteriana, 6-in. pot, \$2 each.	Crotons, 4-in., \$4.80 per doz.
Kentia Forsteriana, 2¼-in. pot, \$12 per 100.			Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.	" 5-in., \$9.00 per doz.
Kentia Belmoreana, 2¼-in. pot, \$12 per 100.			Livistona Rotundifolia, 4-in., \$6 per doz.	" 6-in., \$1 to \$1.50 each.
Kentia Belmoreana, 3-in. pot, \$20 per 100.			Livistona Rotundifolia, 5-in., \$9 per doz.	Pandanus Veitchi, 6-in., \$1.25 each.
Kentia Forsteriana, 3-in. pot, \$20 per 100.			Livistona Rotundifolia, 6-in., \$1.25 each.	Dracaena Indivisa, 4-in., \$15 to \$20 per 100.
Kentia Forsteriana, 4-in. pot, \$6 per doz.			Phoenix Robelenii, 5-in., pot, \$1 each.	Dracaena Indivisa, 5-in., \$25 to \$35 per 100.
Kentia Belmoreana, 4-in. pot, \$6 per doz.			Dracaena Massangeana, 4-in. pot, \$50 per 100.	Dracaena Indivisa, 6-in., \$6 per doz.
Kentia Forsteriana, 5-in. pot, \$12 per doz.			Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.	English Ivy, 4-in., \$15 per 100.
Kentia Belmoreana, 5-in. pot, \$12 per doz.				

2½ Inch Own-Root Rose Plants FOR BENCHING

Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst at \$7.50 per 100, \$70.00 per 1000.

Milady and Richmond at \$7.00 per 100, \$65.00 per 1000.

3¼ Inch Stock at \$35.00 per 1000 Additional.

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

For Your Supply of CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Peter Pearson, 5732 Gunnison street, cordially invites the trade to come out and inspect his bulb field at Jefferson Park, which is now in bloom. He has 60 varieties of Darwin tulips not to mention the early varieties and jonquils, some of which have been grown there for three years. This stock is grown for bulb purposes only and is a sight worth going a long distance to see. Mr. Pearson says that the next week will be the best time to inspect it and will be glad to show all members of the trade about.

Henry Schwartz, who was struck by a hand mail truck in the La Salle street station, May 6, died the same evening from a fracture of the skull. He was 73 years old and lived at 6810 Lowe avenue, and was well known to the trade here, being a retired florist. He was in the employ of W. W. Barnard at Washington Heights before the accident.

Blaine Wilcox, of J. F. Wilcox & Sons, Council Bluffs, Ia., passed through here this week on his way home from an auto trip to Detroit, Mich., with several friends. His firm will discontinue growing American Beauty roses and considerable bench space will be devoted to the new variety Columbia.

William G. Earl, chief assistant to Emil Buettner, Park Ridge, has left for Camp Merrett, Kreskill, N. J., to visit his son Walter, who expects to sail for France any day. Walter is 20 years old and has been in the service two months. Mr. Earl expects to be away a couple of weeks.

A French flower market will be held at the Community house, Winnetka, May 18, at which time plants grown in the gardens of the suburbanites will be sold by society women in French costume, the proceeds to be donated to the American fund for French wounded.

Miss Marguerite McNulty and Peter Bauman, of the Peter Reinberg store force, visited their firm's greenhouses May 5 and found that the roses would be in splendid crop for Mothers' day, especially Mrs. Chas. Russell, which is the leader at this store this week.

Vaughan's Seed Store tulip display at the firm's Western Springs trial grounds will be at its best May 12 and succeeding days if the weather continues favorable, some 50,000 bulbs in many varieties.

Mr. and Mrs. W. N. Rudd announce the marriage of their daughter, Margaret, to Major Kellogg Speed, Medical Reserve Corps, United States Army, March 14, at Camiers, Pas-de-Calais, France.

The Chicago Flower Growers' Association has installed a new lighting system which is one of the best in the market and is used largely by the leading mercantile establishments in this city.

F. O. Franzen, 5319 North Clark street, who has been on the sick list since early last fall, is slowly recovering his health and his many friends wish him a speedy recovery.

Chas. T. Johnson, son of Chas. W. Johnson, graduated from the third officers' training school at Camp Grant recently and is eligible to a commission as lieutenant.

Bassett & Washburn will grow the new rose Columbia quite heavily this season, which will replace to a large extent the variety Mrs. George Shawyer.

J. S. Wilson, Jr., of the Alpha Floral Co., and wife, Des Moines, Ia., spent several days here this week on a combined business and pleasure trip.

Arnold Ringier has been on the sick list for over a week but his many friends are pleased to hear that he is well on the road to recovery.

Roy Boughen of the Peter Reinberg force has enlisted in the coast artillery and will leave for Jefferson Barracks, near St. Louis, Mo., May 11.

Victor Young, of Victor Young & Co., 1239 North Clark street, has been drafted for military service. The store has been closed.

Harry White, well-known among the wholesale florists, committed suicide at the Briggs House, May 5.

Joseph Foerster reports that he has sold the W. H. Kidwell & Son store at 3806 Wentworth avenue.

The Florists' Club will meet at the Bismarck hotel, Thursday evening, May 9, at 8 p. m.

Joe Delouhey, of the A. L. Randall Co., has been on the sick list for nearly two months.

Chas. W. McKellar received his first shipment of cape jasmines, May 6.

Visitors: H. M. Burt, Jackson, Mich.; Mike Rocklin, of Rocklin & Lehman, Sioux City, Ia.; N. B. Stover, Terre Haute, Ind.; Chas. J. Graham and wife, Cleveland, O.; L. E. Metcalfe, La Crosse, Wis.; A. Buchholz, of the Muncie Floral Co., Muncie, Ind.; A. T. Eichen, of the Duluth Floral Co., Duluth, Minn.; C. W. Siebrecht, Winona, Minn.; H. W. Rogers, Detroit, Mich.

SCRANTON, PA.—The new store of the Vanston Floral Co. on Main street, was opened to the public, April 20.

DECATUR, ILL.—N. Swenson, of this city, has purchased the flower shop of R. J. Dills at Monticello, who expects to be called to the colors.

SYRACUSE, N. Y.—The seventy-eighth annual state fair will be held here September 9-14. The prize list is ready and copies may be had upon application to the secretary, Albert E. Brown, Syracuse. David Lumsden, Ithaca, is superintendent of floriculture.

WACO, TEX.—T. J. Wolfe, genial head of Wolfe, the Florist, has been confined to his bed for several weeks with stomach trouble, but is now able to sit up a few hours each day. He is awaiting the doctor's permission to go on a camping trip, and no doubt his many friends in and out of the trade will be pleased to hear of his recovery.

Z M E A & N C N H N

30 E. Randolph St.

CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady.

Shawyer.

Sunburst.

Ward.

Killarney Brilliant.

Ophelia.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

SWEET PEAS

Our famous high quality stock is positively the best obtainable.

Arrange with us for your regular supply—they will be good sellers from now on.

SPANISH IRIS

Valley.

Callas.

Cattleyas.

Calendulas.

White Daisies, Yellow Daisies.

Pansies.

Mignonette

Tulips

SNAPDRAGONS.

Forget-Me-Nots.

DARWIN TULIPS.

GREENS.

Plumosus.

Sprengeri.

Galax, bronze.

Galax, green.

Ferns.

Mexican Ivy.

Smilax.

Leucothoe Sprays.

Adiantum.

Boxwood.

A. L. VAUGHAN & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

Everything In Seasonable Cut Flowers and Greens

In Effect
Monday, May 13.

CURRENT PRICE LIST

Subject to Change
Without Notice.

ROSES.		Per doz.			Per 100	ORCHIDS.		Per doz.
American Beauties,	60-inch stems.....	\$ 6.00	White Killarney, special....		\$10.00	Cattleyas		\$6.00
" "	48-inch stems.....	5.00	" " select		8.00	MISCELLANEOUS. Per 100		
" "	38-inch stems.....	4.00	" " medium		6.00	Valley	\$ 6.00 to \$ 8.00	
" "	30-inch stems.....	3.00	" " short		4.00	Easter Lilies.....	12.50 to 15.00	
" "	24-inch stems.....	2.50	Killarney, special		10.00	Callas	per doz. 1.50 to 2.00	
" "	20-inch stems.....	1.50	" " medium		8.00	Snapdragon	bunch .75 to 1.00	
Short stems	\$ 0.75 to 1.00		" " short		4.00	Calendulas	2.00 to 4.00	
Per 100			Mrs. Ward, special		10.00	Daisies	1.00 to 2.00	
Mrs. Russell, special	\$25.00		" " select		8.00	Mignonette	6.00 to 8.00	
" " medium	15.00 to 20.00		" " medium		6.00	Sweet Peas50 to 1.50	
" " short	8.00 to 12.00		" " short		4.00	Tulips	2.00 to 3.00	
Richmond, special	10.00		Sunburst, special	10.00 to 12.00		Jonquils	2.00 to 4.00	
" " select	8.00		" " select	8.00		Daffodils	2.00 to 3.00	
" " medium	6.00		" " medium	5.00 to 6.00		DECORATIVE.		
" " short	4.00		" " short	4.00		Plumosus strings	\$0.50 to \$0.75	
Millady, special	10.00		Cecile Brunner	2.00 to 3.00		Plumosus	per bunch .35 to .50	
" " select	8.00		Elgar	2.00 to 3.00		Sprenger	" .35 to .50	
" " medium	6.00		Baby Doll	2.00 to 3.00		Adiantum, fancy long...per 100	1.00	
" " short	4.00		Extra special roses billed accordingly.			Smilax	per doz. 2.50	
Killarney Brilliant, special	10.00		ROSES, OUR SELECTION...			Ferns	per 1,000 3.50	
" " select	8.00		\$5.00			Galax	" 1.25	
" " medium	6.00		CARNATIONS.			Mexican Ivy	" 5.00	
" " short	4.00					Leucothoe sprays	75c	
Ophelia, special	10.00		Fancy			Boxwood, per lb.....25c; cases	7.50	
" " select	8.00				Pussy Willows	per bunch .35 to .50	
" " medium	5.00 to 6.00				Subject to market changes.		
" " short	4.00						

Kansas City.

ROSES FORM BULK OF SUPPLY.

The local market is not any too well supplied and at that the bulk of the offerings are roses. Sweet peas are fairly plentiful, but in general the quality is not very good. Carnations are scarce. The outlook for Mothers' day is promising, if the stock is adequate to meet the requirements.

NOTES.

Local greenhouse owners held a meeting, May 4, at the Wm. L. Rock Flower Co's. establishment to discuss the fuel situation for the coming season. Messrs. Rock and Lamb were delegated to take the florists' point of view before the fuel administration.

T. J. Noll & Co. have had a surprisingly good trade from out-of-town points. They will have an extra large supply of stock to take care of the Mothers' day demand.

H. Kusik & Co. report business exceptionally good. They are carrying a full line of roses and sweet peas, with carnations the scarce item.

E. G. Bunyar has disposed of the greater part of his bedding stock and says the number of cash sales are gratifying.

August Luther reports everything in tiptop shape and all set for the spring trade, with stock in the pink of condition.

Beiderman & Son are busy filling boxes, baskets, etc. They have a very good display with stock in fine shape.

W. J. Barnes has been selling bedding stock for two weeks, and all indications point to a heavy trade.

A. Mohr has sold his surplus stock of bedding plants and is well pleased with the spring trade.

E. J. B.

My Bulb Field is Now in Bloom

Everyone in the trade is cordially invited to come out and inspect same. There are 60 varieties of Darwin Tulips not to mention the Jonquils and Early Tulips now in full bloom. This stock is grown for the bulbs and not for cut flower purposes some of which has been grown at Jefferson Park for three years.

IT IS A SIGHT WORTH SEEING.

PETER PEARSON, 5732 Gunnison Street,
CHICAGO, ILL.

Mention the American Florist when writing.

EVERYTHING IN CUT FLOWERS AND GREENS

A. T. Pyfer & Company

Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

Mention the American Florist when writing.

LOUISVILLE, KY.—Three new houses, each 34x140 feet, are being erected on the C. H. Kunzman estate.

CAMBRIDGE, MASS.—B. J. Macklin, who has a range on Oxford street, has opened a retail establishment at 1852 Massachusetts avenue.

CEDAR FALLS, IA.—George Bancroft says, "Flowers are a necessity, not a luxury. During these times do you realize what this country would be without flowers? You cannot eat them, but you cannot do without them; they are just as necessary as food and clothing."

CAPE JESSAMINES, THE QUEEN OF ALL FLOWERS

Better place your orders early for Memorial Day, as the crop promises to be short. Our buds will be earlier than usual this year. We have some ready for shipment now. Beg to quote as follows:

Long Stems.....	12 to 18 in.,	\$1.75 per 100;	\$15.00 per 1000
Medium Stems.....	8 to 12 in.,	1.25 per 100;	10.00 per 1000
Short Stems.....	4 to 8 in.,	6.00 per 1000	

Terms Cash or C. O. D.

THOS. C. EDWARDS, ALVIN, TEXAS

St. Louis.

MARKET TIGHT BUT IMPROVING.

The market has been pretty tight but the latter part of the week it became easier on account of the change in weather which brought flowers back into bloom. Carnations showed a tendency to produce better than they have for several weeks, and sweet peas have been very numerous. Roses have been fairly plentiful, but move daily at a bit lower than normal price. Peonies have made their appearance but in small quantities. Outdoor iris is coming in, but has very little call. Spanish iris has a good call and cleans up daily at a good price. Other outdoor stock of all kinds also shows a decided improvement. Lilies and callas are in good supply. Business the past week was a little bit better than normal; in fact, it is the writer's opinion that trade as a whole since February has been better than normal in this section. This condition no doubt has been brought about by the consistent advertising campaign, both national and local, and with persistent advertising we should continue to do a good business.

NOTES.

Paul Reden, a member of the florists' club, was one of the first Liberty Bond salesman to reach a sale of \$40,000 worth of bonds, which entitled him to a medal from the Liberty Loan organization. Mr. Reden's business at other times is selling pots. He is manager of the Missouri Pottery & Supply Co.

Quite a few weddings have taken place since Easter, which has created quite a bit of nice wedding work. This is a little unusual for this time of the year. However, the retailer is not complaining as he is ready to take wedding orders now as well as in June or fall.

From present indications Mothers' day should be good from both the point of sales and from the point of supply of flowers. The local publicity committee is pushing the day, and many of the retailers have followed this up with their individual advertising.

Frank Windler is sporting a new Hudson "Supersix." His Velie roadster did not hold enough of his friends, so he had to get a big car. At least that is the reason the boys around the market give.

W. A. Rowe, of Kirkwood, wishes to announce his annual barn party and dance at his Denny road greenhouses. Everybody in the trade is invited and all are assured a good time. The date is May 18.

The city florists like the whole St. Louis district went over big in the Liberty Loan drive. It is estimated that the local and county florists contributed approximately \$30,000 to the quota.

J. J. W.

A GOOD SELLER



Wicker Hanging Basket with Chain Hanger

Size 1

Diameter 10 inch
Each \$1.05

Liners 20c each

Self-watering . . . 30c each

Same basket in rattan, 80c each

Size 2

12½ inch (stained) . . . \$1.50

Liners 25c each

Self-watering . . . 50c each

Same basket in rattan, \$1.20 each

Write for our New
Spring Catalogue.

RAEDLEIN BASKET CO.

713 Milwaukee Avenue,

CHICAGO, ILL.

Rochester, N. Y.

WARM WEATHER BRINGS GOOD SALES.

The weather during the past week has been pleasant and business has held up well. Perennials of all kinds, trees, shrubs, etc., have all enjoyed a good sale. Roses are excellent and the bright days have increased the supply. Carnations are also plentiful. A small quantity of lily of the valley is seen now and then, and with violets of very poor quality the demand for them has ceased. The trade is looking forward to a good Mothers' day business.

NOTES.

George T. Boucher has sent out some very attractive folders offering suggestions for Mothers' day gifts. He is making a special feature of vegetable seeds at his store.

Hugo Teute is disposing of some excellent lavender and pink rhododen-



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

Mention the American Florist when writing.

drons. His Vernon begonias are also very fine.

CHESTER.

BUTTE, MONT.—The Columbia Floral Co. has been incorporated, with a capital stock of \$10,000, by A. C. Wilhelm, C. R. and N. F. Leonard.

For Decoration Day Heavy Supply of Roses

And All Other Stock Including

**CARNATIONS
MIGNONETTE
CAPE JASMINES
DARWIN TULIPS**

**VALLEY
LUPINES
ANEMONES
SWEET PEAS**

**LILIES
PEONIES
JONQUILS
SNAPDRAGONS**

**DAISIES
CALLAS
IRIS
TULIPS**

and all other seasonable stock including Ferns, Asparagus, Galax and all other Seasonable Greens.

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

**If You Want Good Stock and
Treatment Send Your Orders To**

Chicago's most up-to-date and best located Wholesale Cut Flower House.

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Milwaukee.

INTERESTING CLUB MEETING.

The announcement of the fuel administrator in the daily press, stating that all florists would only be allowed 50 per cent of their normal fuel supply the coming season, brought out an exceedingly large attendance, some of whom were non-members, no doubt to gain more definite information regarding this all important matter. It certainly was bad news to most of us, yet there were a few present who had enough coal on hand to carry them through for another winter, and the question arose, whether they would be permitted to do so. As no one had any definite knowledge in this respect, the secretary was instructed to write to Secretary John Young of the Society of American Florists for all official details he could give. Allie Zech of Zech & Mann and Geo. Mohn, representing Vaughan's Seed store, Chicago, who were visitors, said that they knew nothing at all about this order—it was news to them. Mr. Mohn, whose work brings him in contact with the trade in the different states, says that he knows of quite a few growers who already had an ample supply of coal on hand, and urged all present to do likewise. Mr. Zech, who also took a lively part in the discussion, voiced the opinion that it is much easier to get all the coal you want now, rather than wait till September 1, after which date he thought it would be next to impossible to expect any consideration. He also made a strong plea to have all those who were not members, to join the Society of American Florists, for the larger the society the easier the work and the greater the prestige, especially in these troublesome times. A. Hare, for the entertainment committee, reported a net profit of \$46.90 realized at the recent



Made in U. S. A.

Sold at Wholesale Only.

Ask for Lichtenberger's

Gold and Purple Letters

Gold and Purple Script Words

FOR SALE AT YOUR FLORIST SUPPLY DEALER
GIVE THEM A TRIAL

J. LICHTENBERGER, Manufacturer
1560 Avenue A, NEW YORK CITY, N. Y.

High Grade Sphagnum Moss

O. F. MUNDT, Xmas Tree King

Wholesale Only. Send for Price List.
774 St. Anthony Avenue, ST. PAUL, MINN.

Mention the American Florist when writing.

theater party. It was also voted to buy a Third Liberty Bond with the proceeds of the theater party, plus the necessary change to make it even \$50. Fred H. Holton was on the job, and took charge of this matter.

The following were admitted as new members: Fred Manke and Walter Grunewald, both of North Milwaukee, and Al. Fritsch, 575 National avenue.

In discussing the selling price of bedding stock, it was agreed, that due to the higher cost of production, stock must bring more than in former sea-

New Crop Ferns

NOW READY FOR SHIPMENT

Fancy Ferns.....\$1.50 per 1000
Dagger Ferns..... 1.25 per 1000

Caldwell The Woodsman Co.

Evergreen, Ala.

Mention the American Florist when writing.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

sons or the grower be the loser. The writer is of the opinion that as people are paying more for everything else of late, it is only a matter of asking more for our product, and the opposition will not be as great as anticipated.

NOTE.

Adam Zender, of Chicago, is again taking a course of mud baths at the famous Waukesha, Wis., resort.

E. O.

Boston.

GOOD MOTHERS' DAY DEMAND

Business continues to lag, although at the end of the week a little spurt was shown, just enough to clean up the stock on hand. All growers at present are planning to cut down their stock and comply with the wishes of the government regarding use of coal this coming winter. There is a large demand for tomato and cabbage plants and a number of growers are seen carting to town large truck loads which clean up readily. Great preparations are being made regarding Mothers' day and the sentiment is running stronger than ever. Growers are looking for a clean up and the crop of white carnations is in excellent condition. Roses seem to be a drug on the market and are selling lower than ever before this season. Sweet peas are good with the best at \$1.50 down to 35 cents a hundred. American gladioli have started to arrive and bringing \$2 a dozen. American Beauties are scarce. Gardenias are good at \$4 a dozen. Orchids had a large demand this past week and sold well at \$6 and \$7.50 a dozen. Yellow marguerites are a drug on the market and are sold as cheap as 50 cents a hundred.

NOTES.

Henry N. Robinson & Co. are having one of their best seasons. This firm is going into the prepared flower line very heavily for Memorial day. Although this force is very much demoralized on account of the help going to war, their places are filled temporarily by older help, who are kept busy evenings shipping out-of-town orders.

Penn, The Florist, had a very attractive window display in honor of the final week of the Liberty Loan drive. In one window was a large American flag made up of flowers which attracted a large gathering.

Snyder Bros. Co. show a large number of orders and an increase over last year for Mothers' day. Orders are beginning to arrive in good number and showing that Memorial day is going to be larger than ever.

From the Sutermeister estate at Readville large shipments are arriving in this city of forget-me-nots, pansies in baskets, geraniums, spireas and verbenas.

Peter Hylan, of Randolph, is cutting his last batch of jonquills and poeticus. After this crop is off he will go heavily into tomatoes and cucumbers.

C. Joseph Sloane, salesman at the flower market, has entered the navy. His stall will be looked after by his two brothers.

The Houghton-Gorney Co. had a very attractive window arranged with baskets of anemones, ranunculus and iris.

ATTENTION! SOUTHERN GROWERS!

A reliable Chicago Wholesale House wishes to get in touch with All Growers of out-door flowers with a view of handling same on commission. We have a good market for everything and will handle immediate shipments or arrange to dispose of your next year's crop.

Address Key 897, American Florist.

Grossberg-Tyler-Finnerman Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175. CHICAGO, ILL.

Mention the American Florist when writing.

Arthur Carr is receiving daily shipments of lily of the valley, iris, yellow marguerites and sweet peas.

N. J. McCarthy has started auction sales of bedding stock, boxwood and shrubs.

S. K. G.

Nashville, Tenn.

EXCEPTIONAL PLANT DEMAND.

The plant trade is booming and dealers have all they can do to supply the demand, but there is a wonderful supply of bedding stock of every variety and Saturdays at the market house give the visitor the impression he is attending a regular flower show. The prices realized are good.

NOTES.

Geny Bros., in view of the fuel order, will close their older and smaller houses located within the city limits and confine their operations to their new range and in this way carry out the conservation plan. This firm has donated a large number of plants to the war garden movement.

Some consternation was created by the 50 per cent fuel order but as considerable coal is coming into this market at present, if growers will arrange for their needs now there may be no occasion for alarm.

The war gardens are creating a good deal of interest among all classes and even the school children have been organized into classes and brigades to push forward the movement.

The Joy Floral Co. is showing some very handsome wistarias in pots which are attracting much attention.

M. C. D.

COUNCIL BLUFFS, IA.—Both Roy and Blaine Wilcox are said to be in the army draft.

BUFFALO, N. Y.—Each purchaser of a Liberty Loan bond at the store of W. J. Palmer & Son was presented with a \$2 plant.

SIoux CITY, IA.—W. A. Keeling, formerly of St. Paul, Minn., has taken the position of manager of the Glass-acres Gardens Co.

SCRANTON, PA.—The new flower shop and conservatory of Miss Annie Griffiths, Main and Jackson streets, has opened for business.

TIFFIN, O.—Albert F. Schmaltz, who had been engaged in the florist business in this city for the past 24 years, died April 26, aged 69 years.

FANCY FERNS

Best of Stock. Satisfaction Guaranteed.

Orders filled promptly at lowest market prices.

Vermont Fern Co.
WILMINGTON, VT.

Address till June 1st:

238 Dwight St., SPRINGFIELD, MASS.

Mention the American Florist when writing.

New Crop Ferns

NOW READY FOR SHIPMENT

Fancy Ferns.....\$1.50 per 1000

Dagger Ferns..... 1.25 per 1000

E. A. BEAVEN, EVERGREEN, ALA.

Mention the American Florist when writing.



IN CHICAGO

KENNICOTT BROS. CO.
WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.
J. E. POLLWORTH, Sec'y and Gen'l Mgr.

Mention the American Florist when writing.

One Piece Flower Boxes

One piece; one size; One price.
24x4x3.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.
LANSING, MICH.

Mention the American Florist when writing.

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

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MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.5

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN,
ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE 154 N. WABASH AVE. CHICAGO
CENTRAL 879 ILLINOIS

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

MOTHERS' DAY PRICE LIST.

Roses, Beauty, specials.....	\$6.00
" " 48-in.	5.00
" " 36-in.	4.00
" " 30-in.	3.00
" " 24-in.	2.50
" " 18-in.	1.50
" Mrs. Chas. Russell.....	1.00@ 4.00
100	
" Hoosier Beauty	6.00@15.00
" Killarney Brilliant	5.00@15.00
" Killarney	5.00@12.00
" White Killarney	5.00@12.00
" Richmond	5.00@12.00
" Rhea Ried	5.00@12.00
" My Maryland	5.00@12.00
" Mrs. Geo. Shawyer	6.00@15.00
" Milady	6.00@15.00
" Sunburst	5.00@12.00
" Mrs. Aaron Ward	5.00@12.00
" Hadley	6.00@15.00
" Ophelia	5.00@12.00
" Double White Killarney	6.00@12.00
" Mrs. Moorefield Storey	5.00@12.00
" Champ Weiland	5.00@12.00
" Stanley	5.00@12.00
" Tipperary	5.00@12.00
" Francis Scott Key	5.00@12.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 4.00
Fireflame	6.00@ 8.00
Our Selection	5.00
Carnations	6.00@ 8.00
Cattleyas	7.50@ 9.00
Daisies	1.00@ 2.00
Lilium Harrisii	12.50@15.00
Valley	6.00@ 8.00
Ferns	per 100, \$3.00@4.00
Tulips	2.00@ 6.00
Sweet Peas75@ 1.50
Jonquills	2.00@ 4.00
Snappedragons75@ 1.00
Calendulas	3.00@ 4.00
Mignonette	6.00@ 8.00
Daffodils	2.00@ 4.00

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of..\$4.50

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

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HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing.

AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

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Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St.,

Chicago

BEAUTIES

Although not plentiful we have a better supply of them and we can furnish you Specials at almost any time in quantity. The quality of our Beauties is fine, good sized buds and a splendid color. When it comes to Beauties you cannot do better than place your order with us.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

MARKET SUFFERS FROM OVERSUPPLY.

The past week has been full of trouble for the wholesalers, who had all they could do to handle or in some way dispose of the great quantities of almost everything that flooded the market. American Beauties, Russell and long stemmed Ophelia were leaders in the roses, with quantities of the lower grades of all the varieties. Easter and calla lilies, snapdragons, Spanish iris, Darwin tulips, stocks, calendulas, daisies, sweet peas and many other of the so-called spring flowers filled the boxes everywhere. Carnations were not in such oversupply, the weather has been cool, and the chances are that record shipments will come in for Mothers' day. The quality of carnations offered the past month has been very good, owing no doubt to their coming on under reduced temperatures. Cattleyas find a fair demand at good prices. Mosses and gigas are the varieties. Southern Dorothy Perkins are offered,—they come from South Carolina. Except as a novelty, they attract little attention. Home-grown asparagus is now coming into its own; the southern stock is beginning to shake badly. This latter has had a great run the past season, particularly since transportation has been via parcel post. Saturday last the various accumulations in the market were distributed to the street men at clean up prices. "Get what you can, and even give it away, rather than pay to have it taken to the dump, is the plan that rules in the bargaining. Those who for one reason or another appear to have plenty of time, fill in the intervals with discussions, generally pessimistic, of the various aspects of the business. The new coal order is to them alarming, and the worst is predicted. "Turning the dark cloud inside out" to get at the silver lining, would not fit in with their view point, and is not attempted. "The effort to popularize flowers through cooperative efforts of the trade, is all wrong at this time," in their opinion. The fact that there is more money per capita to every person in the country at this time than ever before is not considered. "There was good business at Easter. Yes, but that was just a flash in the pan; it has not been kept up and the present glut of the past two weeks is the worst ever," etc. The busy man who keeps hustling, getting out his orders or planning for new trade, finds the days none too long, and has little complaint to make about poor business or any doubt of the future.

CLUB MEETING.

The feature of the meeting of the Florists' club, May 7, was the talk on parcels post by Mark J. Mullin. His description of the history and progressive features of the service was intensely interesting. It is intended to establish motor routes to districts without railroad service, so that in time the entire country will be benefited in this way. The speaker was given a rousing vote of thanks.

COAL ORDER JEOPARDIZES SMALL GROWER.

The 50 per cent reduction in the coal supply to florists, irrespective of the

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, May 8. Per 100		
American Beauty, per doz.,	2.00@	4.00
Roses, Killarney	4.00@	8.00
" Mrs. Chas. Russell.....	10.00@	25.00
" Ophelia	6.00@	15.00
" Richmond	3.00@	15.00
" Sunburst	6.00@	12.00
Lilium Giganteum	8.00@	10.00
Carnations	3.00@	8.00
Valley		7.00
Sweet Peas35@	1.00
Antirrhinums	4.00@	8.00

BOSTON, May 8. Per 100		
Roses, Beauty	25.00@	75.00
" Killarney Queen	6.00@	12.00
" White and Pink Killarney	8.00@	12.00
" Double White Killarney	6.00@	12.00
" Killarney Brilliant	2.00@	10.00
" Hadley	4.00@	20.00
" Cardinal	2.00@	12.00
" Mock	2.00@	8.00
" Mrs. Chas. Russell.....	3.00@	15.00
" Sunburst	4.00@	20.00
" Taft	2.00@	12.00
" Milady	2.00@	12.00
" Ward and Hillingdon.....	2.00@	12.00
" My Maryland	2.00@	8.00
Carnations	2.00@	4.00
Violets	1.00@	1.50

BUFFALO, May 8. Per 100		
Beauty Special	\$30.00@	\$40.00
" Fancy	20.00@	30.00
" Extra	15.00@	20.00
" 1st	8.00@	10.00
Roses, Killarney	3.00@	8.00
" My Maryland	3.00@	8.00
" Sunburst	3.00@	8.00
" Ward	3.00@	6.00
" Ophelia	5.00@	10.00
" Russell	6.00@	12.00
" Stanley	3.00@	8.00
" Mock	4.00@	8.00
" Shawyer	5.00@	10.00
Lilies	8.00@	12.00
Cattleyas	40.00@	50.00
Carnations	2.00@	3.00
Asparagus Sprenger.....	.35@	.50
Ferns	per 1,000,	3.00
Smilax		20.00
Violets50@	.80
Sweet Peas75@	1.50
Daffodils	1.00@	2.00
Tulips	1.00@	2.00
Romans	2.00@	3.00
Freelias	1.00@	3.00
Calendulas	2.00@	3.00
Gladolus	8.00@	10.00

size of their greenhouse plants, will unless modified be a great hardship to the small grower with from 5,000 to 10,000 feet of glass. To cut his production in half, would break up his small organization and practically put him out of business. It is thought that if the predicament in which the small grower was placed, was presented to the fuel administration, it might make a new ruling to cover men with not over 10,000 feet of glass. Quite a number of the larger growers in this vicinity profiting by their experience of last winter, have taken every opportunity to lay in what coal they could for next season, and some are now fairly well supplied. It is hoped that with a larger output at

Write For Our

Price List On Cut Flowers

H. G. BERNING

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Mention the American Florist when writing

BERGER BROS.

Central Market

ROSES, ORCHIDS, VALLEY

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, - PA.

Growers of Quality Flowers.

Mention the American Florist when writing.

H. Bayersdorfer & Co.

The Wholesale Supply
House of America ...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Philadelphia, Pa.

Mention the American Florist when writing.

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

the mines, and better transportation facilities, there will be sufficient to justify a new ruling, so that the trade will get all they need. Growers who used enforced drafts by means of blowers, and were thus enabled to burn the cheapest grades, such as screenings and yard sweepings, are told that at present all such sizes are included in the order.

THE LIBERTY LOAN.

Considering the way in which everybody was aroused and interested in the third Liberty Loan, it is a wonder there was any business for florists at all. Never before has there been such interest shown in any public movement. The allotment of seedsmen, florists and allied industries was \$230,000. This was over subscribed; just the exact amount is not known, however, at this time. The whole district was about \$60,000,000 over. This immense amount of money, much of it, taken from banks where it has laid in reserve and put into active circulation, should certainly speed up the industries and give to every avenue of business an added impetus.

There will be a Third Liberty Loan honor flag awarded to the Leo Niessen Co., whose employes numbering between 40 and 50 each took one or more bonds, the total, together with the subscriptions of the firm, amounting to \$15,000.

J. J. Habermehl's Sons, adopting the Wanamaker idea, contributed the sales of the last three days of the drive, to be invested in Liberty Bonds. This was in addition to other large subscriptions made by the firm and their employes.

Miss Mary A. Baker was an enthusiastic worker for the florists' club fund, securing a number of subscriptions.

WITH THE WHOLESALERS.

Edward Reid is again on the job, a little shaky after his recent illness, but gaining daily. The past week's business was found very slow. A fine stock of carnations and other flowers is expected for Mothers' day.

GUST. RUSCH & CO.

Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446

Milwaukee St., Milwaukee, Wis.



FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, **WHOLESALE** Florist

All Seasonable Cut Flowers

Mfr. and Dealer in "Florists'" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, May 8. Per 100		
Roses, Beauty, special	30.00@40.00	
" " fancy	10.00@20.00	
" " extra	5.00@10.00	
" " shorter grades..	2.00@ 5.00	
" Mrs. Chas. Russell...	6.00@20.00	
" Killarney	3.00@ 8.00	
" Hadley	4.00@15.00	
" Sunburst	4.00@ 8.00	
" Wards	2.00@ 4.00	
" Ophelia	2.00@ 8.00	
Carnations	1.50@ 3.00	
Cattleyas..... each	\$0.35@ .50	
Valley	6.00@ 8.00	
Lilium Rubrum	5.00@ 6.00	
Easter Lilies	6.00@ 8.00	
Snappdragons	6.00@12.50	
Callas	6.00@ 8.00	
Daffodils	1.50@ 3.00	
Lilacs	per bunch 1.00	
Calendulas	1.00@ 2.00	
Sweet Peas	.75@ 2.00	
Asparagus.....string or bunch,	.35@ .50	

PITTSBURGH, May 8. Per 100		
Roses, Beauty, special	30.00@35.00	
" " fancy	20.00@30.00	
" " extra	15.00@20.00	
" No. 1	4.00@12.00	
" Killarney	2.00@12.00	
" My Maryland	2.00@12.00	
" Sunburst	2.00@12.00	
" Mrs. Aaron Ward	2.00@12.00	
Cattleyas	50.00@100.00	
Lilium Giganteum	12.00	
Adiantum	1.00	
Asparagus Sprengerl, bunch,	35@40	
New Crop Green Galax per 1000	\$1.25	
Carnations	3.00@ 4.00	
Daffodils	3.00	
Sweet Peas	.20@ 1.00	
Tulips	1.00	
Valley	6.00	
Calendula	2.00	
Iris	6.00	
Snappdragon	6.00@12.00	
Daisies	1.00	

MILWAUKEE, May 8. Per 100		
Roses, Killarney, W. Killarney..	6.00@10.00	
" Wards	6.00@10.00	
" Mrs. Chas. Russell...	8.00@35.00	
" Ophelia	6.00@10.00	
" Hoosier Beauty	6.00@10.00	
" Bon Silene, per bunch....	.75	
Carnations, assorted.....	8.00	
Valley	4.00@ 6.00	
Sweet Peas	.75@ 2.00	
Cattleyasper doz.	6.00@ 7.50	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing.

EUGENE BERNHEIMER

—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia,

Carnations,

1531 Ranstead St., Philadelphia, Pa.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

ST. LOUIS, May 8. Per 100		
Roses, Hadley	2.00@ 5.00	
" Killarney	2.00@ 4.00	
" White Killarney	2.00@ 4.00	
" Hoosier Beauty	3.00@10.00	
" Russell	4.00@15.00	
" Sunburst	3.00@10.00	
" Wards	3.00@ 6.00	
" Mrs. Shawyer	2.00@ 8.00	
" Ophelia	4.00@10.00	
Ferns	per 1,000 3.50	
Violets	.30	
Carnations	.20@ 4.00	

The Philadelphia Wholesale Florists' Exchange is featuring Easter and calla lilies, together with a fine stock of roses. They have found it difficult to make anything like a clean up this week.

Choice cattleyas, Mossiae and gigas, were features of the stock of the Jos. Heacock Co. Rose shipments were medium in quantity, but ample for the demand.

The Leo Niessen Co. is pleased with the prospects of Mothers' day business. A large stock of flowers, particularly carnations, are insured.

"No medals on this week's business," is the report of Berger Bros. Darwin tulips, superb stock, and choice sweet peas were features.

Nothing good to report on the week's business, at Eugene Bernheimer's. The market is greatly overstocked.

Walter Yates, who has had considerable experience with automobiles, is going into that business.

K.

New York.

DEMAND IS WEAKENING.

Since the middle of the past week, the market has been in a chaotic condition, with a surplus in nearly every stock and a failing demand. Good orchids and lily of the valley are not, in proportion, as plentiful as other stocks, but there is more than enough to supply the call. The best C. Mossiae are 40 to 50 cents per flower, wholesale rates, but small stock is going as low as 10 and 15 cents. There is a little lily of the valley on the market that brings \$6 to \$8 per 100, but inferior stock goes for \$2 to \$5. There has been a great drop in American Beauties. The first of last week, the best specials brought \$40 to \$45 per 100; now they are down to \$10 and \$25. The arrival of a heavy crop and little demand has brought this state. Conditions are not so bad in other roses, but they are much cheaper. Ice boxes are full of carnations and good stock is going for \$2 per 100; old and inferior stock being practically unsalable. In sweet peas, iris, snapdragons, lilies, daisies and other stocks there is a surplus and they go practically at the buyers' prices. The market is flooded with lilac, which in part accounts for the stagnation in some other stocks.

May 6.—Indications point to a dull week in business. The weather has grown warmer and the supply of stock is on the increase, with no corresponding increase in demand. A good quality of cold-frame lily of the valley is now on the market, the best bringing \$4 per 100.

NOTES.

Historians and biographers, when they reach Governor Whitman of this state, might write: "This is the Governor who signed the bill to kill the cat that killed the bird that killed the bugs that ate the plants." The following is now a law of this state: "Any person over the age of 21 years, who is the holder of a valid hunting and trapping license, may, and it shall be the duty of a game protector or other peace officer to humanely destroy a cat at large found hunting or killing any bird protected by law, or with a dead bird of any species protected by law in its possession, and no action for damages shall be maintained for such killing." It has been recorded that the mice once held a convention and decided that a bell should be placed on the cat, but for obvious reasons the plan was abandoned. The above is said to be the first law passed in any state to curb the activities of vagrant cats.

May 6 was "Queen of the Belgians Flower day" in this city, for the sale of forget-me-nots, the official flower of Belgium. At the Liberty Bell in City

From Cold Storage

LILIUM GIGANTEUM

7-9 (300 bulbs per case), \$60.00 per 1000.

LILY OF THE VALLEY

Best quality, \$30.00 per 1000.

Chas. Schwake & Co., Inc., 90-92 W. Broadway, New York

Mention the American Florist when writing.

Hall park, Mrs. George Kent and a number of young girls were active in the sale of forget-me-nots. Mrs. Woodrow Wilson, who is a patroness of the movement, received, through the Belgian military mission, the following message from the Queen of Belgium: "I express to the people of America my sincere thanks for the sympathetic aid they are giving to the Belgian babies in buying my sovereign flower." (Signed) Elizabeth.

George Golsner, of the growing firm of George Golsner's Sons, College Point, N. Y., when asked what he would do about the 50 per cent fuel order, replied briefly and to the point: "Obey it." In this connection, Secretary John Young has pointed out—and we agree with him—that the greater hardships will fall on the growers with a small amount of glass. It is now hard enough for some of them to make a living, and if their output is cut in two, it will practically put them out of business. We hope that when this is fully understood by the fuel administration, some concession will be made in their favor.

The annual meeting of the stockholders of the Cut Flower Exchange was held May 4. The following officers were re-elected: John Schroeder, president; Victor Dorval, secretary; Chas. Beckman, treasurer. Directors, G. C. C. Schroeder, Philip Haas, Jasper McMullen, Victor L. Dorval. Inspectors of election, Adam Greener, Thos. Jackson.

Agnes A. Kessler, daughter of Philip F. Kessler, of the Cut Flower Exchange, recently passed a civil service examination for stenographer, scoring 90 points. Though but 19 years old, she now has a government position at a good salary.

Four men from Peter F. McKenney's store, Fifth avenue and 42nd street, have joined the colors. George Wacker, who has been at the store for 10 years, went to Fort Slocum the past week.

A. T. Bunyard, 413 Madison avenue, who has been active in the Liberty Loan campaign, advises us that the florists and allied trades of this city subscribed about \$310,000.

William Weigert and family have the sympathy of the trade in the loss of a devoted wife and mother. Further details will be found in this week's obituary column.

William Scharp, for the past seven years with A. M. Westwood, the Pennsylvania Terminal florist, is now at Camp Upton, L. I., having been called in the draft.

Frank Spurvin, formerly in the retail business at 127 Sixth avenue, Brooklyn, who has been in the army for six months, has been reported as arriving in France.

Miss Helen Totty, daughter of President Totty of the S. A. F., who recently underwent an operation for appendicitis, is reported to be rapidly recovering.

The Flatbush, Brooklyn, carnation growers have about finished planting out. At the Hession range, we have noticed a fine stock in the field.



Mention the American Florist when writing.

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

112 W. 28th St. NEW YORK

Ulrich Brunner Roses a Specialty.

Mention the American Florist when writing.

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

Mention the American Florist when writing.



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James Shackron has recently opened a neat retail store at 334 Flatbush avenue, Brooklyn, corner of Sterling place.

William P. Ford, 107 West 28th street, will have over 25,000 peonies for Memorial day and much other suitable stock.

William Mackie, 105 West 28th street, is receiving a fine quality of cold-frame lily of the valley.

John Collias recently opened a good retail store at 76 Fifth avenue, Brooklyn.

A. F. F.

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Everything in Cut Flowers

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and Seasonable Flowers**HORACE E. FROMENT**

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All the New and Standard Varieties of Roses,
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The Right People to Deal With.

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Roses, Beauty, special	15.00@25.00
" " extra and fancy	8.00@10.00
" " No. 1 and No. 2	1.00@ 4.00
" Hadley	1.00@15.00
" Francis Scott Key	3.00@25.00
" Prima Donna	1.00@ 8.00
" Alice Stanley	.50@ 5.00
" Mrs. Geo. Shawyer	.50@ 5.00
" Double White Killarney	1.00@ 6.00
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" " Brilliant	1.00@ 6.00
" Aaron Ward	1.00@ 5.00
" J. L. Mock	1.00@ 8.00
" Ophelia	.50@ 6.00
" Mrs. Chas. Russell	2.00@15.00
" Ulrich Brunner	2.00@15.00
Cattleya Orchids, special	35.00@40.00
Rubrum	3.00@ 4.00
Lilies, Longiflorum and Formosum	3.00@ 5.00
Lily of the Valley	2.00@ 6.00
Lily of the Valley, cold frame	3.00@ 4.00
Adiantum Croceum and	
Hybridum	.75@ 1.00
Asparagus Plumosus...doz. bchs.	1.50@ 3.00
Smilaxdoz. strings	.75@ 2.00
Carnations	1.50@ 3.00
Carnations, fancy	3.00
Snapdragonsper doz.	.50@ .75
Narcissus, Yellowper doz.	1.25@ 2.00
Irisper doz.	.50@ .75
Sweet Peasper doz.	.50@ 1.00
Callasper doz.	.75@ 1.00
Lilacsper bunch	.15@ .20
Tulips, Darwin	2.00@ 3.00
Daisies	.50@ 1.00
Stocks, double	2.00@ 4.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
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(Incorporated)

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N.Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

Mention the American Florist when writing.

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

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Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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Consignments Solicited.

Mention the American Florist when writing.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,
3102-3108 W. Division St., CHICAGO

Albany.

CLUB MEETING.

"Coal" was an interesting subject of discussion at the May meeting of the florists' club. The federal order reducing the amount to be consumed next winter to 50 per cent of the average for the past three years brought out the views of the growers present who agreed, however, that under present conditions the order is the best solution the government can find. Emphasis was laid, too, on the fact that the order affects the winter growers of vegetables to the same extent as the florists. The flower box committee reported that 52 window and porch boxes, metal, self-watering, had been ordered for the retailers from a firm in Chicago. Owing to freight congestion the consignment had not yet been received, but it is hoped that it will be here in time to have the boxes distributed and sold. Owing to the resignation of President Earl Shaw at the April meeting it was necessary to choose a successor. Two nominating committees named by Chairman William Newport to select a ticket for the office, agreed upon Vice-President William Newport for the office, and he was unanimously elected. The committees nominated Edward P. Tracey and Harvey Woodland for the office of vice-president. Mr. Tracey declined the honor and Mr. Woodland was unanimously elected to the position. The visitors present were three commercial travelers: Morris Cohen, New York; Charles Ford, Philadelphia, and Louis Hanfing, New York. They gave interesting talks on trade conditions through the territories they have been visiting.

NOTE.

Under the direction of Philip Bender, superintendent of parks, the city is to beautify the grounds around the new sewage disposal plant on Westerle Island, south of the city. Near the grit chamber, will be located a sunken garden for roses. Hundreds of Norway maples and rows of shrubbery are being set out on the grounds. Ivy is being planted against the walls of the buildings. The idea to make the grounds attractive originated with City Engineer Frank R. Lanagan, who called into consultation Charles D. Lay, landscape architect, who is employed by the city in an advisory capacity. Following the conference with Mr. Lay the work of improvement was turned over to the park department.

R. D.

New York Florists' Club.

The next regular meeting of the club will be held May 13. Among the exhibits promised for this meeting will be one of lilacs and flowering shrubs which will be staged by T. A. Havemeyer, Brookville, L. I. While the date, Mr. Havemeyer says, is a little early for the finest varieties of lilacs, he will do the best that can be done to make a fine and comprehensive exhibit. The essay



GREEN CEMETERY VASE

Made of durable earthenware and stained permanent Green. The best Vase for cemetery use.

Per doz., \$2.50; 3 doz., \$7.00.

Vaughan's Seed Store
CHICAGO NEW YORK

committee announces that W. H. Elliott of Madbury, N. H., will talk on "Greenhouse Business in Wartime," and Kenneth Gillett, Southwick, Mass., will speak on "Native Plants."

JOHN YOUNG, Sec'y.

Cincinnati.

GOOD MOTHERS' DAY BUSINESS.

Business is good. The call preceding the Mothers' day demand was active and steady, while the call for stock is excellent. Receipts are not as large as they might be, and for the past fortnight there has been hardly more than just enough stock to go around. Roses and carnations are in fair supply. Sweet peas are not as plentiful as they were early in the season. Some Easter lilies and callas may be had. Excellent outdoor iris, lily of the valley, tulips, and double poeiticus are coming into the wholesale houses. Peonies from the south are received each day. Other offerings are cape jasmines, snapdragons, orchids and marguerites.

NOTES.

P. J. Olinger, upon his return from his trip to his greenhouses, May 5, said that he expects to have the largest cut of carnations he has ever had for Mothers' day, as well as a good assortment of other stock.

Mr. Bauer, formerly of this city, and later with the Bristol Floral Co., Bristol, Tenn., and now in the United States motor truck service was in this city last week.

J. A. Peterson & Sons are cutting some choice outdoor lily of the valley.

A baby daughter arrived at the home of Jos. Beran and wife April 28.

C. E. Critchell has been getting in some fancy iris blooms.

Visitors: Warren Matthews and wife, Dayton, O.; Sam Seligman of Arthur Schloss & Co., New York; H. M. Gregory, Sabina, O., and Mr. Puvellant, Winchester, Ky.

H.

Fort Wayne, Ind.

BUSINESS CONTINUES SATISFACTORY.

The weather conditions have been above reproach and business has been correspondingly good, although there was a heavy demand for funeral work during the entire week. The bedding season has opened up in earnest with the advent of summery weather, and the demand for shrubs and other outdoor plants is very brisk. There have been a few weddings the past week, but funeral flowers have constituted the main volume of the trade, both local and out-of-town. There is plenty of stock in all lines with the exception of carnations, which are extremely scarce on account of the proximity of Mothers' day. Roses are leading in cut flowers, and the quality of all varieties is fine. The advance demand for flowers for Mothers' day is unprecedentedly large. Wholesalers say they have booked orders for all the stock they will be able to cut for that day.

The monthly meeting of the florists' club was held May 3, at the store of the Doswell Floral Co., with President Edgar Wenninghoff in the chair. It was decided to run large display ads in all the daily papers, with club co-operation. Prices for Mothers' day were also agreed upon. A discussion of the order of allowing florists only half their usual amount of coal for next winter's consumption was held, but nothing definite in this regard was decided upon.

Miss C. B. Flick, of the Patten Flower Shop, Toledo, Ohio, who came here last week to attend the confirmation of her nephew, Joseph Flick, was called to Ada, Ohio, Sunday on account of the death of a relative. Miss Flick says the demand has been excellent in Toledo this spring. Miss Helen Patten, of the same firm, has just returned from a rest at Mount Clemens, Mich.

Miss Margaret Vesey left last week for Camp Taylor, Louisville, Ky., where she will have charge of a hostess house.

H. K.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857



745 Buckingham Place.
L. D. Phone, Graceland 1112
Send us your retail orders.

We Have the Best Facilities in the City

Mention the American Florist when writing.

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.



Mention the American Florist when writing.

Albany, N. Y.

EYRES
FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

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J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.
Members Florists' Telegraph Delivery Association.

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THOS. F. GALVIN INC.

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BOSTON 1 Park Street
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Deliveries to Steamers and All Eastern Ports.

Mention the American Florist when writing.

ORDERS
IN OR
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PHILADELPHIA

J. J. HABERMEHL'S SONS

Flowers and Service THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK

785 Fifth Ave.

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BRANCHES:
RITZ-CARLTON and
VANDERBILT
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Madison Ave.,
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FALLON, Florist.

Chicago.

A. LANGE,

25 E. MADISON ST.

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42 West 28th Street.

We are in the Heart of New York
To out-of-town florists;
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.

Members of Florists' Telegraph Delivery.

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ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in the city. All orders given prompt attention.

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San Francisco, Calif.

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Successor to Sievers & Boland

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60 KEARNY STREET

ALEXANDER McCONNELL

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TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.

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Adam Sekenger
FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.



LOUISVILLE, KY.

THE F. WALKER CO.
310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing.

Minneapolis, Minn.

WHITTED FLORAL CO.

H. B. WHITTED, Prop.

Careful attention given to all orders for delivery in the Twin Cities or Northwest

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1874.

DARDS

N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Member of Florists' Telegraph Delivery.

"We should all strictly adhere to the request of the United States Food Administration."

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Seattle's Leading Flower Shop

1536 SECOND AVE.

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Begerow's

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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N. Y.

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A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

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The London Flower Shop

1800 Chestnut Street

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Filling Telegraph Orders.

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Albany, N. Y.—Danker's.
Amsterdam, N. Y.—John C. Hatcher.
Bangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos F. Galvin, Inc.
Boston, Mass.—Penn, The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. H. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
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Denver, Colo.—The Park Floral Co.
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Detroit, Mich.—Central Floral Co., 35 Broadway.
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Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
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Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
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Nashville, Tenn.—Joy Floral Co.
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Newark, N. J.—Phillips Bros.
Newark, O.—Chas. A. Duerr.
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New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
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New York—Hession.
New York—A. Meyer, 1062 Madison Ave.
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New York—Young & Nugent.
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Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
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Steubenville, O.—Huscroft's Flower Shop.
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Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

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FLORIST
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THE J. M. GASSER COMPANY
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Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street
We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

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Brooklyn Representative of National Floral Corporation

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Chas. H. Grakelow

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Send your orders for Chicago and Suburbs to



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JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
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Both Phones, 527

Special attention to mail and Telegraph Orders.
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Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Danker
FLORIST

The Best Service



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Orders By Telegraph Promptly Filled

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QUALITY and PROMPTNESS
New Orleans, La.
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Mail or telegraphic orders promptly and most carefully executed.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Mention the American Florist when writing.

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Samuel Murray,

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We Solicit Telegraph Orders.
Regular Trade Discount.

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**Wolfskill Bros. and
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Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

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FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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Flowers delivered in city and state on short notice.

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California Florists

will take care of all telegraphic orders.

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GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

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Huscroft's Flower Shop

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173 North Fourth Street

All Orders Promptly Executed.

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The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Friedman

...FLOWERS...

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery
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LEADING FLORISTS OF THE NORTHWEST

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

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Member of Florists' Telegraph Delivery.

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Alfred Donaghue

1622 Harney St. Established 1866

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Night and day service in all Central Pennsylvania.

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38 State Street, Newburyport, Mass.

Covers All New England Points.

**KANSAS CITY,
MISSOURI.**

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C. H. FREY Wholesale
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1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

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NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing.

For Wisconsin Delivery

OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN,
WISCONSIN

Member of Florists' Telegraph Delivery.

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**WASHINGTON
D. C.**

Gudes'

Members of Florists' Telegraph Delivery.

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Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.
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ALFRED LOZIER ROSERY

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Madison Ave. and 55th St.,
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Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

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Flowers of Quality

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Malandre Brothers

2077 Broadway, near 72nd Street
Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.

Orders from other cities receive our personal
attention.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

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761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

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H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

A. MEYER,

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The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
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124 TREMONT STREET

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Randall's Flower Shop

Member of Florists' Telegraph Delivery.

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Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET
Greenhouses, 437 Bay Street.

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Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great
Northwest. Daily deliveries to Superior, Wis

Mention the American Florist when writing.

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail
Members of Florists' Telegraph Delivery.

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John C. Hatcher

Flower Shops: 50 E. Main St., Amsterdam, N. Y.
N. Y. C. Arcade, State St., Amsterdam, N. Y.
Greenhouses: Hatcher's Station, Hoffman, N. Y.

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

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AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

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16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.
Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

POTATOES for seed are slightly lower in the Chicago market.

CLEVELAND, O.—James Fisher, of the Walter E. Cook Seed Co., has been drafted.

LAKE FOREST, ILL.—D. D. P. Roy is recovering from an operation for appendicitis.

GARDEN BEAN acreage planted for seed in 1918 is estimated at seven per cent increase over 1917.

THE American Beet Sugar Co. has raised the price for growing beets to \$10 per ton, an increase of \$3.

LOS ANGELES, CALIF.—The rainfall for the season to May 4 was 13.43 inches; last season, 15.05 inches.

THE Michigan state seed corn commission is distributing seed from northern Delaware and New Jersey.

ONION SETS jobbing trade in the Chicago district is dead, odd lots to be had on buyers' terms with a dollar the top price.

A BILL regulating the price of fertilizers and farm implements will be reported to the House of Representatives soon.

CAMBRIDGE, N. Y.—The death is announced this week of Mrs. Jerome B. Rice; funeral May 8. Three daughters and one son survive.

CINCINNATI, O.—J. Charles McCullough has returned home and will now take up consideration of the seedsmen's many new problems.

MARIETTA, PA.—Charles Johnson, American representative for Denaiffe & Son, Carignan, France, has removed to this city from Cynwyd, Pa., for the summer and fall months.

TOLEDO, O.—March clover, cash, was weak May 6, at \$18.00, closing at the same price as on May 4. Timothy was 10 cents lower for October, old quoted at \$3.80; new, \$3.82; September, \$4.45, and October, \$4.15.

VARIOUS state seed corn departments, in their circulars and announcements, entirely ignore the fact that for many years American seedsmen have made it their especial business to care for the country's needs in this direction.

PHILADELPHIA, PA.—John H. Earl, son of Howard M. Earl, of the W. Atlee Burpee Co., in attendance at the third officers' training school, has been made a sergeant and will soon receive a second lieutenant's commission. Another son, Douglas, is a corporal in the 111th Infantry. Both boys are enthusiastic and cannot get "over there" too soon.

MINNEAPOLIS, MINN.—Northrup King & Co. report that up to April 20 trade was quite satisfactory, but during the last 10 days in the month the demand was not quite up to that of the corresponding period last year. The season, however, is earlier. The grass seed market is steady, with moderate inquiry. The onion set supply is sufficient for all requirements, with prices and demand subnormal.

Storage Lily Bulbs.

London cable advices of May 5 state that cold storage giganteum lilies averaged at auction \$41.00 per case, while flowers of these are selling at \$18.00 per 100 at wholesale.

Iowa Seed Dealers' Association.

The Iowa Seed Dealers' Association will meet in the Chamber of Commerce rooms, Walnut street, Des Moines, June 4-5. Vice-President C. E. Atherton, Deep River, will preside, in the absence of President Frank Page, who is now in the service of his country. A very interesting meeting is promised.

A. M. ELDEIDGE, Sec'y.

Commission Seedsmen Meet.

The box commission seedsmen held a meeting at the Hotel Sherman, Chicago, May 8. About a dozen of the leading houses in this line were represented and the ways and means of 1919 business were the principal subjects considered. It is common belief that increasing costs will compel United States commission dealers to adopt the 10-cent packet, which, we understand, met with no serious reverse in Canada this year.

Wheat Crop Forecast.

Washington, May 8. — A winter wheat crop of 572,000,000 bushels is forecast by the government report issued today, showing a condition on May 1 of 86.4 per cent of normal, against 78.6 on April 1, 73.2 on May 1, 1917, and 85.7 the 10-year average. The estimate on April 1 was for 560,000,000 bushels. Last year the crop amounted to 418,070,000 bushels, and in 1916 it was 480,553,000 bushels. This year's yield promises to be one of the three largest crops ever raised in this country. With the spring wheat the total harvest this year, while falling short of the billion bushels sought by the department of agriculture, is expected to give material relief to the food situation of this country and its allies.

Onion Seed Crop in Canary Islands.

The outlook for the 1918 Canary Island onion seed crop is reported, April 30, according to Commerce Reports, as showing a probable reduction in the amount of seed, despite the fact that the big demand and high prices during the 1917 season caused an earnest effort to be made by the growers to enlarge their plantings for the coming season. The high prices demanded in September and October for first-class bulbs, which were due to a decided scarcity, especially as regards the white or wax variety, actually resulted in considerable underplanting, so that at the present time the best available figures appear to indicate a shortage of approximately 20 to 25 per cent in developed plants on this date as compared with 1917 figures. The plants are about 15 inches high and, as a result of a more than normal rainfall during the November-February period,

are well developed and in excellent condition. The onion bulbs used for planting last season suffered somewhat for the lack of potash salts, while there is reason to believe that there is not so much phosphate being fed to the present crop as is usually considered desirable in order to obtain the best results from the seed viewpoint.

It may perhaps be of interest to American growers to state here the methods employed by some of the most successful growers as regards the choice of onion bulbs used in planting for seed. A two-inch bulb, weighing approximately 25 grams, is considered the ideal bulb from which to grow seed. The bulb should preferably feel very hard under pressure and be of a close texture. The onion seed is planted here from October to December and the onions are taken up from April to June. The variation in time is due not so much to weather conditions, which are fairly steady, as to the variation in the amount of water available for irrigation.

To obtain good bulbs with say 90 per cent of germination requires considerable potash in the way of fertilizers, and the leaf should be kept down as much as possible, to throw more nourishment into the bulbs. These bulbs, lifted from April to June, should be planted in the following October to yield the seed crop in the period embraced between June 20 and July 15.

The original Canary Island bulb of the best quality is said to have come from the Bilbao district in Galicia, that northwestern section of Spain fronting on the Bay of Biscay. These onions were a pinkish onion, which, by selection, developed into the yellow onion of a light golden color. This, by further selection, was gradually developed into the pure white, or so-called wax, Canary onion, the most expensive and most sought after.

The prospects are that the white or crystal wax seed will be somewhat scarcer this season than last, due to a scarcity of white bulbs up to the standard in character for planting purposes. Yellow and red are now said to be also somewhat scarcer than last year, although not to the same extent as is true of the crystal wax.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALAD, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

For SEEDS

FLOWER, VEGETABLE AND FARM

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale
and Exporting Seed House.

74 YEARS UNRIVALLED REPUTATION.

Mention the American Florist when writing.

THE J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale
Farm.

Bristol, Pa.

Mention the American Florist when writing.

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cab-
bages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Mention the American Florist when writing.

The unsettled conditions as regards
sailings of Spanish steamers are caus-
ing some anxiety among the larger
shippers at this time and may develop
into an extremely important factor in
the movement of the 1918 crop.

MILWAUKEE, WIS.—Currie Bros. Co.
reports this season's business has been
exceptionally good although grass seed
sales have not been as firm as usual
and prices have been high. Prices on
onion sets have a downward tendency
with demand not very brisk.

JACKSON, MICH.—In nearly all in-
stances, report S. M. Isbell & Co., the
demand is holding up well compared
with last season's business, with an
upward tendency in prices of grass
seed. On onion sets, of which the sup-
ply seems to be greater than the de-
mand, prices are low.

KANSAS CITY, MO.—The demand for
garden seeds in general, previous to
April 1, was ahead of any former
season, according to the Harnden Seed
Co. Since that date rain and cold
weather has caused a considerable fall-
ing off in sales. The market on grass
and field seeds is weak, probably due
to high prices prevailing. Onion sets
are in heavy supply but the demand
is not brisk. Prices are \$2 to \$2.50
per bushel for colors and \$2.75 to \$3
for white of good quality.

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS, "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

Mention the American Florist when writing.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery,
Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application.

ENGLISH CORRESPONDENCE.

Mention the American Florist when writing.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS LANGPORT, Eng.

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

Mention the American Florist when writing.

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and
Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

Mention the American Florist when writing.

Choice Flower Seeds FOR FLORISTS

Cineraria, prize strains mixed, tall and semi-dwarf.

Alyssum: Little Gem.

Calendula: Orange King; Lemon Queen.

Snappdragon: Silver Pink.

Begonia: Vernon.

Delphinium Newport Rose, finest Pink Larkspur, at 80c per oz.; \$2.25 per 1/4 lb.

J. M. THORBURN & CO.
53 Barclay Street, - New York

MICHELL'S

Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed
100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10,000 seeds, \$30.00.
25,000 seeds, \$72.50.

Also all other seasonable Seeds, Bulbs and Supplies.
Wholesale Price List Free.

HENRY F. MICHELL CO.
518 Market St., Philadelphia, Pa.

Asparagus Plumosus Nanus Seed

New crop, cleaned, lath-house grown.
Now ready to ship.

1000 or more seeds..\$2.25 per 1000
5000 " " " 2.00 " "
10,000 " " " 1.75 " "
25,000 " " " 1.60 " "

Delivered free anywhere in the U. S. or Canada upon receipt of remittance.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

Mention the American Florist when writing.

We carry a reserve stock of the important varieties of
Vegetable and Flower Seeds
Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia, - Pa.

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Seed Packets for 1919

ORDER NOW

for early delivery, and avoid delays, freight congestions, express charges, shut downs and loss of business. We can fill your orders promptly now, but not next December.

THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

TUBEROUS BEGONIAS

Per 100	Per 100
Single mixed..\$2.50	In colors.....\$3.00
Double mixed.. 5.00	In colors..... 5.00
Gloxinias, blue, white, red, spotted, per 100, \$3.50.	
Mixed.....	3.00
New importation of these bulbs just received.	

James Vicks' Sons, ROCHESTER, N. Y.

Mention the American Florist when writing.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato,
Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

Mention the American Florist when writing.

Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing.

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash, Pumpkin,
Cucumber and Watermelon Seed and Field Corn,
on Contract.

CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, WISCONSIN and Idaho. **MILFORD, CONN.**

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists
and Market Gardeners.

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.



Gladiolus Bulbs

AMERICAN GROWN—AT GROWING COST

The Best Paying Crop Last Summer
Constant Cutting of Salable Plants

NO COAL BILLS

These are healthy frost-free Bulbs, our own Michigan and Illinois grown.

FOUR GREAT LEADERS

(The best sellers
for cut flowers)

America, Lavender pink	Firsts 1½-2-in. 1000	\$16.00	Medium 1¼-1½-in. 1000	\$13.00
Augusta, white		15.00		12.00
Mrs. F. King, Vermilion Scarlet		15.00		12.00
Chicago White, best early white		22.50		17.00

Other Good Named Kinds.

	Firsts 1½-2-in. 1000	Medium 1¼-1½-in. 1000
Pendleton	\$50.00	\$38.00
Halley (early)	20.00	
Panama	36.00	30.00
Sunbeam (Primulinus)	80.00	65.00
Schwaben, big yellow	65.00	
Europa, big white	60.00	
Myrtle, good pink	75.00	65.00

VAUGHAN'S MIXTURES

	Firsts 1½-2-in. 1000	Medium 1¼-1½-in. 1000
XXX Florists'	\$16.00	\$13.00
Standard	13.00	10.00
Scarlet Shades	14.00	11.00
Pink Shades	15.00	12.00

Planting stocks of several of above at close prices, write.

All the above F. O. B. Chicago

Complete lists of Named Gladiolus, Cannas, Roses, etc., in our "Book For Florists."

CHICAGO VAUGHAN'S SEED STORE NEW YORK

Rooted Carnation Cuttings

	Per 100	Per 1000
Thenanthos	\$2.00	\$18.00
Beacon	2.50	20.00
Alice, (Light Pink)	2.00	18.00
Herald	2.00	15.00

	Per 100	Per 1000
Ward	\$2.00	\$15.00
White Enchantress	2.50	20.00
Rose Pink Enchantress	2.50	20.00

ROSE PLANTS, 2½ in. Pots

	Per 100	Per 1000
Champ Welland	\$3.50	\$30.00
Pink Killarney	3.50	30.00

	Per 100	Per 1000
Richmond	3.50	30.00
My Maryland	4.00	35.00

PETER REINBERG

WHOLESALE FLORIST

2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

CHICAGO, ILL.

GARDEN SEED

Best, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK
and ORANGE, CONN.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

SEASONABLE STOCK

Vinca Variegata

3-inch, \$5.00 per 100; 4-inch, \$8.00 per 100.

4-in., (strong) \$10.00 per 100; 5-in., (strong) \$15.00 per 100.

Dracaena Indivisa

5-inch, \$25.00 per 100.

English Ivy

4-inch, \$1.50 per dozen.

George Wittbold Co., 745 Buckingham Place,
CHICAGO.

L. D. PHONE: GRACELAND 1112.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

LEE county, Fla., watermelons brought \$700 per car the last week in April.

THE farm prices of potatoes April 1 averaged about 93 cents per bushel for the entire United States. The March 1 average was \$1.20.

BRAWLEY, CALIF.—Local express shipments of early vegetables from this district during March and April show an increase of 125 per cent over the corresponding period in 1917.

TEXAS Bermuda onion shipments to April 25 were 1,271 cars, as compared with 2,047 cars last year. The new grading rules are reported as holding much stock off the market that would otherwise be moved.

WILKES-BARRE, PA.—The park board is preparing hundreds of acres of ground for war gardens and furnishing vegetable plants free of charge, the only charge to lot owners being the cost of chemical fertilizers at two cents per pound.

Prices of Indoor Fruits and Vegetables.

Chicago, May 7.—Cucumbers, 2-dozen box, \$2.50 to \$3.25; celery, crate, \$4.50 to \$5.00; leaf lettuce, per box, 17½ to 20 cents; radishes, per box, \$1.75 to \$2.00; tomatoes, 6 baskets, \$3.00 to \$5.00.

New York, May 6.—Celery, per crate, \$2.00 to \$4.50; cucumbers, 75 cents to \$1.50 per dozen; mushrooms, 40 cents to \$1.60 per 4-pound basket; tomatoes, per pound, 20 to 22 cents; lettuce, per strap, \$1.50 to \$2.50; radishes, per 100 bunches, \$2.00 to \$3.00.

Garden Vegetable Plants.

Nearly every bedding plant grower who markets his own stock will this spring run garden vegetable plants as a side line; in fact, many will make them an important feature of their business.

The H. F. Michell Co., Philadelphia, Pa., who find all kinds of seedling vegetable plants an important adjunct to their spring business, have this season gone extensively into tomatoes, egg plants, peppers and parsleys. Their houses at Andalusia have a stock in seed boxes, tables, and already in 2½-inch pots, which foots up to about 200,000. The seed was sown in succession from the last of February. Batches of middle of March have come along very fast, almost catching up to the others, and giving Superintendent A. Burton, who is now in charge, a job to find pots and room for them.

Temperature and water are important features, and as well to see that they do not become too crowded in the seed beds and boxes, as a damaging fungus will appear and create havoc almost over night. Many of the seed boxes are placed on pipe shelves up next the glass, where the

seedlings make a sturdy, stocky growth. When of sufficient size, they are set into 2½-inch pots, from which they are sold. The stock is all in good condition as to vigor and preparedness, the first shipments going out about April 1 for southern trade. The home demand commences about April 20, many home gardeners risking the danger of frost in their eagerness to get things going. The varieties are as follows: Tomatoes—Stone, dwarf; Stone, private stock; Cracker Jack, Earliana, John Baer and Ponderosa. Egg plants—New York and Black Beauty. Cauliflower—Snowball and Early Paris. Peppers—Bull nose and Cayenne. Parsley—Covent Garden.

A house of cannas, small crowns rooted and ready to pot up, were in fine condition. A house of dahlias, from which cuttings were being taken, and 40,000 seedling cyclamens were also features here.

Canned Corn Labels.

Early frosts of the last season and an increased demand for canned corn have caused a shortage of "sweet corn," which the housewife usually expects to get when buying "canned corn." To offset this scarcity, says the bureau of chemistry, United States department of agriculture, some packers have canned the green or immature "field corn," which is tougher and coarser and of lower quality than the ordinary sweet corn, and have sweetened it with sugar.

This product, says the bureau, is not, strictly speaking, a "canned corn," and the federal authorities require the product to be labeled as "field corn." When the product is sweetened with sugar this fact should also be declared upon the label. Purchasers and consumers are advised to read the labels on canned corn and to remember that

if they are purchasing sweetened canned field corn which has been properly canned they are obtaining a wholesome article of food. They should expect, however, that the field corn will not be of the same quality as the ordinary sweet corn, and they should be compensated by not paying so much for it.

MANISTEE, MICH.—There has never been a finer showing of stock at the Clarkson Greenhouses than that seen here this year. The fine display at Easter especially was much admired by many visitors to the establishment.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St.,

CHICAGO

BEST Cabbage and Tomato Plants

on the market. Very low price. Write or wire your needs at once.

J. F. WILCOX & SONS

530 Broadway, Council Bluffs, Iowa.

TWENTY MILLIONS FROST-PROOF CABBAGE PLANTS READY

Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier.

From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

TO SEEDSMEN ONLY

R. A. van der SCHOOT, Hillegom, Holland

Begs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

Inquiries and quotations may be addressed to the undersigned, who is the American representative of the House, and ready to furnish all information.

No retail trade solicited. We believe we are the only Holland House whose business in the United States is "STRICTLY WHOLESALE."

A. M. van der SCHOOT

Room 1600, Consumers Building,

CHICAGO, ILL.

JOSEPH HEACOCK CO., Wyncote, Pa.

Offers The Following

HOME GROWN PALMS

Well Established, Strong and Healthy.

Areca Lutescens, 3 plants in pot.

6 inch pot, 24-30 inches high.....	\$ 1.00
6 inch pot, 30-36 inches high.....	1.50
6 inch pot, 36-42 inches high.....	2.00

Kentia Forsteriana, made-up, 4 plants in tub.

11 inch tub, 4½ feet.....	10.00
11 inch tub, 5-5½ feet.....	15.00
11 inch tub, 6 feet.....	18.00

Cibotium Schiedel

9 inch tub, 4½-5 foot spread.....	5.00
-----------------------------------	------

Kentia Belmoreana, 6 to 7 leaves.

6 inch pot, 22-24 inches high.....	\$ 1.00
6 inch pot, 26-28 inches high.....	1.50
6 inch pot, 28-30 inches high.....	2.00
7 inch tub, 34-36 inches high.....	3.00
9 inch tub, 40-42 inches high.....	5.00
9 inch tub, 48-54 inches high.....	8.00
9 inch tub, 4½-5 feet high.....	10.00



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

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440 So. Dearborn St.
CHICAGO.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette, - - - Indiana

DAISIES

Our Stock Has Been Carefully Selected.

	Per 100
Mrs. F. Sander, 2-in.	\$2.00
Boston Yellow, 2-in.	3.00
Alyssum, Giant Double, 2-in.	2.00
Geraniums, Labeled, 2-in.	2.00
Vinca Variegata, 2-in.	1.75

ELMER RAWLINGS, Allegany, N. Y.



ASPARAGUS Plumosus Nanus

43 Barclay Street,
NEW YORK CITY

Vaughan's Seed Store,

31-33 W. Randolph St.,
CHICAGO

ASPARAGUS

Plumosus Nanus

SPECIAL OFFER

We have on hand a splendid lot of this Seed, plump and of high germinating quality, Northern Greenhouse grown, the same high class strain as supplied by us for the last 15 years. Spring is the ideal time for sowing this seed.

Per 100 seeds, 50c; 250 seeds, \$1.00; 1000 seeds, \$3.00; 5000 to 10,000 seeds at \$2.75 per 1000.

Mention the American Florist when writing.

Seasonable Stock You Will Need

	Per 100	Per 1000
Asparagus Sprengeri, 2½ in.....	\$3.00	\$27.50
Acalypha Sanderi and Triumphans, 2½ in.....	4.00	
Buddleia Velutichiana, Lindleyana, Magnifica and Amplissima, 2½ in.....	5.00	40.00
Cobaea Scandens, 2½ in pots.....	4.00	
Ferns, Aspidium Tsussimense, Cyrtomium Falcatum, Pteris Tremula and Pteris Wimsetti, 2½ in.....	3.50	30.00
Salvia Zurich and Splendens, 2½ in.....	3.00	27.50
Palms, Kentia Belmoreana, 2½ in., \$10.00 per 100; 3 in., \$15.00 per 100; 4 in., \$40.00 per 100. Fine dwarf clean stock to grow on.		
Cocos Weddelliana, 2½ in., \$12.00 per 100.		

THE STORRS & HARRISON CO.
PAINESVILLE, OHIO

Mention the American Florist when writing.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

NEW CASTLE, IND.—P. J. Lynch re-
ports a considerable falling off in in-
quiries this season.

NEW YORK.—The Morris Nursery Co.
has moved its local office to 1123
Broadway.

PETERBORO, ONT.—Frank Wise has
been awarded the contract for planting
Victoria and Central parks.

HAMILTON, ONT.—Local nurserymen
report excellent business with short-
age of labor somewhat of a handicap.

BALTIMORE, MD.—Wm. C. Price, man-
ager of the Towson Nurseries, has pur-
chased a residence adjoining the es-
tablishment on York road.

* A PROMINENT English rosarian, writ-
ing in a recent issue of the London
Garden, says Golden Emblem (1917)
bids fair to be the finest yellow rose in
cultivation. The habit of growth is
ideal and the flowers shapely and well
scented, a gold-medal variety.

THE trade appeared interested in
the article on "Labor Conscription"
appearing in our issue of May 4, page
772, in which Senator McCumber, in
referring to men who could be spared
from occupations, places landscape gar-
deners in the same category with men
dressmakers.

Forests in Europe.

The magnificent fir forests of the
Vosges and Jura mountains, the show-
pieces of French foresters, managed as
selection forest, are being dismantled
without regard to reproduction and
with the maximum of damage to young
growth. In the United States these
more or less direct war influences are
not felt.

Imports Embargo Hearing May 28.

Nurserymen should not forget to en-
gage railroad accommodations and ar-
range for hotel rooms at Washington,
where they are called to appear on the
above date and show cause why their
foreign importations should not be cut
off. And why not look up some war job
at the same time?

The sooner the importing nursery-
man gets into some other business the
better he will fare. It may be up to
some war board at the capital to sug-
gest what can be done by patriotic
men to help win the war. In Washing-
ton, on the manufacturing side, there
is the Bureau of Manufacturing Re-
sources of the Council of National De-
fense, which is giving its attention to
the problem of plant conversion. On
the commercial side, there is the Com-
mercial Economy Board of the Council
of National Defense, which has under-
taken to co-operate with business men
*** in eliminating the needless use
of men, materials, equipment and cap-
ital in all lines of commercial business.

Embargo on Nursery Stock, Bulbs, Etc.

James McHutchison, of McHutchi-
son & Co., New York, member of the
committee on tariff and legislation of
the Society of American Florists, re-
ports that although further negotia-
tions are still proceeding, prospects
are not favorable for the lifting of the
present embargo on shipments of lily
bulbs from Japan next fall and it ap-
pears as if florists will have to make
another sacrifice in the interests of
the national welfare. The correspon-
dence between Mr. Hutchison and the
war trade board, bureau of imports,
is subjoined.

New York, April 27, 1918.
War Trade Board,
Bureau of Imports,
45 Broadway, New York.

Gentlemen:—
Your supplementary list of "Restricted Im-
ports" dated April 1 (which classifies items
on No. 1 list of March 23) includes "Bulbs
No. 61" and temporarily shuts out shipments
of Japanese lily bulbs. As these bulbs are of
such vital importance to American florists, I
wish to briefly present a few facts for your
consideration in behalf of this national or-
ganization of florists and allied trades.

1. These lily bulbs produce the "Easter
lilies" handled by practically every florist
in the United States; they cannot be pro-
duced in this country—but must be im-
ported from Japan.

2. The florists have already made large
sacrifices—though loyally supporting war
measures. Many florists specialize in forc-
ing these bulbs and without them would be
forced out of business, as nothing else
takes their place.

3. Being not only perishable but season-
able, shipments of these bulbs must leave
Japan during August, September and Oc-
tober, or as the different varieties become
ripe. They cannot be shipped before Aug-
ust or until they are ripe, nor can they
be shipped after October or they would
arrive frozen and worthless and too late.

4. Last year importers of these bulbs
lost upwards of \$50,000 worth, due to the
consignments being delayed and arriving
frozen. This loss falls exclusively on the
American importers and in many instances
makes the purchase of Liberty Bonds im-
possible.

5. The shipments of these bulbs repre-
sent raw materials. They occupy very lit-
tle space as compared to their importance
to American citizens, and much material
from Japan not now restricted could be
substituted with much less loss to the coun-
try's interests.

6. As these bulbs are grown in Japan
only for export, the stoppage of exports
for even one season would cause the Jap-
anese growers to discontinue their produc-
tion and destroy their stock bulbs and it
would be many years after the war ends
before these bulbs would again be available
in commercial quantities.

7. The government now derives a revenue
through duty of \$5 per 1000 bulbs, or ap-
proximately 30 per cent of Japan value,
and if importations were stopped, customs
would lose this revenue.

8. The policy of this organization is to
do everything possible to "get the war
won," but you absolutely tie our hands if
you prohibit the importation of absolutely
essential raw materials.

9. Outside of war supplies, we know of
nothing imported from Japan that is more
essential to the welfare of this country,
and the policy of getting the war won,
than the importation of these bulbs. With-
out them many more florists will be forced
out of business.

If you cannot permit imports on the presen-
tation of these facts, I respectfully request
that you arrange for a hearing when the facts
can be presented personally by a small dele-
gation. We realize the pressing need of war
supplies and are prepared to make any neces-
sary sacrifice to enable them to come, but if
there is any space available on steamers from
Japan, we feel that these bulbs should be
given preference above all other commercial
merchandise.

JAMES MCHUTCHISON,
Member, Legislative Committee, S. A. F.

May 1, 1918.

Mr. James McHutchison,
95 Chambers Street,
New York City.

We beg to acknowledge receipt of your letter
of the 27th inst., which has been referred to
us by our New York office. We have carefully
noted your statement of facts, and have laid
your letter before those who have in charge
the consideration of any possible modification
of lists of restricted imports.

You will appreciate, of course, that the
urgent need for increased tonnage in order
that troops and supplies may be transported
overseas, and our armies maintained in France,
makes essential the reduction in importation
to provide the necessary and additional space. It
is the urgency of this problem that makes the

immediate and rigid enforcement of all re-
stricted lists imperative.

This demand for shipping space for military
uses is so great that all dispensable commodi-
ties must be eliminated from our imports. In
fact, it is probably true that with all dispen-
sable commodities eliminated, and essential im-
ports pared down to the very bone of mini-
mum requirements, there still will remain a
shortage of shipping to satisfy the needs of
military uses, and our essential industries dur-
ing the remainder of this year.

For your further information, it may interest
you to know that 9000 dead weight tons of
shipping saved, would be enough to carry the
supplies required for the annual support of at
least 7000 soldiers in France, or, to put it in
other terms, it would transport for the sup-
port of the Allied nations, approximately,
500,000 bushels of wheat. You will, therefore,
readily understand that there is very little
likelihood of any modification being made to
the restricted lists. However, should there
be any, you will receive notice thereof.

BUREAU OF IMPORTS
By Edgar J. Nathan, Jr.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kaina.

342 pages, illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO

Specialists in Specimen Stock FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Box-
woods, Hollies and a complete line of
Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

2 1/4 and
4-inch
Pot-grown. **ROSES** Hardy
Climbing
Field-grown

Spring Price List, 400 best new and standard
sorts, on own roots, from summer propagation.

THE LEEDLE FLORAL COMPANY.
SPRINGFIELD-OHIO.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown Junc., N. J.

Mention the American Florist when writing.

VIBURNUM PLICATUM

Also Berberis Thunbergii, Hydrangea
Paniculata, Weigella, Spiraea, Etc.

Ask for complete list of Oak Brand Shrubs.

The CONARD &
JONES CO.

Robert Pyle, Pres.



WEST GROVE
PENNA.
Ant. Wintzer, Vice-Pres.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.
Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.



D. HILL—The Evergreen Specialist.

Since the days when I used to dig and pack every order myself, my business has grown, but my policy remains the same—"Give every customer complete satisfaction."

TRAILING, CREEPING OR VERY DWARF.

Most useful and ornamental. Fine for Rockeries, Borders, Edgings or Ground Covers. All Prostrate or Creeping Forms.

1 to 3 feet high at maturity.
Spread 8 to 15 feet in diameter.

Feet. Each 10

Waukegan Trailing Juniper	1½-2	\$2.75	\$2.50
Juniperus Canadensis	1-1½	1.75	1.40
"	1½-2	2.25	1.85
"	2-2½	3.00	2.50
Juniperus Canadensis Aurea	1-1½	1.75	1.50
"	1½-2	2.25	2.00
Japanese Trailing Juniper	1-1½	1.85	1.65
"	1½-2	2.50	2.00
"	2-2½	4.00	3.50
"	2½-3	5.00	

DWARF OR LOW GROWING VARIETIES.

Excellent for Foundation Planting, Low Groups, Terraces and Conifer Beds. Splendid where permanent effects are wanted without obstructing the view.

Average height 4 to 6 feet at maturity.

Feet Each 10

Pfitzeriana Juniper	2-3	\$2.50	\$2.25
Sabina Juniper	1-1½	1.50	1.25
"	1½-2	2.00	1.75
Dwarf Mountain Pine	1	1.00	.65
"	1-1½	1.25	.95
American Yew	1-1½	1.75	1.50
Siberian Arbor Vitæ	1-1½	1.50	1.25
"	1½-2	2.00	1.65
"	2-3	2.75	2.25
Woodward's Globe Arbor Vitæ	1-1½	1.75	1.35
Douglas Golden Arbor Vitæ	1½-2	1.25	.95
"	2-3	2.00	1.75
Peabody's Golden Arbor Vitæ	1-1½	.95	.75
"	1½-2	1.25	.95

MEDIUM HEIGHT VARIETIES

Excellent for borders to add contrast to flowering shrubs. Fine for corners to give accent and add height to plantings of Creeping or Low Growing Evergreens. Good for sentinels or markers

MEDIUM HEIGHT VARIETIES

(Continued.)

at each side of entrance steps, windows or in garden.

Average height 8 to 15 feet at maturity.

Feet Each 10

Hemlock	1-1½	\$0.85	\$0.60
"	1½-2	1.00	.75
"	2-3	2.50	2.00
"	4-5	3.50	3.00
Balsam Fir	4-5	3.00	2.85
"	5-6	4.50	3.75
Red Cedar	4-5	3.50	3.00
"	5-6	4.50	4.00
"	6-7	8.50	7.50
"	7-8	12.00	10.00
Pyramidal Red Cedar	2-3	2.50	2.00
Juniperus Glauca	2-3	2.00	1.65
"	3-4	3.25	3.00
"	4-5	5.00	4.75
"	5-6	8.00	7.50
Schotti Juniper	2-3	2.25	1.85
Connarti Juniper	2-3	2.75	2.50
"	3-4	3.75	3.50
"	4-5	5.00	4.50
"	5-6	8.00	7.50
Lee's Golden Juniper	1½-2	1.75	1.50
"	2-3	2.75	2.50
Engelmann Spruce	2-3	2.25	2.00
"	3-4	3.00	2.75
"	4-5	4.50	4.00
Japanese Yew	1-1½	1.25	.90
American Arbor Vitæ	2-3	.85	.65
"	3-4	1.25	1.00
"	4-5	2.50	2.00
"	6-7	5.50	5.00

TALL GROWING VARIETIES.

For planting in masses. Heavy screens. Windbreaks or high hedges. Small groups to frame a vista. Single specimens where an imposing specimen is wanted to carry out some special effect.

Average height 30 to 60 feet at maturity.

Feet Each 10

Colorado Douglas Fir	2-3	\$1.25	\$1.00
"	3-4	1.75	1.50
"	4-5	2.75	2.25
"	5-6	4.50	4.00
"	6-7	5.50	5.00
"	7-8	7.00	6.50
Concolor Fir	1½-2	1.25	.90
"	2-3	1.50	1.25
"	3-4	2.50	2.00
"	4-5	4.50	4.00
"	5-6	5.50	5.00
"	6-7	8.00	7.50

You Can Safely Order Direct From This Advertisement.

Notice:

Florist-growers located in good residential sections and in a position to solicit Hill Specimen Evergreen orders for shipment direct to their customers, please write for special agency proposition.

Complete Wholesale Price List and Illustrated Retail Catalog, gladly sent on request.

THE D. HILL NURSERY CO., Inc.

Evergreen Specialists—Largest Growers in America

Box 404, DUNDEE, ILL.

These Prices Are Intended for the Trade Only.

Hill's Evergreens

AND OTHER CHOICE NURSERY STOCK

Since 1855

Ever since the inception of this department 20 years ago, it has been the desire of THE EXCHANGE to bring about closer relations between the florist-grower and nurseryman, even then foreseeing that the time would come when the florist-grower would find it necessary to add another line to his regular business.

Through his connection with a nurseryman the florist-grower can quickly procure such stock as he may have sale for, that is not included in his own assortment.

The secret of success lies in preparation and the rewards come to those with the vision to see and the disposition to act.—THE FLORIST EXCHANGE.

HILL'S SPECIMEN EVERGREENS—B & B (Balled and Burlapped)

FOR FLORISTS' TRADE.

Every Hill Specimen Evergreen is hand dug with a solid earth ball, which is securely burlapped. (Hence the term B&B—balled and burlapped.) When you want quality Evergreens come to headquarters. Large and complete stock always on hand.

A FEW SUGGESTIONS FOR PROPER PLANTING ARRANGEMENT.

The following list of Evergreens have been classified with regard to their uses in the garden and landscape arrangement. Each distinct type naturally lends itself to the situation best suited by its natural habit of growth.

TALL GROWING VARIETIES

(Continued.)

Feet Each 10

Pyramidal Arbor Vitæ	2-3	\$1.50	\$1.25
"	3-4	2.50	1.75
Grafted Blue Spruce	2-3	3.75	3.25
"	3-4	5.50	5.00
"	6-7	12.50	12.00
Norway Spruce	2-3	1.50	1.25
"	3-4	2.50	2.00
"	4-5	3.50	2.85
"	5-6	4.25	3.65
"	6-7	4.75	4.25
"	7-8	6.00
American White Spruce	2-3	1.75	1.50
"	3-4	2.50	2.00
"	4-5	3.50	3.00
"	5-6	5.00	4.50
"	6-7	7.00	6.00
Black Hill Spruce	1½-2	1.00	.85
"	2-3	1.75	1.25
"	3-4	2.75	2.50
"	4-5	4.00	3.75
"	5-6	5.50	5.00
"	6-7	8.00	7.00
Austrian Pine	1½-2	1.25	1.00
"	2-3	1.50	1.25
White Pine	2-3	1.25	1.00
"	3-4	1.75	1.50
"	4-5	2.25	2.00
"	5-6	3.50	3.00

DECIDUOUS SHRUBS.

(Heavy Field Grown Stock.)

Feet 10 100

Japanese Barberry	1½-2	\$0.15	\$0.09
Drooping Golden Bell	2-3	.15	.12
Hybrid Golden Bell	2-3	.15	.12
Jap. Bush Honeysuckle	2-3	.15	.12
Tatarian Honeysuckle	2-3	.18	.13

DECIDUOUS SHADE TREES.

(Transplanted Stock.)

Feet Each 10 100

Norway Maple	8-10	\$1.00	\$0.85
"	10-12	1.50	1.25
"	12-14	2.00	1.75
Schwedlers' Maple	8-10	1.50	1.25
"	10-12	2.00	1.75
Am. White Elm	4-6	.20	.15
"	6-8	.35	.20
"	8-10	.65	.45
"	10-12	.85	.60
"	12-14	1.00	.80

For Vase and Porch Boxes

DRACAENA INDIVISA

	Per doz.	Per 100
5 inch pots.....	\$3.50	\$25.00
6 inch pots.....	4.50	35.00
7 inch pots.....	7.50	60.00
8 inch tubs.....	\$2.00 each	

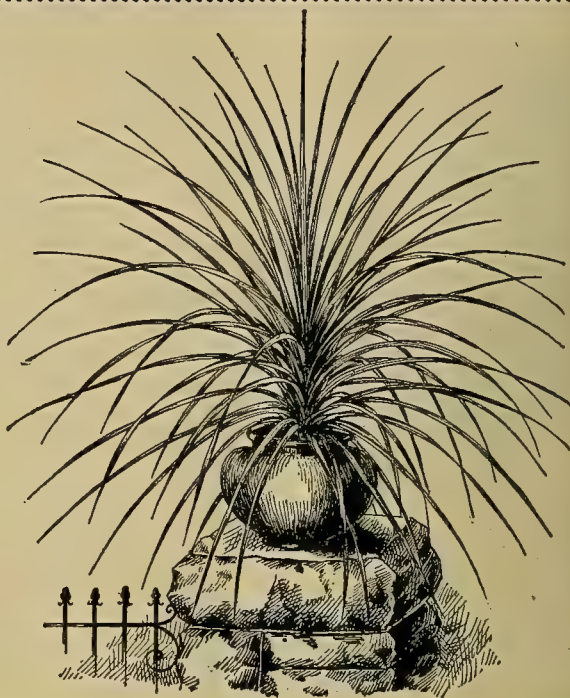
Hardy English Ivies

Good staked, 4 inch pot plants, 2½ to 3 feet high,
\$2.00 per doz.; \$15.00 per 100.

Henry A. Dreer

714 and 716 Chestnut St., Philadelphia, Pa.

The above prices intended for the Trade Only.



Dracaena Indivisa.

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist April 6, page 612. Correspondence solicited.

Mention the American Florist when writing.

GERANIUMS

ROOTED CUTTINGS.

Summer Prices—Ready now, and fresh lot every two weeks. S. A. Nutt, per 1000, \$10.00. Ricard and Poitevine, per 1000, \$12.50. If wanted by Parcel Post add \$1.00 per 1000 to above prices.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing.

FOR SALE. Excellent bench plants of

White Killarney Roses

\$4.00 per 100; \$35.00 per 1000.
Cash please.

ALBERT F. AMLING CO.
MAYWOOD, ILL.

Troy, N. Y.

The city, through its park department and city engineer's office, is engaged in securing and setting out 25,000 seedling trees in Prospect park. The trees will be bought from the nursery of the state conservation commission at Saratoga Springs at a cost of 50 cents a thousand. The varieties ordered are: Scotch pine, 10,000; red pine, 10,000; Norway spruce, 2,000; European larch, 2,000; and white pine, 1,000. It is estimated that to plant the trees, in addition to their cost and freight, will involve an expenditure of \$200.

R. D.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

"Horticultural Advertiser"

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, \$1.00.

As the H. A. is a purely TRADE medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."

LOWDHAM, NOTTS, ENGLAND.

Mention the American Florist when writing.

Miscellaneous Stock

	Per 100
4 in. Anthuricum Variegata.....	\$12.00
Single. 3 in. Petunias, dwarf Inimitable....	4.00
3 in. Glechoma or Ground Ivy, ex. strong...	5.00
3 in. Tradescantia, dark, 3 plants in a pot, strong.....	4.00
4 in. Scarlet Sage, Bonfire.....	10.00
3 in. Hardy English Ivy, large leaf, small leaf, 2½ in. pots, 2 and 3 plants to the pot.	7.00
3 in. Parlor Ivy, extra strong.....	3.50
4 in. Dracaena Indivisa..... per doz.,	\$3.00
5 in. Dracaena Indivisa..... per doz.,	5.00
Clematis Paniculata Seedlings, strong plants, per 1000,	\$15.00.

SAMUEL V. SMITH, 3323 Goodman St., Philadelphia, Pa.

Mention the American Florist when writing.

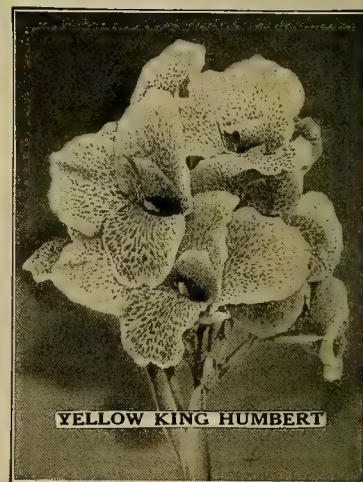
CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty

Mention the American Florist when writing.



YELLOW KING HUMBERT

Yellow Humbert

The New Giant Yellow Canna
Best in Years

Started Plants, per 100 \$5.00, per
1000 \$45.00.

VAUGHAN'S SEED STORE,
New York Chicago

Mention the American Florist when writing.

Spring Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEKIN, ILL.

Mention the American Florist when writing.

Ready Reference Section.

10 CENTS PER LINE, NET.



ADIANTUM.

Adiantum Croweanum. 6-in., \$20 per 100; \$150 per 1,000; 3-in., \$10 per 100. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

ALTERNANTHERAS.

ALTERNANTHERAS. Fire red and yellow varieties, 2½-inch pots, \$2.50 per 100, \$22.50 per 1,000. Cash.

JOSEPH BANCROFT & SON, Cedar Falls, Ia.

ASPARAGUS.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$8.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

ASPARAGUS SPRENGERI, heavy 4-inch, \$15.00 per 100. Cash.

JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Asparagus Sprengeri, 200 four-in., good plants, \$10.00 per 100. Cash please. EDGAR EASTERDAY, Nokomis, Ill.

ASTERS.

ASTERS. Henderson's Invincible (one of the finest for cut flowers), white, shell pink, rose, lavender and purple. Strong plants, \$5.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Transplanted aster Queen of the Market, white, pink and purple, 75c per 100. WM. H. HERTEL, Kirksville, Mo.

ASTERS, transplanted, Queen of Market, separate colors, 75c per 100. ODOR GREENHOUSES, Iola, Kan.

BEGONIAS.

Begonias, tuberous, single mixed, \$2.50 per 100; in colors, \$3.00 per 100. Double mixed or in colors, \$5.00 per 100. James Vick's Sons, Rochester, N. Y.

Begonias, transplanted seedlings, Vernon and Prima Donna, \$2.00 per 100.

ERNEST ROBER, Wilmette, Ill.

BULBS.

Lily bulbs. For immediate use or later delivery. Lilium Giganteum, L. Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Lil. Giganteum, 7-9 in. (100 to case), \$7.50 per case; (300 to case), \$20 per case; 8-10 in. (225 to case), \$20 per case; 9-10 in. (200 to case), \$23 per case. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, 2-inch, \$6.00 per 100; 4-inch, \$15.00 per 100. ERNEST ROBER, Wilmette, Ill.

CANNAS.

Cannas. Fine stock of 3-in., in good assortment, standard sorts such as Florence Vaughan, Mme. Crozy, Queen Charlotte, Souv. de Antoine Crozy, President Meyer, etc., at \$3.50 per 100, \$30 per 1,000; King Humbert, \$4 per 100, \$35 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

CANNAS. Best bedding kinds, 3-inch, \$6.00 per 100. Cash.

JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Canna Yellow Humbert, new giant yellow, started plants, per 100, \$5.00; per 1,000, \$45.00. Vaughan's Seed Store, Chicago and New York.

CAPE JESSAMINE.

Cape Jessamines, the queen of all flowers. For sizes and prices see advertisement elsewhere in this issue. Thos. C. Edwards, Alvin, Texas.

CARNATIONS.

WELL ROOTED CARNATION CUTTINGS	
	100 1,000
Pink Enchantress	\$2.00 \$15.00
Victory	2.00 15.00
Alice	2.00 15.50
Herald	2.00 16.50
White Enchantress	2.00 16.50
Strong 2½-inch Stock	
Pink Enchantress	2.50 18.00
Victory	2.50 20.00
Alice	2.50 22.00
White Enchantress	2.50 22.00
Herald	2.50 22.00
Enchantress Supreme	3.00 23.00

J. A. BUDLONG.

184 No. Wabash Ave., Chicago, Ill.

ROOTED CARNATION CUTTINGS.

Extra fine, well-rooted cuttings for immediate delivery.

	100 1,000
Superb	\$6.00 \$50.00
Aviator	3.00 25.00
Matchless	3.00 25.00
Euch. Supreme	3.00 25.00
Wh. Enchantress	2.50 20.00
Mrs. Ward	2.50 20.00
R. Pink Ench.	2.50 20.00
Enchantress	2.50 20.00

CHICAGO CARNATION CO.

Joliet Illinois.

CARNATION PLANTS.

	2½-in. pots.	Per 100
Alice		\$3.00
Mrs. C. W. Ward		4.00
Matchless		3.00

BASSETT & WASHBURN, Greenhouses Hinsdale, Ill.

Rooted carnation cuttings. Thenanthos and Alice, \$2 per 100, \$18.00 per 1,000; Beacon, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2 per 100, \$15 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

ROOTED CHRYSANTHEMUM CUTTINGS.

Large supply of fine healthy stock, ready for immediate shipment. We have all the best commercial varieties and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

White	100 1,000
Mrs. Chas. Razer	\$2.50 \$20.00
Mrs. Buckbee	2.50 20.00
Oconto	2.50 20.00
Smith's Ideal	2.50 20.00
Yellow	
Major Bonnafon	2.50 20.00
Marigold	2.50 20.00
Pink	
Pink Chieftain	2.50 20.00
Edwin Seidewitz	3.00 25.00

POMPONS.

White.	
Diana	\$2.50 \$20.00
Lula	2.50 20.00
Mensa	2.50 20.00
Yellow.	
Golden Wedding	2.50 20.00
Golden Climax	2.50 20.00
Quinola	2.50 20.00
Pink.	
E. D. Godfrey	2.50 20.00
Buckingham	2.50 20.00

WIETOR BROS.

162 N. Wabash Ave., Chicago.
L. D. Phone Randolph 2081.

2½-INCH CHRYSANTHEMUM PLANTS.

	100 1,000
White Chadwick	\$4.00 \$35.00
Yellow Chadwick	4.00 35.00
Nagoya	3.00 25.00
Seidewitz	3.00 25.00
Harvard	3.00 25.00
White Razer	3.00 25.00
Yellow Razer	3.00 25.00
Turner	3.00 25.00
Matchless	3.00 25.00
Buckbee	3.00 25.00
Smith's Ideal	3.00 25.00
Unaka	3.00 25.00

PETER REINBERG,

30 East Randolph Street, Chicago.

POMPON CHRYSANTHEMUMS IN 2½ POTS.

	Price \$3.00 per 100.
Western Beauty, the best pink.	
Peter Pan	} Best yellow.
Gold Nugget	
Eugene Laugerlant	} All are now ready.
Carrie, early yellow.	
Nordl	
Mensa	
Zora	

BASSETT & WASHBURN,

Office and Store, Greenhouses,
178 N. Wabash Ave., Chicago. Hinsdale, Ill.

CHRYSANTHEMUMS.

Mrs. Pollworth, 2½-in. pot plants. Per 100, \$3.00. Ready for shipment.

BASSETT & WASHBURN, Greenhouses Hinsdale, Ill.
178 N. Wabash Ave. Chicago.

FINE CLEAN STOCK OF BEST KINDS FOR FLORISTS' USE.

Send Us List of Wants.

Catalogue Free.

ELMER D. SMITH & CO., Adrian, Mich.

CINERARIA.

Cinerarias. 2, 3 and 4-in., \$6 and \$10 per 100. ERNEST ROBER, Wilmette, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

COLEUS.

COLEUS. Fine 2-inch stock, best bedding varieties, \$2.00 per 100. Cash, please. **JOSEPH BANCROFT & SON**, Cedar Falls, Ia.

COLEUS. Best bedding kinds, \$2.00 per 100. Cash. **JOSEPH BANCROFT & SON**, Cedar Falls, Ia.

CROTONS.

Crotons. All well colored. 3-in., \$4 per doz., \$30 per 100; 4-in., \$5 per doz., \$40 per 100; 5-in., \$10 per doz., \$75 per 100. **Vaughan's Seed Store**, Chicago and New York.

DAHLIAS.

DAHLIAS, 20 strong, all different, labeled, \$1. Six sets (120 tubers), \$5. All prepaid. Trade list free. **BUNGALOW GARDENS** (Dahlia Hobbyists), Netcong, N. J.

Dahlias. Finest assortment of 2-in. pot plants at from \$2 to \$25 per 100. **R. Vincent, Jr., & Sons Co.**, White Marsh, Md.

Dahlias. Best new and standard varieties. **Peacock Dahlia Farms**, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Indivisa, for vase and porch boxes. For sizes and prices see advertisement elsewhere in this issue. **Henry A. Dreer**, 714-716 Chestnut St., Philadelphia, Pa.

DRACAENA INDIVISA, 4-in., \$12.50 per 100. 5-in., 20c and 25c; 6-in., 50c. **Ernest Rober**, Wilmette, Ill.

Dracaena Indivisa, 5-in., \$25 per 100. **George Witthold Co.**, 745 Buckingham Place, Chicago.

Dracaena Indivisa, very fine, 5-in.; \$25 per 100. **HARRY HEINL**, W. Toledo, O.

FERNS.**—FERNS—**

	Per 100
Roosevelt, 2 1/4-in.	\$ 4.50
Boston, 2 1/4-in.	4.50
Teddy, Jr., 2 1/4-in.	4.50
Scholzeli, 2 1/4-in.	4.50
Scholzeli, 4-in.	18.00

THE REESER PLANT COMPANY,
Springfield, Ohio

Ferns for Fern Dishes. Good strong plants, in 2 1/4-in. pots. *Aspidium*, *Holly*, *Mayli*, *Wilson* and *Alba Lineata*, \$3.00 per 100; \$27.50 per 1,000. **THE REESER PLANT CO.**, 372 Johnson Ave., Springfield, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2 1/4-in., \$4 per 100. *Holly*, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. **Poehlmann Bros. Co.**, Morton Grove, Ill.

Ferns. All bushy, well furnished. Boston, Teddy Junior and Bird's Nest. For sizes and prices see advertisement elsewhere in this issue. **Vaughan's Seed Store**, Chicago and New York.

Ferns. Table, good assortment, 2 1/4-in. pots, \$3.00 per 100; *Holly* ferns, *Cyrtomium Rockfordianum*, 4-in., \$15.00 per 100. **HENRY SMITH**, Grand Rapids, Mich.

Fancy ferns. Best of stock. Satisfaction guaranteed. Orders filled promptly at lowest market prices. **Vermont Fern Co.**, 233 Dwight St., Springfield, Mass.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; *Verona*, 4 and 5-in., 25c and 50c each. Table ferns, \$3.50 per 100. **ERNEST ROBER**, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. **Ludwig Mosbaek**, Ferndale, Askov, Minn.

FUCHSIAS.

Fuchsia (Un. variegata)—2 to 5 eyes, \$10.00 per 100.

ERNEST ROBER, Wilmette, Ill.

FUNKIAS.

Funkias, variegated, divided roots, single eye, \$2.50 per 100. **CHAS. FROST**, Kenilworth, N. J.

GERANIUMS.

GERANIUMS. Special this week. 10,000 *Poitevine*, 2 1/2-in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks. \$2.50 per 100, \$25.00 per 1,000. Other standard varieties same price. Cash, please. **QUAKER HILL NURSERY CO.**, Monroe, N. Y.

GERANIUMS.

Nutt, extra fine, 3-inch stock. \$6.00 per 100; \$50.00 per 1,000. Order now.

J. A. BUDLONG, Chicago.
184 N. Wabash Ave.

GERANIUMS, 5,000 Nutt. (red), nice clean stock in 3-inch pots, \$50.00 per 1,000. Cash please. **NICK REDING**, 6731 Ridge Ave., Chicago.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. **R. Vincent, Jr. & Sons Co.**, White Marsh, Md.

Geraniums, rooted cuttings. **S. A. Nutt**, \$10 per 1,000; **Ricard and Poitevine**, \$12.50 per 1,000. **Albert M. Herr**, Lancaster, Pa.

Geraniums, 2 1/2-in., **S. A. Nutt**, extra heavy, \$2.00 per 100, \$27.50 per 1,000. **ERNEST ROBER**, Wilmette, Ill.

\$5,000 **S. A. Nutt**, 4-in., in bloom, **CHAS. E. ENNES**, 4524 No. Francisco Ave., Chicago, Ill. Phone Mont. 1166.

GLADIOLUS.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. **Vaughan's Seed Store**, Chicago and New York.

Bulbs. *Gladiolus*; strictly first size. For varieties and prices see advertisement on front cover page of this issue. **A. Henderson & Co.**, 211 N. State St., Chicago.

GLOXINIAS.

Gloxinias, blue, white, red, spotted. \$3.50 per 100, mixed, \$3.00 per 100. **James Vick's Sons**, Rochester, N. Y.

GREENS.

Greens. *Huckleberry* foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. **Caldwell the Woodsman Co.**, Evergreen, Ala.

Greens. *Huckleberry* foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. **B. A. Beaven**, Evergreen, Ala.

HYACINTHS.

Hyacinths, in pots, pans and boxes, 10 cents per flower. **ERNEST ROBER**, Wilmette, Ill.

IVIES.

Hardy English Ivy. Good, staked 4-in. pot plants, 2 1/2 to 3 ft. high, \$2 per doz., \$15 per 100. **Henry A. Dreer**, 714-716 Chestnut St., Philadelphia, Pa.

English Ivy, 4-in., \$1.50 per dozen. **George Witthold Co.**, 745 Buckingham Place, Chicago.

English Ivy, very fine, 4-in.; \$15 per 100. **HARRY HEINL**, W. Toledo, O.

English ivy, rooted cuttings, \$1.10 per 100, prepaid. **CHAS. FROST**, Kenilworth, N. J.

LANTANAS.

Lantanas, mixed varieties, pink, yellow and red, 2-in., strong plants, \$4.00 per 100. **ERNEST ROBER**, Wilmette, Ill.

LOBELIAS.

Lobelia, transplanted clumps, dark blue and light blue—\$1.50 per 100.

ERNEST ROBER, Wilmette, Illinois.

ORCHIDS.

HASSALL & CO., Orchid growers and raisers, Southgate, London, England. *Cattleyas*, *Laello-Cattleyas* our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. **Lager & Hurrell**, Summit, N. J.

PALMS.

Palms, high class and novelties in decorative plants. **Robert Craig Co.**, Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. **Poehlmann Bros. Co.**, Morton Grove, Ill.

PANSIES.

200,000 large stocky September transplanted, field-grown blooming pansy plants. Superb strain; all salable stock. Satisfaction guaranteed. \$1.35 per 100, \$12.50 per 1,000. Ready now. Cash with order. **BRILL CELERY GARDENS**, Kalamazoo, Mich.

100,000 extra fine giant pansies, good, stocky, transplanted plants, in bud and bloom, \$1.00 per 100, \$8.00 per 1,000. Cash with order. **M. A. Hough**, Pansy Specialist, Milan, O.

Giant pansy plants in bloom, 4-in., pots, **CHAS. E. ENNES**, 4524 N. Francisco Ave., Chicago, Ill. Phone Mont. 1166.

PRIMULAS.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. *Malacoides*, 2, 3 and 4-in., \$4, \$7 and \$15 per 100. **ERNEST ROBER**, Wilmette, Ill.

PRIMULA OBCONICA. Fine plants, best colors, 2 1/4-in. pots, \$4.00 per 100. **HENRY SMITH**, Grand Rapids, Mich.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. **Southern Nursery Co.**, Winchester, Tenn.

ROSES.**ROSES.**

2 1/4-in. pots, choice plants, own root, ready for benching.

Sunburst	per 100, \$ 5.00
"	" 1,000, 45.00
Shawyer	" 100, 3.50
"	" 1,000, 30.00

Bench plants now ready for shipment, 4,000 *American Beauties*, price per 100, \$10.00, 500 for \$40.00 and by the 1,000, \$70.00.

Ophelia grafted plants, three years old, same price as the *Beauties*.

Sunburst, two-year-old stock, 1,000, \$60.00. *White Killarney*, two-year-old stock, 1,000, \$40.00.

Bench plants offered subject to prior sale. These plants shipped mossed in burlap, 50 plants to the bag. Orders for less than fifty of one variety cannot be accepted.

BASSETT & WASHBURN, Office: 178 N. Wabash Ave. Hinsdale, Ill. Chicago.

EXTRA FINE 2 1/4-INCH ROSE PLANTS.

	100	1000
<i>Ophelia</i>	\$ 7.00	\$60.00
<i>Russell</i>	10.00	90.00
<i>Killarney Brilliant</i>	5.00	40.00
<i>White Killarney</i>	4.00	35.00
<i>Pink Killarney</i>	4.00	35.00
Sunburst	5.00	45.00
Mrs. George Elgar	4.00	

WEITOR BROS., Chicago.
162 N. Wabash Avenue, L. D. Phone, Randolph 2081.

Roses. Own root 2 1/4-in. for benching. *Aaron Ward*, *Ophelia*, *Killarney Brilliant*, *White Killarney* and *Sunburst*, \$7.50 per 100, \$70 per 1,000. *Milady* and *Richmond*, \$7 per 100, \$65 per 1,000. 3 1/4-in. stock, \$35 per 1,000 additional. **Poehlmann Bros. Co.**, Morton Grove, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

ROSES.

YOUNG ROSE STOCK.
CHAMP WEILAND.

Extra fine 2½-in. stock, \$8.00 per 100; \$50.00 per 1,000.

J. A. BUDLONG,
184 N. Wabash Ave. Chicago.

Roses. Own root and grafted. Climbing, standard, hybrid perpetuals and hybrid tea. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Rose Plants, 2½-in. pots. Champ Weiland. Pink Killarney, Richmond, \$3.50 per 100, \$30.00 per 1,000. My Maryland, \$4.00 per 100, \$35.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

See ad. on page 559, issue of March 30. Get complete list of The Leedle Floral Co., Expert Rose Growers, Springfield, O.

Roses, in bud and bloom, 50c, 75c and up to \$2.00 each. ERNEST ROBER, Wilmette, Ill.

SALVIAS.

SALVIAS. Bonfire, 2½-in., 2½c each. ODOR GREENHOUSES, Iola, Kan.

SANTOLINA

Santolina, rooted cuttings, per 100, \$1.20. ODOR GREENHOUSES, Iola, Kan.

SEEDS.

ASPARAGUS PLUMOSUS NANUS SEED.

New crop, California lathhouse-grown, now ready:

Per 1,000 seeds\$1.50

ASPARAGUS SPRENGERI SEED.

Per 1,000 seeds\$0.75

ASPARAGUS ELONGATUS SEED.

Per 1,000 seeds\$5.00

Write for prices by the pound.

H. N. GAGE CO., INC.

MONTEBELLO, CALIFORNIA

Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c. Pansy, gig. finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fireball, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

Seed. Asparagus plumosus nanus, northern greenhouse grown, 100 seeds, 50c; 250 seeds, \$1.00; 1,000 seeds, \$3.00; 5,000 to 10,000 seeds, \$2.75 per 1,000. Vaughan's Seed Store, Chicago and New York.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade; Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

SEEDS.

Seeds. Flower, vegetable and farm. 74 years unrivaled reputation. Hurst & Son, 152 Houndsditch, London, England.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Choice flower for florists. For varieties see advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., N. Y.

Seeds, wholesale field and garden seeds. J. Boigiano & Son, Light, Pratt & Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohmert, Gilroy, Calif.

Seed. Vegetable and flower of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds, specialties; beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips, R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

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 rate of insurance from Nov. 1st, 1917, to Nov. 1st, 1918, will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars address.
JOHN G. ESLER, Secretary, Saddle River, N. J.

Wired Toothpicks
 10,000, \$2.00; 50,000, \$8.75. Manufactured by **W. J. COWEE, Berlin, N. Y.**
 Sample free. For sale by dealers.
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1,000 Letterheads, 8 1/2 x 11 } \$4.75
 1,000 Envelopes, 6 3/4 size }
 CASH WITH ORDER—No O. O. D.
 Proof will be submitted for approval. Stock, 20-lb. white bond on both letterhead and envelope—one color ink. Satisfaction guaranteed.
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 542 So. Dearborn St., CHICAGO, ILL.
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Buchbinder Bros.
 518 Milwaukee Ave., Chicago, Ill.

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 BEST BRANDS
SHARP, PARTRIDGE & CO.,
 2263 LUMBER ST., CHICAGO, ILL.

THE AMERICAN FLORIST



Vol. L.

CHICAGO AND NEW YORK, MAY 18, 1918.

No. 1563

GLADIOLI

First Size Bulbs 1½ to 2-in.	Per 1000	Willy Wigman.....	Per 1000
Bronchleyensis	\$15.00	Francis King	16.00
Antonio	27.50	Schwaben	27.00
Jean Barth	20.00	Halley	18.00
Standholder	32.50	Panama	21.00
Augusta	16.00	Non Plus Ultra.....	25.00
Faust	20.00	Second Size Bulbs in the following varieties:	
Annie Wigman.....	20.00	America, 1¼ to 1½-inch	14.00
Hollandia	30.00	Chicago White, 1¼ to 1½-inch	17.00
Lily Lehman.....	20.00		
America	16.00		

American Bulb Co., 172 N. WABASH AV. CHICAGO.

GLADIOLI

Strictly First Size Bulbs. Ready for Shipment Now.

	Per 100	Per 1000
America, pink	\$2.00	\$18.00
Chicago, WHITE	2.75	25.00
Francis King, scarlet	1.85	17.00
Francis King, second size.....	1.00	8.00
Pendleton	7.00	60.00
Pendleton, second size.....	5.00	45.00
Peace, white	4.00	35.00
Schwaben, yellow	4.00	35.00
Canna King Humbert	3.50	30.00
Madeira Vines	1.75	16.00

A. HENDERSON & CO., 211 N. State St., CHICAGO

ROSALIND

A GLORIFIED OPHELIA.

A greatly improved Ophelia. The particular value of Rosalind lies in its exquisite coloring. When the buds first show color they are bright coral, changing as they develop to apricot-pink, and when fully developed they are a most beautiful shell pink. The flower is much more double than Ophelia, having at least one-third more petals. It is also delightfully fragrant. In habit of growth Rosalind is identical with Ophelia, from which it is a sport. It originated with us two years ago, and grown side by side with Ophelia, is far superior to that variety.

Awarded First Prize at International Flower Show, New York, March, 1917, for best new rose. Awarded additional Silver Metal at same show for display of Rosalind. Awarded Silver Medal by the Horticultural Society of New York. Awarded Silver Medal by the Tarrytown Horticultural Society. Also numerous certificates.

WILL BE DISSEMINATED SPRING OF 1918.

Strong plants, 2¼-in. pots, \$25 per 100; \$225 per 1000; 250 plants for \$60.

F. R. PIERSON CO., Tarrytown, N. Y.

SPECIAL OFFER

Unusually fine stock of

Adiantum Croweanum

6 inch, \$20.00 per 100; \$150.00 per 1000; 250 at 1000 rate, while they last. 3-in., \$10.00 per 100.

S. S. SKIDELSKY & CO.,

1004 Lincoln Bldg., Philadelphia, Pa.

ROSES, CHRYSANTHEMUMS, CARNATIONS

All leading novelties and standard varieties in the best grade of stock.

Write for Prices.

A. N. PIERSON Inc., CROMWELL, CONN.

CANNAS

We have our usual stock of 3-in. Cannas in good assortment, standard sorts such as Florence Vaughan, Mme. Crozy, Queen Charlotte, Souv. de Antoine Crozy, President Myers, etc., \$3.50 per 100; \$30.00 per 1000. King Humbert, \$4.00 per 100; \$35.00 per 1000.

GERANIUMS

Good strong plants, good assortment. 2-in., \$2.50 per 100; \$22.50 per 1000. 3-in., \$3.50 per 100; \$30.00 per 1000.

DAHLIAS

One of the finest assortments in the country. 2-in. pot plants, at prices running from \$2.00 to \$25.00 per 100. List of varieties in our wholesale catalog.

Cash with Order.

Send for Catalogue.

R. VINCENT, Jr. & Sons Co., White Marsh, Md.

We Have Unfrozen Storage Gigs

Remember! The Federal War Board Forbids Further Importations.

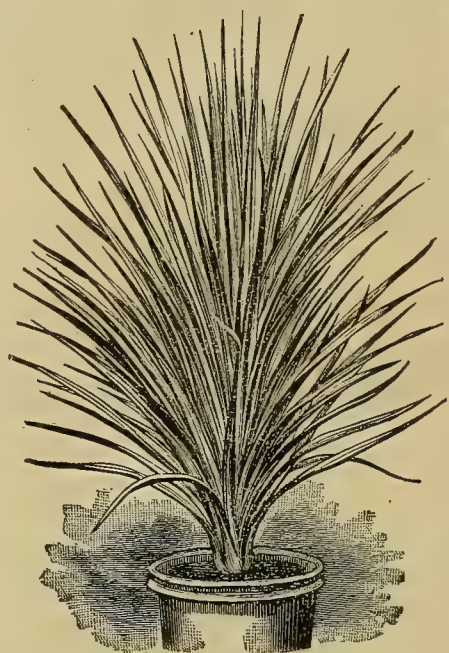
VAUGHAN'S SEED STORE, NEW YORK CHICAGO

LILY BULBS

GIGANTEUM

7-9 in., 100 to the case.....	} WRITE FOR PRICES.
7-9 in., 300 to the case.....	
8-10 in., 225 to the case.....	
9-10 in., 200 to the case.....	

WM. F. KASTING CO., 568-570 Washington St. BUFFALO, N. Y.



Dracaena Indivisa

2-inch, \$25.00 per 1000; 5-inch, \$25.00 per 100.

Vinca Variegata

3-inch, \$5.00 per 100; 4-inch, \$8.00 per 100.

4-inch, (strong) \$10.00 per 100; 5-inch, (strong) \$15.00 per 100.

English Ivy

4-inch \$1 50 per dozen

George Wittbold Co.

745 Buckingham Place, CHICAGO

L. D. Phone: Graceland 1112.

Leedle Springfield Roses

TEAS			
	2 1/4-Inch Pots	Doz.	100 1000
Blumenschmidt	\$0.50	\$3.00	\$25
Bougere50	3.00	25
Etoile de Lyon50	3.00	27
Golden Gate50	3.50	30
Isabella Sprunt50	3.50	30
Maman Cochet, Pink50	3.00	25
Marie Louise50	3.00	25
Mrs. Campbell Hall60	4.00	35
Safrano50	3.00	25
Souv. de Pierre Notting50	3.50	30
White Maman Cochet50	3.00	25
CHINA OR BENGAL			
Louis Philippe50	3.00	25
Queen's Scarlet50	3.00	25
HYBRID CHINA			
Gruss an Teplitz60	4.00	35
BOURBON			
Burbank50	3.00	27
Eugene E. Marlitt50	3.00	27
Mrs. Degraw50	3.00	27
Souv. de la Malmaison50	3.00	27
HYBRID PERPETUAL			
Ball of Snow60	4.00	35
General Jacqueminot60	4.00	35
Hugh Dickson60	4.50	40
J. B. Clarke60	4.00	35
Jubilee60	4.00	35
Ulrich Brunner60	4.50	40
WHITE BABY RAMBLER			
Catherine Zeimet50	3.00	25
HYBRID POLYANTHA			
Baby Doll (Tiptop)60	4.50	40
Clothilde Soupert50	3.50	30

HYBRID TEAS			
	2 1/4-Inch Pots	Doz.	100 1000
Antoine Rivoire (Mrs. Taft)	\$0.50	\$3.50	\$30
Francis Scott Key50	3.50	30
F. R. Patzer60	4.00	35
Hoosier Beauty60	4.50	40
Joukheer J. L. Mock75	5.00	45
Kaiserin Augusta Victoria50	3.50	30
Madame Caroline Testout60	4.50	40
Mlle. Helene Cambier50	3.50	30
Meteor50	3.00	27
Mrs. Aaron Ward60	4.50	40
Radiance60	4.50	40
Red Radiance75	5.50	50
Tipperary75	5.50	50
Wellesley60	4.00	35
White Killarney60	4.50	40
Yvonne Vacherot50	3.00	27

CLIMBING POLYANTHA			
	2 1/4-Inch Pots	Doz.	100 1000
Crimson Rambler	\$0.50	\$3.50	\$30
Graf Zeppelin50	3.50	30
Kom. W. Rautenstrauch50	3.00	25
Phila. Crimson Rambler50	3.50	30
Pink Rambler (Euphrosyne)50	3.00	25
White Rambler (Thalia)50	3.00	25

CLIMBING HYBRID POLYANTHA			
Climbing Clothilde Soupert50	3.00	25

SETIGERA or PRAIRIE			
Prairie Queen50	3.00	25
Tennessee Belle50	3.00	25

MULTIFLORA			
Seven Sisters (Greville)50	3.00	25

HYBRID WICHURAIANA			
Debutante50	3.00	25
Dorothy Perkins50	3.00	25
Excelsa (Red Dorothy)50	3.00	25
Lady Gay50	3.00	25
Shower of Gold60	4.00	35
White Dorothy Perkins50	3.00	25

HYBRID TEA WICHURAIANA			
Cp'g American Beauty60	4.00	35

CLIMBING TEA			
Pillar of Gold50	3.50	30

CLIMBING CHINA or BENGAL			
Empress of China50	3.00	25
James Sprunt50	3.00	25

For Prices on

300 additional varieties

2-year olds in 4-inch Pots

and

2-year field grown hardy climbers

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AMERICAN FLORIST COMPANY,

440 So. Dearborn Street, Chicago.

THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. L.

CHICAGO AND NEW YORK, MAY 18, 1918.

No. 1563

THE AMERICAN FLORIST

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OFFICERS—C. H. TOTTY, Madison, N. J.,
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Treasurer.

The thirty-fourth annual convention will be
held at St. Louis, Mo., August 20-22, 1918.

AMERICAN SWEET PEA SOCIETY.

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CHRYSANthemum SOCIETY OF AMERICA.

Next Annual Convention and Exhibition,
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AMERICAN GLADIOLUS SOCIETY.

OFFICERS—A. E. KUNDERD, Goshen, Ind., Presi-
dent; A. C. BEAL, Ithaca, N. Y., Secretary.

MEMORIAL DAY SUGGESTIONS.

Memorial Day.

The coming observance of this pa-
triotic anniversary promises, on ac-
count of the martial spirit now upper-
most in the public mind, to exceed in
importance that of any that has gone
before. It is a business opportunity of
great value to the florists who are
alert and equipped to make the most
of it.

It is not enough that one accepts
just what trade is offered, for those
who were from the first most active
in its observance, the army veterans,
have of late been rapidly passing away,
and before long, in many sections of
the country, if the patriotic spirit is
not in some way kept active, this beau-
tiful custom will die with them. Every-
thing possible to revive and keep alive
the floral decoration of soldiers' graves
at this time, should receive the best
attention of the trade.

The florists of Boston and the New
England states have in some way so
featured the celebration that it has
become the custom to place flowers on
all graves, so that the week previous
and including Memorial day is their
busiest period of the year. The various
florist supply firms find in Boston their
best market at this time for all classes
of stock such as metal wreaths, mag-
nolia leaf designs, artificial, crepe and
waxed flowers, etc. Boston patriots
are no more loyal than are to be found
in any other part of the country, but
they "Say it with flowers" to a much
greater extent.

If all the trade in each community
would unite in a movement to encour-
age and increase the use of plants and
flowers for Memorial day, it would not
be long before there would be a notice-
able impetus in the demand, which
would grow each year in proportion to
the efforts made to further it. Well
written articles, recalling stirring inci-
dents of the War of the Rebellion,
bringing in the names of local heroes
of that day, many of them now almost
forgotten, would be particularly inter-
esting at this time, and be almost sure

to find space in prominent and local
newspapers all over the country. Such
accounts should always contain refer-
ences to the proper observance of Me-
morial day and the beautiful custom of
decorating with plants and flowers the
graves of these defenders of the Union,
who gave their lives for the cause of
freedom. Even without this unity of
action, if each would put his best foot
forward, and feature the day in ad-
vance, he would get his reward in the
business that comes to him who helps
himself. Working with, and using the
literature, window cards and other
publicity material of the S. A. F. com-
mittee, will be found of the greatest
advantage.

Cemetery Florists.

Those who are situated near, and
make a specialty of cemetery trade,
who grow and retail most of their prod-
ucts, find in Memorial day, the climax
of their season. The trimming and
cleaning up the lots, planting beds
and graves, filling vases and hanging
baskets, must be completed, with every
basket and vase looking its best and
in place before May 30. On that day,
there are to be placed all the wreaths
and sprays and fresh flower decora-
tions for those who keep the anniver-
sary by visits to the cemetery.

Much of the strain caused by long
hours of working overtime can be
avoided by a systematic laying out of
the business and its needs in advance.
Magnolia and oak leaf designs, pre-
pared long before, should be in stock
in sufficient quantities to meet all ex-
pected demands, finished and ready
for all kinds of decorative effects.
Many trimmed with cape flowers, or
immortelles in colors, can also be pre-
pared and used early in the month
nicely displayed to feature the event.
There is no question but what pre-
pared pieces in assortment, well ar-
ranged, turn admiring visitors into
customers, who buy much more than
they expected because the goods look
so inviting.

Much can also be done in the preparation of standard sprays for the decoration of the graves. There is the 50 cent, the 75 cent and the \$1 size which is to consist of so many of each kind of flower, mostly shrubbery with a few carnations or cheap roses for color. Peonies can be bunched with sprays of snowball or deutzia or used by themselves in bunches to sell from \$1 to \$3. A good stock of cycas leaves in medium sizes can be handled to good advantage as many will have them added to their sprays or wreaths if properly shown. If these are gotten together the day or night before, well sprinkled and covered up on a damp floor or cool place, they will be in good shape to hand out when the rush comes. All such work should be well covered from drafts, or it will soon wilt down.

Low bulb or fern pans, filled with geraniums, will sell readily for \$1 to \$1.50. When well in bloom, they are very showy and move off quickly. They appeal to customers as lasting longer than cut flowers, and not likely to be overturned by the wind.

Metal designs are good stock, which although artificial, are preferred by some on account of their natural appearance and lasting qualities. Some stores carry a large line and find them quite salable and profitable.

Flowers and Designs for Memorial Day.

Memorial day is the one period of the year when the grower-retailer, with an acre or two of ground, handles his cut flowers to the greatest advantage. Peonies are generally at their height or can be cut in bud and kept for a week or 10 days so as to insure the bulk of the crop at this time. In addition to the peonies, the shrubbery for the most part, will be at its height of bloom, the Japanese snowball being particularly useful. Weigelias, pink and white, and deutzias give variety. With these as a foundation, and carnations and roses to give color, designs, baskets, and cluster arrangements can be quickly gotten together in great variety.

Laurel wreaths are especially appropriate for grave decoration; these, loosely arranged in frames of moss, made up in advance and decorated with red, white and blue immortelles and a knob of tricolor ribbons, are preferred by some on account of their lasting qualities. A few medium-sized sago leaves can be worked into the centers of the wreaths with good effect.

Bronze and green galax leaves are still favorites for those who have a horror of prepared or artificial leaves or flowers. These can, of course, be decorated with any of the fresh flowers at hand.

Florists who advertise and solicit parcels post mail trade, handle large quantities of magnolia leaf wreaths decorated with waxed crepe flowers made in the form of roses, chrysanthemums and carnations. An immense trade of this character is done by the florists of New England, worked up entirely through advertisements in the newspapers. They use but little wording, just a cut of the wreath with the price, and the fact that it is a special price feature at this time. Now that the use of this branch of the postal service has become so efficient, there is no reason why such a business could not be built up in all parts of the

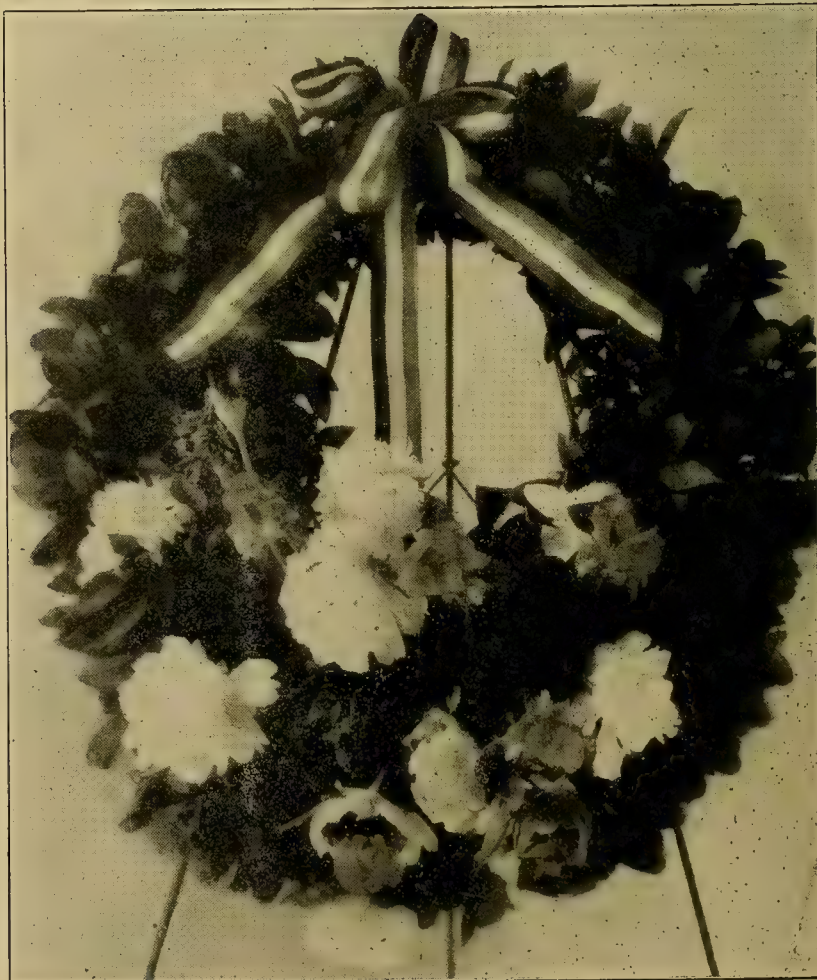
United States. One must be prepared to handle the trade when it comes, and also spend quite a sum for newspaper space in encouraging the demand.

National color effects are popular at this time and small flags worked into clusters and wreaths of flowers are particularly appropriate for the decoration of soldiers' graves. Grand Army lodges and corps marks made of red, white and blue immortelles, were at one time very popular for Memorial day. Grand Army posts were then large, and their membership took an active part in the decoration of their comrades graves.

The accompanying illustrations give a few examples of arrangements of natural and prepared foliage, combined with flags, tricolor ribbon, immortelles, etc. The spray of red and white peonies and iris on palm leaves, tied with tricolor ribbon gives the natural colors. Cornflowers are a better blue than the iris. The addition of the palm leaves adds considerable to the appearance of a bunch of peonies and provides a foundation on which the flowers can be spread over to show to a better advantage. Peonies also look well on magnolia wreaths; here again with the cornflower we have the same national color effect. Short or medium sized sago leaves work nicely into wreaths, making a finish and giving value that greatly exceeds their cost.

Window Cards.

The importance or advertising value of neatly printed notices or cards for window display, announcing the hundred and one things that are live features of the retail cut-flower business, throughout the year, is not appreciated by most of the storekeepers. The number of people that pass given points in the central retail districts of any large city or town each day during business hours, is about equal to the circulation of any one of the large daily newspapers. If the windows of the shop are attractive, many will stop and have a look. If window cards bearing the message of the store are on duty, they will be read, even by the man in a hurry, who will then take the store news with him, which will make more or less impression, according to his tastes and mood at the time. Ninety per cent of the people who stop and notice the display will read the cards and receive a more or less lasting impression. If the cards refer to a week-end sale, in which prices are featured, comparisons are at once made with the stock. If the prices are favorable, a point is gained, the store being set down as worth a trial; if not then, at the first opportunity. Dates often present the idea that is intended to be conveyed; as a red heart with the date, February 14; an ax or two



MEMORIAL DAY WREATH.

Laurel with Peonies.

or a couple of hatchets with February 22 on the blade is sufficient. St. Valentine's day and Washington's birthday at once flash to the mind.

A window filled with various-sized cut-flower boxes tied up as if for delivery, a couple nicely filled and exposed, together with choice corsage bouquets, will make a showy and attractive window. To make more effective there should be a good-sized card with the new S. A. F. slogan, "Every Day Is Somebody's Birthday—Send Flowers, Always a Good Thing to Do." For instant effect, "To-Day" might be substituted for "Every Day," and perhaps the fact to the observer calls to mind that "To-Day" is the birthday of some particular friend that a sale is at once made.

A window filled with choice house plants should have as a central feature, a card reading "Six of the Best Varieties of Plants for House Culture." This attracts attention to them with renewed interest, and perhaps the desire to have one at home. When the display is ferns and table ferneries, the card might read over a large interrogation mark, "How is the Fernery? This suggests that perhaps it needs renewing, and the order is received owing to the suggestion of the card.

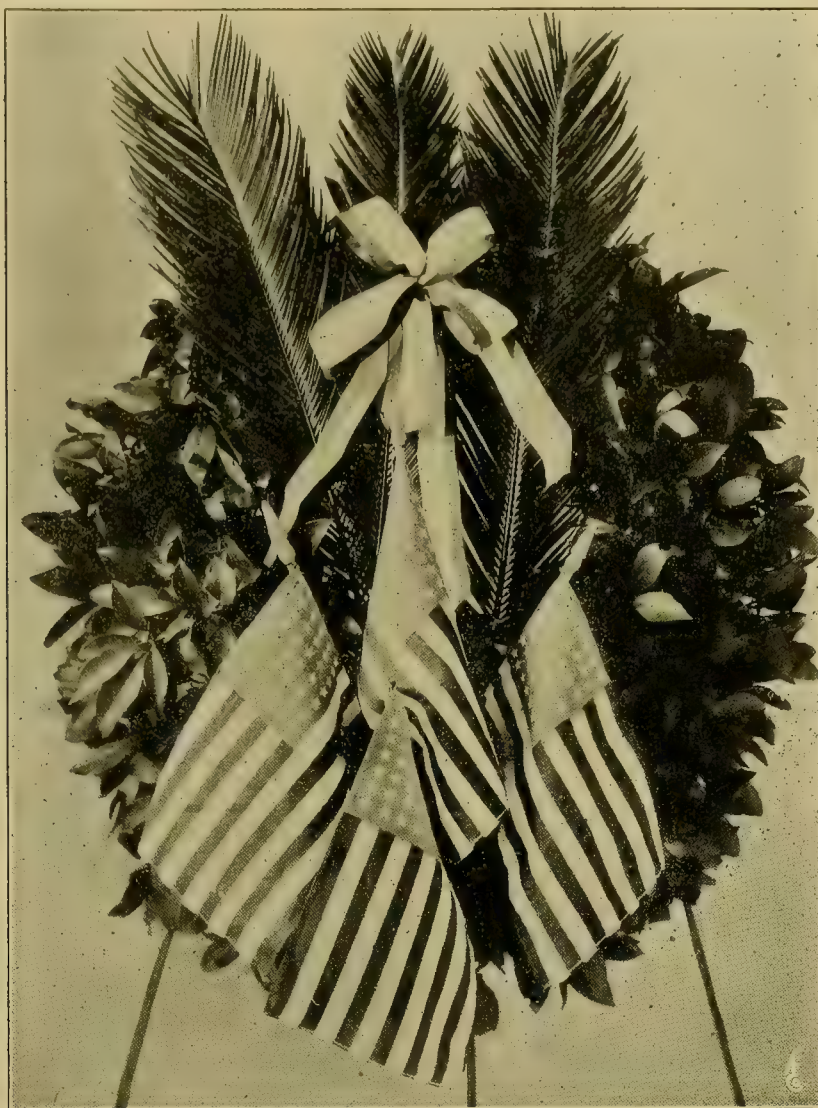
Cards referring to all floral holidays should be displayed at least a week or two weeks before the event, always backed up by stock or something suggestive of the occasion. All the floral days should be featured with window decorations appropriate to the event, and from 10 days to two weeks before, in order to get all the advertising possible out of it.

A window decorated with wedding accessories, should include several photos of brides, holding bouquets. "Let us send you our estimate" appeals directly to interested parties or lookers-on, who might have intended to order elsewhere or perhaps had not attended to this important matter. "Don't forget her violets today", would be a good inscription for a violet window. When there is a fern sale on with a window of Scottii's or the like, the card might read, "Every home should have a fern. Your choice of these sturdy plants for \$1.00."

These are but a few samples of the cards that may be used, which if backed up with the goods at fair prices, will be sure to give good results. Feature windows should be the rule, not the exception. The idea and material for this work, week after week, as the seasons roll by, should be planned well in advance, when with everything ready it takes but a comparatively short time to make a finished and effective decoration.

A number of firms are now issuing a weekly service of illustrated cards that are suitable for various lines of business. Many of these are quite attractive, and being made in quantity for broadcast circulation, are reasonable in price. Very neat cards that have a personal touch, and are exactly suited to the window or store display, can be made to order for trifling sums and are really to be preferred to the stock systems.

The cards and pamphlets now being sent out by the S. A. F. publicity committee are exceptionally good. They should have a place and be kept to the front in every store and window. The florist who does not join in this



MEMORIAL DAY WREATH.

Laurel with Palm Leaves and Flags.

movement and contribute to the fund so as to be able to use this literature, stands in his own light. To W. F. Thirkildson, chairman of the publicity committee, who worked the members of the S. A. F. at the New York convention up to such a pitch, by the well-planned campaign and started the fund in such a substantial manner, and to Henry Penn, who is now in charge of the campaign—our hats off to both of them. Mr. Penn's recent appeal to each member of the S. A. F. is a masterpiece of logic that should awaken the slothful ones to realization of the grand opportunity open to them through their co-operation. To wait for a more propitious time is the plea of the weak-kneed, vacillating ones. The man who is sure of himself, has confidence, and goes after the business, gets it.

All the large advertisers in other lines are using both newspapers and magazines, and with very few exceptions, taking as much space as ever, driving ahead and reaping the benefit. Let every retailer boost his business. Keep his best foot forward, use every legitimate means of publicity. Talk flowers, first, last and all the time, and carry a supply for all demands.

Progressive Ideas.

In these days of keen competition one's wits must be working overtime, hatching out new ideas or methods of presenting the staple articles in a new guise or manner that gives to them an added importance. Every foot of the expensive store space should be filled with up-to-date articles of either direct or good side lines that can be handled with more or less profit and add materially to the revenues of the store.

The trellis box is an example of what can be done with an old idea, which, when used in a different way, makes an entirely new and salable article. The miniature box, empty or filled with a few small plants, is often passed without notice; the addition of the trellis at the back, however, on which to train a small leaved ivy, gives it character. It becomes at once a miniature garden and has had a wonderful sale. Many patterns have grown out of this idea, the trellis taking the form of arches, pergolas, columns, etc. The boxes are in various shapes, oval and half circles, woven out of rattan, open work with various colored tin and zinc linings. They are made in large sizes, which, when filled at Easter with rambler roses over the trellises, are very showy and salable.

The ivy trellis, a wooden white painted, fan-shaped trellis for ivies, completely transforms the ordinary plant, with its branches tied to a single stick, giving it an ornamental and decorative effect that is seen to just fit in with this or that spot in the house that needs something to enliven it.

Select a few of the bushy Scotti ferns, place them in terra cotta hanging baskets and show them in the window. Let one balance the other over pulleys; they are much easier to water handled in this way.

Some florists have quite a run on certain lines of baskets that in other shops remain on the shelves. For the most part this is because one man sees the utility, the best use or way to fill it, while another does not. There is not an article in the shop but is the better for being featured, its use and good qualities shown to the best advantage. A novelty table, on which to display new stock, made-up baskets, or some line that is being pushed, should occupy a position well to the front of the store where it cannot fail to attract all visitors.

Many florists have something new and exclusive for their trade for each holiday season. This may be a creation of their own or a line of baskets seen in their supply house, of which, by buying a quantity, they contrail the design for their city. At times a certain shade of color is adopted, which tone runs through all baskets, boxes and ribbons.

H. H. Battles, of Philadelphia, Pa., made a hit last Easter, having a varied line of baskets and hampers made of cornstalks, which he furnished to his supply houses. These were painted in various color tones, presenting a very fine appearance, equal to the most expensive work.

New ideas in the arrangement of cut flowers, color combinations, ribbon effects and plant baskets, also for Valentine's, Washington's birthday and Paddy's day are now in order. It is enterprise in this direction that marks the progressive man. There is a character and exclusiveness in the products of his store that stamp him as a leader. One success follows another, but not without hard work. He is to be found on the job all the time, growing in experience with the business which it is a pleasure to manage and direct.

One should have their eyes open at all times for ideas that can be adapted to their particular business. Comparatively few flower stores display their various articles to the best advantage. A visit to the gift shops conducted in connection with drug or the department stores of the large cities will show examples of all classes of goods arranged in the most inviting manner. Nearly every table will contain a printed card calling attention to the stocks and price. Every foot of display space is filled with salable and seasonable things placed to the best advantage. No forlorn-looking articles or dust-covered, rubbishy corners are allowed in these up-to-date business houses.

CLEVELAND, O.—The Jones-Russell Co., in order that the soldiers at Camp Sherman might have carnations for Mothers' day, donated its entire supply as a patriotic gift, and in advertisements in the daily press asked its customers to co-operate in the spirit by purchasing other flowers.

PLANT NOTES.

Dahlias.

Although the dahlia is of very robust growth and comparatively easy of culture, yet it is one of the most tender plants and will not stand any cold treatment, for the slightest frost will check the growth and almost invariably kill the plant back. It is, then, too early yet to plant the clumps except where all danger of late frosts has passed, but the eyes may start into growth during the warm days of May, so they should be kept in safe and warm quarters. Where



Calla Spray.

the grower has a good, tight frame that is frost-proof the clumps can be taken from storage and placed in the frame and the tubers will grow plump and the eyes break ready for planting as soon as the weather grows warm enough. The place selected for growing them the coming season should, however, be prepared, the ground spaded deeply and, if not manured last fall, some well rotted manure spaded in. Many growers do not advise heavy manuring when the clumps are planted, and especially no fresh manure, much preferring to get a fair supply in the ground the previous fall, so that the rankness will be dissipated in the soil, for too strong manure causes a rank growth and the plants do not bloom as early. With enough manure incorporated in the soil to produce a good hard growth,

and not too soft, then mulch with manure when the buds begin to set, in the manner of some of the most successful growers. The young stock that was propagated from clumps started in March should now be good, stocky little plants, and the last of the propagating should be done early in May to have good stock for June planting. Keep the young plants under safe cover and plunge the pots in soil to keep them moist and not require too frequent or too heavy watering.

Peonies.

The peony is one of the most important flowers to the florist during the early part of summer, and they are used in large quantities for decorations and other floral work. In cutting peonies for market, especially those that are to be shipped, it is best to cut them when the first petals unfold, and allow them to open in water. They ship much better in this condition and also last much longer. Where they are allowed to remain on the plant until open the flowers not only bruise more or less in transportation, but the petals drop more easily when the flowers are unpacked if they are open when cut and made ready for shipment. In cutting the flowers from the plant, many growers make the mistake of cutting too low. The demand of the customers is, of course, for long stems, but for the good of the plant there should be left two well-formed leaves upon the stem when the flower is cut off. This will allow enough foliage for the plant to continue its growth and thoroughly ripen off. Where the plant is cut back too severely the root action is injured and a diminished number of flowers will be the result in the succeeding year. Keep the plants tied up by stakes and strings outside of the row; a heavy rain when the plants are heavy with buds will often knock them down and ruin many of the flowers.

Ficus Elastica.

While the rubber plants do not enjoy the popularity that they did 10 or more years ago, yet there is always more or less demand for good small plants every fall, and cuttings rooted now and given good culture can be grown to fine stock at that time. Every plantsman will have plants of Ficus elastica that have outgrown the salable size or have lost many of the lower leaves, and the tops of these can be propagated during the warm weather. The best way to root the young plants is on the plant by mossing the cut. Make an incision in the stem about half way through, in which insert a small stick about the size of a match stick to keep the cut open. Bind around the cut wet moss, which should be firmly tied on with raffia and kept wet constantly. The plant should then be placed in a warm, moist house, kept fairly close, and in two or four weeks the roots will be seen protruding from the moss. The top should then be cut off and potted in a 4-inch or 5-inch pot and grown in a warm, close house until the roots have become established in the soil. If a number of these plants are being grown, a mild hotbed can be made up outside, built up with boards so as to allow 18 inches of room between the soil and glass, and covered with a shaded sash. Plunge the pots in the soil, and if the frame is kept close, allowing air only on the warmest days, the plants will grow rapidly. As fall approaches more air can be admitted, the plants gradually hardened off and splendid stock will be the result.

Marguerites for Winter.

To have good marguerites for winter flowers the plants must have a good start in the spring. For large plants the stock should now be in 2½ or 3-inch pots and growing vigorously, but if the cuttings have not been made they can now be propagated in a cool bench and good-sized plants grown, or stock should be secured at once. Do not allow these plants to become pot-bound, but shift them into 4-inch pots as soon as they require it and pot very firmly. Keep the plants pinched back, that they may branch more freely, and keep all flowers and buds picked off. For many years these plants were grown in the open ground, but in some localities they have been attacked with a club root in field culture, and inside culture has become necessary for success. A cold frame in which the pots are plunged is the culture successfully practiced by many growers. In late summer they should be potted in large pots, 8-inch or 9-inch, or planted in the bench in good, rich soil, so that they will be well established for fall and winter flowering. The plants grown in pots are more prolific in flowering, and the size of the flowers can be maintained with liquid manure. Aphids should be kept down by fumigation, while the leaf miner is a very destructive insect if once firmly established, but persistent spraying with a strong nicotine solution will eradicate this pest.

Callas.

As the summer weather approaches the callas will cease producing flowers and will require a rest to prepare them for another year. They should be dried off gradually until they become "dust dry," when the roots will be thoroughly ripened. If watered, the calla will grow all the year around, but plants grown in this way will not produce as many flowers as those that are rested. Those grown in pots can be laid on their sides in the greenhouse until all danger from freezing weather is passed, when they can be removed outdoors, still placing the pots on the side in full sunlight. Those grown on the bench can be lifted with as much soil as possible and placed under the bench, where they will dry out gradually, and later planted in the full sun outside in a dry location, and as soon as thoroughly ripened shaken out and stored until wanted to start for another season. The yellow calla, *Ricardia Elliottiana*, is being grown more largely and the blooms have been used the last winter in many elaborate decorations. The culture of these is in pots and similar to the older varieties.

The Spirit of Sacrifice.

David L. Ewing, assistant director of operations of the United States shipping board, is exhibiting to his friends a copy of a letter recently received by the American Red Cross at San Francisco, Calif. The communication was accompanied by a gold tooth, to which it refers, and breathes the spirit of war sacrifice as exemplified in the west. The letter follows:

"Gents: Somebody told me that you was after old stuff like old jewelry and such. I got a gold tooth that I can get along without, as I guess the Red Cross needs it more than me. I got two, so I loosened this one and broke it off. The dentist charged me 10 bucks for it, so I guess it will bring you one buck. I don't think he made more than

nine on it. Of course it was new then, but I just used it a little better than two years.

"I miss it a lot but the price of victuals is going up so I guess I won't need it so much for mush and hamburger as I did when we was used to getting stake for 18 cents a pound and a chunk of liver threw in. As I said, I got another tooth I might spare if the war gets worse. (Signed) JAKE THOMPSON."—Wall Street Journal Straws.

CHARLOTTESVILLE, VA.—W. A. Lankford, who has developed one of the most extensive florist establishments in this section, opened a new retail store here, May 4, in the First National Bank building. The shop is modern and thoroughly equipped and was inspected by crowds of visitors, to each of whom was presented a floral souvenir.



SPRAY OF ROSES, LILAC AND CYCAS, BY A. LANGE, CHICAGO.

Mid-Western Horticultural Exhibition.

Flowers will be an important feature of the Mid-Western Horticultural Exhibition which will be held at Des Moines, Ia., November 5-8, 1918. The premium list has been issued and copies may be had upon application to Hon. Wesley Green, secretary of the Iowa State Horticultural Society, Des Moines. The flower section is divided into 30 classes with liberal awards for chrysanthemums, roses, carnations, decorative plants, etc. Nursery stock will also have a prominent place in the exhibition, and the garden movement will be well represented. The Iowa State Horticultural Society, the Iowa Nurserymen's Association, and a number of other organizations are extending the plan into all of the mid-western states, to make the show one of more than usual interest.

THE ROSE.

Care of Young Stock.

Everything that can be put in ship-shape for the benching of the young stock, only a few weeks off now, should be carefully looked after, and from May 15 to June 15 is about the best time to do the planting, to have the plants of fine size by September. So the thing to do now is to keep the young stock (in pots) moving along without check of any kind. There may be some of them that will be greatly benefited by a shift to a larger sized pot; the 2¼-inch can go into a 3-inch if they are to be planted at an early date, and this shift will carry them along nicely for about a month. Any stock in 2½-inch pots can now go into the 3½-inch sizes. The 3-inch pots will hardly require drainage, but from a 3½-inch and larger drainage will be required. Remember to use two pieces of broken crock, forming a kind of bridge over the drain-hole, instead of a handful of crushed crock.

Use a fairly rich compost when shifting. About two parts of soil to one of well rotted cow manure, with a small amount of finely ground bone (bone flour), will be about the thing. Pot carefully and firmly, so that the fresh soil surrounds the ball evenly in the new pot. Give the shifted stock plenty of room, at least between the rows; they can touch in the rows, which will hold them firmly so as not to upset them when syringing with plenty of pressure.

Keep them clean by thorough spraying, and fumigating regularly, as, if once the spider gets going on the pot stock, they will get a check they will be a long time recovering from. All ties should be removed from the young grafted stock, and they should be staked immediately afterward, otherwise a great many of them may become broken when syringing. The soil for the benches should be gone over from time to time and broken up finely, piling it up in a rick that will shed as much rain as possible. Also see that there is no chance for the water to lie around the pile; a shallow trench can be shoveled around close to the pile to carry off any surplus rainfall. It is not too late, by any means, to get a new compost started, if the quantity prepared in the fall is likely to run short. Pick out a good stiff sod and plow it to a depth of about six inches. Clear off a good convenient space near where it is to be used, loosen the manure well and haul quite a quantity before hauling the sod. Have some good medium fine bone meal near by and start with a layer of sod (grass side down); the layer should be about six inches deep. After the rough sod is laid, the loose shaken soil can be thrown over the top and a liberal dusting of bone given, then just enough of the fine soil scattered over the bone to cover it. Now put on the manure; if a six-inch layer of soil is used, about four inches of manure in the layer will run about right, as the manure will settle to a rather thin layer when it comes to cutting down the pile two weeks later. Do not go too high with the pile; about five feet is enough, if one has plenty of room. Let the last layer be one of soil left in a ridge and firmly packed with a shovel, to shed the water. In about two weeks it can be chopped down and repiled, and as often

as possible from then until it is to be carried into the houses it should be gone over and broken up.

A few words concerning the care of the general stock at this time may not be amiss. Do not dispense with the nightman until all danger of the rose houses going below 56° is past. Get the air on the houses early and raise the sash gradually. Keep the beds well mulched and give plenty of water, now that the air can be increased. Plants that are to be carried over another season should be kept in vigorous growth right up to the time they are to be dried off for pruning. Perhaps there are one or more beds that will be benefited by pruning earlier. Plants that are throwing but few blooms and show a strong tendency to ripen up can very often be dried off early, pruned and started by July or earlier. Such plants will give good summer blooms, and it may be desirable to have at least a bed or so handled in this way. One-year-old plants on raised benches can be dried off a little, lifted (stakes and all) with a good ball and transferred to solid borders into absolutely fresh soil and they will be found to give a good account of themselves; in fact, this method has everything to recommend it, and by planting every year on the raised benches the young stock gets away faster and without a doubt will give more flowers than if planted in the solid borders the first year. E.

Speed Up.

Doing business without advertising is like winking at a girl in the dark, you know what you are doing but nobody else does. You are in the greatest business in the world and why not let the public know it?

Here is the opportunity to start things moving by keeping up our national publicity campaign. Or, are you going to let it lag for want of contributions? Do you want to be like the fellow winking in the dark, or do you want to keep your employees busy? If so, send your contributions to John Young, Secretary, 1170 Broadway, New York, and let several million people know that flowers are a commodity to be had and that we have them.

The men who never spend a dollar to advertise wonder why the largest firms waste so much money. To which class do you belong?

HENRY PENN,
Chairman, National Pub. Campaign.

MILWAUKEE, WIS.—The Corona Chemical Co. of this city is mailing a very interesting and valuable booklet called "The Corona Garden Guide," consisting of 68 pages of valuable information to every garden worker. It is well worth having and is a clever piece of work.



SPRAY OF MY MARYLAND ROSES WITH SWEETHEARTS AT RIBBON.



EVERGREENS IN YEAR ROUND DECORATION.

View Across Lawn at Latham Park, Philadelphia, Pa., Showing Continuous Grouping.

Evergreens in Year Round Decorations.

The all year round value of evergreens as decorative features in landscape work, where by reason of their natural or prepared formal appearance, they fit so admirably into both the winter or the summer landscape or house decoration, is rapidly pushing them to the front in all decorative garden schemes. Beds and borders of evergreens in their great variety of form and coloring, which have added so much to the winter landscape, are now, with the bright fresh coloring of their new shoots, almost like plants coming into flower, giving life and beauty all the year round. Owing to their great variety of form and foliage, they are especially useful for tubs or vases, as the right plant can be found for any kind of receptacle, high or low, pyramid, bush or globe, to fit into any decorative scheme of the garden, or on steps or landings, leading from one level to another, at intervals on the terrace, either side of entrances or doorways, etc.

In all work of this character, one does not have to wait for the plants to grow to get the desired effect. Particular attention has been given by nurserymen, who make a specialty of evergreens, in preparing the varieties most suitable for this work, such as hemlock, pyramidal arbor vitae, junipers and many others with fine cut leaved foliage. These are trained and sheared, root pruned and several times replanted, so that they are ready, particularly in the spring, to be moved and potted up with safety, as it is the nature of the trees to make root in the early summer. Until firmly established,

they require plenty of water and a frequent syringing of the foliage.

Evergreens in boxes for window decoration during the summer have been found very satisfactory. They present at all times a uniform, fresh appearance, while the flowering stock, beautiful at first, blossoms out and its soft growth turns yellow and loses its foliage during the heated weeks of August, particularly in the hot dry streets of the cities. Hotels and clubs are now adopting evergreens and other foliage plants for the decoration of their window ledges in preference to blooming stock, as they get the desired effect at once, which is maintained the season through. When planted in the spring and given the proper care, particularly as to watering and keeping the foliage free of dust by frequent hosing, evergreens take a firm hold of the soil, and on the approach of winter will be in much better condition to stand the severe weather than freshly planted stock.

As they grow, particularly in the early summer, they will need the longest shoots clipped or pinched, to keep them in shape. It is better to pinch, or with the point of the shears, clip the stem and not the foliage, such as is done in shearing a hedge. The boxes and specimen plants in tubs should not be trimmed until the new growth has set and is about to break out again. It is important that they are never allowed to become dust dry; plenty of water is necessary to keep the foliage full and plump.

Artificial stone or cement jardinières or window boxes are the best receptacles as they are at all times ornamental and almost certain to be

kept filled and to the front. When the wooden tub or box wears out, it is relegated to the rear and a season or two may slip by before it is renewed.

Embargoes on foreign importations, on account of the war, are as regards nursery stock, of distinct advantage. Home-grown evergreens are found to be quite the equal of the imported with but little difference in price. They can be had at any time desired, as even in the winter months, enough stock for all general demands is lifted and stored, from which delayed orders can be filled.

The accompanying illustrations are of beds and groupings of evergreens growing on private estates at Latham park, a fashionable residence district on the Old York Road, Philadelphia, Pa. The large group at the entrance to the park is in splendid condition; notwithstanding the recent severe winter, with the thermometer down to 15 degrees below zero, but one plant on the north and two on the south side were killed. A close up view of the group shows a few of the larger trees which are some four feet in diameter and six to seven in height.

The steps from the lawn to the mansion of a private estate opposite the park, either side of which are grouped sheared globe specimens with taller varieties for a background shows a very decorative and effective setting. The illustration of a view across the lawn, with its varied colors, especially the bright hues of the Japanese maples, which stand out vividly in the various groups of evergreens, is a very beautiful piece of landscape gardening.

The Iris.

This showy, hardy outdoor plant is very popular, and its common, less expensive varieties are extensively used. It is to be regretted, however, that advantage is so rarely taken of the many beautiful new forms which have been introduced into this country. The comprehensive collection at the Missouri Botanical Garden, located in the central section of the perennial garden, in front of the Linnean house, represents most of the common and many rare types, and should prove of

ing and loss of plants. Division of the clumps every three years is desirable, especially in the case of the tuberous iris, to avoid the matting and gradual elevation of the roots to the surface of the ground. Thorough cultivation should be practiced during the entire growing season.

Despite the numerous varieties of iris there is room for betterment through hybridization. Pollination is effected by removing the anthers when the flower first opens and preserving them in vials until ready to apply to

commerce, mine operators and others are called upon to do their utmost to make the big drive a success. By the accumulation of a large volume of orders there will be demonstrated to every agency concerned the urgency of the demand, and in turn will result in increasing pressure for rapid and equitable distribution. Also, with the bulk of the year's demand ordered well in advance, the government will be in a position to properly adjust demands between different communities.

The fuel administration believes that 10 to 20 per cent, that is, 25,000,000 to 50,000,000 tons of coal, can be saved each year by correct operation of steam plants, using their present equipment. The administration is now preparing a series of official bulletins on engineering phases of steam and fuel economies, some of which are now ready for printing. They will include: Boiler and Furnace Testing, Flue Gas Analysis, Saving Steam in Heating Systems, Boiler Room Accounting System, Burning Fine Sizes of Anthracite, Boiling Water Treatment, Oil Burning, and Stoker Operation. In addition, a competent engineer will be available for each local administration, and still further instructive assistance is contemplated.

The week ending April 27 recorded not only the highest rate of production in 12 months, but was the third successive week of rising production. Reports of the United States geological survey show a total output of 11,668,000 net tons for that week, an increase of 5.7 per cent over the previous week. The average production per working day was 1,946,000 net tons, compared with 1,840,000 the previous six days and 1,680,000 net tons during the corresponding period in 1917. There was also a general improvement in car service.

Representatives of the United States fuel and railroad administrations will take an active part in the tenth annual convention of the International Railway Fuel Administration, to be held at the Hotel Sherman, Chicago, May 23-24. The attendance, which will probably be more than 3,000, will include mine operators, representatives of mine workers, railway executives, etc.

Two recent publications bearing on the price situation have been promulgated by the United States fuel administration—"Coal Prices at the Mine, in Effect April 22, 1918," and "Maximum Prices of Coke, With Modifications, Showing Dates When Effective, Corrected to April 1, 1918."



EVERGREENS IN WINDOW DECORATION.

value in popularizing some of the better varieties which are not as yet very widely known.

The iris may be popularly divided into three classes: German or tuberous rooted, Japanese or fibrous rooted, and Spanish or bulbous.

In the German group may be included *Iris germanica*, *I. florentina*, *I. pallida*, *I. flavescens*, *I. plicata*, *I. neglecta*, *I. lurida*, *I. sambucina*, *I. squalens*, and *I. hybrida*. Owing to their diversity of origin, the varieties of this group range in color from pure white through mauve and blue to purple. The flower stalks are branched, extending above the light green, flat, sword-like leaves. Two flowers are usually borne on a stem, the inner segments curved inward, the outer curving outward with a tuft of hairs near the base. The flowering period extends from late May through June.

The Japanese iris (*I. laevigata* or *I. Kaempferi*) differs from the German group in possessing fibrous roots, somewhat more slender, parallel leaves, and flat, expanded flowers free of the crest of hair, ranging in color from white through purple and blue. A moist, cool location is desirable for best results. The flowering season begins in June and continues through July.

The Spanish iris (*I. Xiphium* and *I. Xiphoides*), a dwarf, bulbous form, partly hardy, is effective because of strong color contrasts and numerous flowers. The flowers, appearing in May and June, are borne singly, having recurved segments, the outer being broader and of more brilliant hue.

The iris is easily grown. Any rich, moist, light soil will give satisfactory results, though the Japanese types require a greater degree of moisture. The common method of propagation is by division of the roots, early in the fall or spring. It is preferable that this be done in the fall in order that the plants may be established in the ground before winter. After the ground freezes a light mulch of manure or litter will help prevent heav-

the stigma of the flower selected for pollination, the anthers of the female parent having previously been removed and the entire bloom covered with cheese-cloth or paper bag to prevent insect pollination. The pollen is usually viable for the period of a week. The stigma is located near the apex of the petal-like style and is ready for pollination when the upper edge drops down and exposes the upper surface. The seeds germinate readily, being either sown in the open ground in the fall or started indoors in the winter and planted out in the spring. Two or three years are required before flowers appear.—Missouri Botanical Garden Bulletin.

Coal Notes.

The period June 3-8 has been designated by the United States fuel administrator as "Coal Week" for early and intensive ordering of coal, and fuel organizations, county chairmen of fuel committees, coal dealers, chambers of



EVERGREENS IN WINDOW DECORATION.

National Publicity for Flowers.

The secretary in the week just passed completed an initiative trip among the florists to stimulate interest in the campaign. His objective point was Pittsburgh, Pa., where he found the florists in a very receptive mood, and well organized through their recently formed association of retailers. In company with Chairman George Asmus of the publicity finance committee, who was invited to speak at the banquet of the retail florists' association of the Pittsburgh district,

Kentucky Society of Florists.....	50.00
Leo Zoeller, Louisville.....	1.25
J. F. Link, Louisville.....	2.50
Aug. R. Baumer, Louisville.....	25.00
Jacob Schulz Co., Louisville.....	25.00
Mrs. M. D. Reimers, Louisville.....	20.00
Henry Fuchs, Louisville.....	5.00
W. E. F. Weber, Sault Ste. Marie, Mich.	2.50
Chas. A. Samuelson, Chicago.....	25.00
Jos. G. Neldinger Co., Phila. (1 year)...	100.00
Henkes Bros., Watervliet, N. Y.	10.00
H. B. Hazeltine, Albany, N. Y.	5.00
J. E. Yeats, Champaign, Ill.	5.00
John W. Scott, Lisbon, Ohio.....	5.00
Electric City Cons., Great Falls, Mont..	5.00
H. Clay Primrose, Baltimore, Md.....	10.00
Saginaw-Bay City Flor. Society.....	25.00

Italy-America Flower Day.

To give encouragement to the Italian forces, and as one of the nations allied with us in the great world war which has had little or no sympathetic recognition in America such as has been accorded to other nations, the various war leagues of national character have organized to observe May 24, as Italy-America flower day. On this day everybody is requested to wear red and white flowers, with foliage, or flowers with red, white and green ribbon.

FLORISTS' HELP ASKED.

The movement is sponsored by the Italy-America Society, 165 Broadway, New York, Judge Charles Evan Hughes, president. Francis Markoe is chairman of the flower committee. This committee with the co-operation of the various leagues and societies prominent in the movement have called upon their local branches in 2,000 cities and towns to exert their influence to collect at these different points supplies of flowers, and to undertake their distribution.

Mr. Markoe, at the solicitation of the bodies working with him, has requested the secretary of the Society of American Florists to enlist the services of the florists in all these towns to take care of the flowers which the branch organizations will collect, and have them ready for the time of distribution. In other words, the florists are asked to consider their places of business as collection depots for the occasion, acting with the workers of the local organizations. No donations of flowers are asked, simply co-operation in the work of collection.

This request is laid before the trade in the belief that all florists will be willing to lend assistance as desired, and will act with the representatives of their local organizations if called upon to do so. The leagues in charge of the movement are as follows: Girls' Friendly Society, American Fund for French Wounded, Fatherless Children of France Fund, National Special Aid Society, National League for Women's Service, The American Commission for Devastated France, The Italian Red Cross, The Italian Chapter of the American Red Cross, National Girl Scouts, The Garden Clubs of America. Other organizations are being daily added to this list.

JOHN YOUNG, Sec'y.



EVERGREENS IN YEAR ROUND DECORATION.

Circle Grouping Around Flower Bed Opposite Main Entrance to Latham Park, Philadelphia, Pa.

held at the Seventh Avenue hotel on the evening of May 7, the secretary attended the banquet. Mr. Asmus made a stirring address, dealing with the publicity campaign in all its phases. The secretary also spoke, mainly detailing the service of the promotion bureau. The secretary is pleased to report that several new members of the S. A. F. were obtained in Pittsburgh, three taking out life memberships. The subscriptions to the publicity campaign fund amounted to upwards of \$4.00, most of them annual subscriptions for the four year period of the campaign. The secretary takes this opportunity to express his thanks for courtesies extended to him by the trade while in Pittsburgh, and his great appreciation of the especial services rendered his work by S. McClements and Ben Elliott.

The promotion bureau has sent out a number of electrotypes and lantern slides featuring Mothers' day. It should be borne in mind that neither slides nor electrotypes bear any date, consequently they are good for use indefinitely. Orders for booklets, signs, both glass and transfer, and stickers two inches to six inches long are now available for immediate shipment. All these will do better service among the florists than in the secretary's office, so it is hoped that those who have not yet taken any of these service aids will put in requests for them right away. The slogan "Say It With Flowers" cannot be seen too much, and every time it attracts attention its message goes home.

The following subscriptions are recorded for the week, annually for four years:

Emil Walther, Louisville, Ky.....	\$ 2.00
Louis Kirch, Louisville.....	5.00

By Retail Florists' Association, Pittsburgh.

Wm. M. Turner, Wilkensburg, Pa.....	25.00
Mrs. E. A. Williams, Pittsburgh, one year	100.00
H. Kleinstarkink, Louisville.....	25.00
Harris Bros., Pittsburgh, one year.....	5.00
Wm. F. Drewes, Braddock, Pa.....	10.00
P. S. Randolph & Sons, Verona, Pa....	25.00
A. Krongold, Pittsburgh.....	5.00
John Bader Co., N. S. Pittsburgh.....	50.00
Randolph & McClements, Pittsburgh.....	100.00
F. H. Riegelmeier, Pittsburgh.....	10.00
G. Wassenaar, Sewickley, Pa.....	5.00
T. Malbrant, Johnstown, Pa.....	50.00
Miss Emma D. Maxwell, Wilkensburg, Pa.	25.00
G. P. Weaklen Co., Pittsburgh.....	10.00

\$771.25

Previously reported from all sources..\$33,759.00

Grand total\$34,530.25

JOHN YOUNG, Sec'y.



EVERGREENS IN YEAR ROUND DECORATION.

Close Up View of Group in Latham Park, Philadelphia, Pa.

New York Florists' Club.

The intellectual features of the meeting of the New York Florists' Club held May 12 were first, the paper of Kenneth Gillett, of Southwick, Mass., on "Native Plants," while of equal interest was the talk of W. H. Elliott, of Boston, Mass., his subject being "Greenhouse Business in Wartime." The former conducted his listeners through a wonderful garden filled with all the native shrubs, evergreens and wild flowers that are always a source of delight to botanists and flower lovers. This paper would be invaluable to those who desire to lay out such a garden, it being most complete in the list of plants, as well as their culture. The talk of Mr. Elliott was a practical discourse by a practical man, who got right down to business and told of his experiences of the last winter and how he had met the difficulties that arose. He said he felt no person could lay out plans that would cover the case of each individual, the situations being different, and that every man would have to work out his own salvation. He urged that all accept the ruling of the fuel administration and make the best of it, feeling that whatever sacrifice was made was small compared with that being made by our boys "over there," and feel assured that the fuel administration was trying to do the right thing in curtailing coal consumption as a saving measure. In his opinion, the labor situation would also be made less of a burden with half the usual stock grown, which would result in decreased expenses and better prices. As an example, he quoted the glass manufacturers, who had cut production 50 per cent and had almost doubled prices, so that in reality they made more money than before. He said he felt that the men who had patriotically saved coal last year could safely add this amount in making out their average for three years, otherwise they would be doubly penalized in the 50 per cent order. Describing last year's management of his establishment, he stated he had partially overcome the labor problem by employing women in the greenhouses and had found them very efficient in the work; in some cases, such as grading flowers, better than men. They are not able to stand the hot weather, however, and when the heat of the spring months sets in they find excuses for getting away. He believes the main question to be: "Are we going to close up half of our houses or run the most of them on reduced temperatures?" In his case, he had reduced the temperatures in his rose houses from 60 to 48 and 50 degrees, which had saved half the coal. White Killarneys had been kept at this temperature since Christmas, and more money was cut from the plants than ever before. Ophelia and Sunburst go dormant under those conditions, but come back very good in the spring. Much coal can also be saved by careful firing, he found by experience, but it was hard to get men to do it. During his visit to Washington last fall, the idea came to him that the growers should have offered to cut down their coal supply, and he was firm in the belief that they could make just as much money with half the work. He has retubed his boiler with good second-hand tubes, which had been cleaned and polished. These cost him \$300, but he expressed himself as satisfied that this had saved him \$1,000 in his fuel bill. The cost of replanting his establishment he placed at \$10,000 when he used wooden benches, but all of the stock now is in ground beds, where it does well for several years, and thus affects a saving of that amount, which is available for his coal supply. In speaking of coal, Mr. Elliott said that, while the dealers were allowed but 15 cents per ton margin by the fuel administration, they had

manipulated deliveries to a point where people became panicky and they were finally allowed to deliver it at what was later found to be a profit of more than \$2 per ton, which had made many of them wealthy. Referring to the small grower, the speaker said that he believed the majority would fare better by closing their houses and buying their flowers.

Wallace R. Pierson, Cromwell, Conn., said the labor problem was as serious as that of the coal. They were trying to conserve in both; they had been obliged the past winter to carry some of the rose houses as low as 40 degrees. He thought the fuel curtailment was going to be the biggest thing that had ever happened to the trade, as it would compel them to watch details of production as never before. They had put in a department of expense which cost \$1,000 a year to maintain, but it was the best money they had ever invested. He showed how each branch of the business, or houses of certain stock that were thought to be good producers, were carried at a loss. After describing the labor troubles, he said he had found that life was far from being a bed of roses.

F. R. Pierson, Tarrytown, N. Y., said he thought that a proper presentation of the problem to the fuel administration might bring about an adjustment, as a 50 per cent reduction was too drastic. He had been told that members of the administration did not know of this ruling until after it was sent out. Supply and demand were laws that even the government could not interfere with except to its own disadvantage. He read a very interesting newspaper article showing the necessity of keeping alive and prosperous all kinds of industries so that the owners would be in a position to help the government.

Charles H. Totty, president of the Society of American Florists, and Joseph Manda also spoke, and on the motion of H. A. May the club requested the committee of the S. A. F. to endeavor to get a modification of the order, particularly relating to the small grower.

An active discussion on the prohibition of the exportation of all plants from foreign countries, which measure was to come up in Washington, May 27, was led by August Rolker, who claimed the chief objection was from government inspectors at Washington, who claimed the larvae of all sorts of injurious insects was brought into the country in the soil about plants. Wallace R. Pierson said nurserymen and other plant importers could not agree on just what should come in and what be barred out. To make headway with the committee, all should agree and have something definite to work on. A committee was appointed to try and get up a workable plan.

President F. R. Newbold, of the Horticultural Society of New York, called attention to the opportunity of presenting a Ford motor car for the use of the Red Cross in France, and the purchase of this was at once unanimously endorsed by the club.

Fred H. Dressel, Jr., and A. Dressel, both of Weehawken, N. J., were elected to membership in the club. Among the visitors at the meeting was Jacques Comptine, Paris, France, representing the well-known horticultural firm of A. & L. Bremond Bros.

THE EXHIBITS.

The display of cut lilacs, Darwin tulips, pansies and pot plants of the shrubby and hybrid calceolarias, according to Patrick O'Mara, was the best and largest in the history of the club. The exhibits in general were unusual in quantity and excellence. T. A. Havemeyer, of Brookville, N. Y., who is the owner of a fine estate, and one of the leaders in the Horticultur-

al Society of New York, made the finest exhibit of lilac ever seen in the club's rooms. All in all there were sixty varieties, the lilac color, or purple predominating, although there were also good white varieties. Among the most prominent in purple were Montaigne, Jules Ferry, Mareschal Bassoon Filere, Dr. Mastao, Negro, Mme. Anton Budmel, President Viger, Mme. F. Marel, Edmond Boisier and Vulcan. Miss E. Willmott is a fine white.

P. W. Popp, gardener for Mrs. H. Darlington, Mamaroneck, N. Y., had a fine exhibit of Darwin tulips, another of large pansies and a third of lilac in variety.

Rodman & Sons, Brooklyn, N. Y., staged a number of fine plants of calceolarias. James Stuart, gardener for Mrs. F. A. Constable, Mamaroneck, also had a fine calceolaria collection.

The awards were as follows: T. A. Havemeyer, silver medal; P. W. Popp, silver medal for tulips, lilac and pansies highly commended; James Stuart, certificate of merit, Rodman & Sons, honorable mention.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Bismarck, May 9, President Lautenschlager in the chair. There was a good attendance, the government's action in restricting greenhousemen to 50 per cent of their normal coal supply being the live topic of the evening. W. R. Kernohan and Otto H. Hedrich, representing the local fuel administration, covered the matter very thoroughly, advising the growers to put in their supplies of coal without delay, as it is likely the opportunity to do so will not be so good later in the season, owing to the heavy demands upon the railroads. It was again suggested that growers obtain the best coal available, this taking up no more space than inferior grades. Further, there is not so much deterioration in the good coal, which is also less subject to spontaneous combustion. There has been no change in the official order as printed in THE AMERICAN FLORIST of May 4 restricting greenhousemen to 50 per cent of the average annual amount consumed between April 1, 1915, and April 1, 1918.

August Poehlmann said it was the clear duty of all florists, large and small alike, to comply with the requirements of the fuel administration and do everything possible to aid the government in winning the war. If the fuel restriction curtails the greenhouse products, the growers, he added, must, of necessity, advance their prices or face the consequences. Mr. Lautenschlager read a telegram from President Totty of the Society of American Florists in which it was stated that the national organization has the matter in hand and will spare no effort in the endeavor to secure some modification of the order, and that arrangements for a meeting of representative men in the trade are in progress to that end.

Chairman Waters, of the good-of-the-club committee, announced that the proposed May party had been abandoned in favor of a picnic to be held in July, and he was requested to present a programme at the next meeting.

Chairman Friedman, of the war gardens committee, detailed the activities of club members in this work, announcing that the committee had secured 250,000 vegetable plants for distribution during the next few weeks.

The advertising committee presented preliminary reports of its activities which were duly endorsed.

W. E. Peterson and E. W. McLellan were admitted to membership, and Emil Danz, 1611 West Lake street, Thomas D. Long, 31 West Randolph

street, Harry Blewitt, Desplaines, and John Prickett, Des Plaines, were nominated for membership.

Vaughan's Seed Store made a fine display of the newer cannas, including Firebird, Yellow King Humbert, Mrs. Woodrow Wilson, Wintzer's Colossal and Eureka.

Peter Pearson exhibited a fine vase of tulips from bulbs produced on his home grounds.

Pittsburgh.

WONDERFUL MOTHERS' DAY SALES.

The business done for Mothers' day was about 75 per cent more than last year, and the biggest part of the increase can be credited to the advertising done by the local florists in the daily papers and the very attractive booklets sent out by each one. White carnations were most in demand, but all other flowers sold well as did any blooming plant or fern. Some very beautiful hydrangeas were on the market, which sold very well. There was an extra heavy supply of roses and American Beauties, which did not move readily, there being entirely too many of them, and on account of the warm weather they had to be disposed of at any price and many were not sold at all. Some delayed shipments reached the city on Sunday and could not be offered for sale until Monday, when their condition injured the price. This market was well supplied with carnations, which gave every one their entire order and more that they asked for. We expected a shortage, but there was plenty for all. Some growers held their stock too long, and when it was offered, it showed the results which caused some complaints. This market will pay the price as long as the stock is good, but will not stand for inferior quality at any time. Some day the growers will wake up and put their goods on the market when ready, and not hold for price and at the last day send in a lot of stock that the buyers will not have. Sweet peas were very plentiful, but on account of the hot weather, they were in a very poor condition when they reached the market. Snapdragons and yellow daisies were very plentiful, but the demand was light. Some iris was also to be had in all colors. There was plenty of stock and business was good, so we are all satisfied.

RETAIL FLORISTS' ASS'N. MEETING.

The first annual meeting and banquet of the retail florists' association was held at the Seventh avenue hotel, May 7. There were about 50 florists present and a very pleasant evening was had. The election of officers took place with the following results: Ira Harper, president; G. P. Weaklen, vice-president; Arvillo Crissman, secretary; John McClements, treasurer; Geo. Wessenauer, Wm. Drews, D. W. Ludwig, and A. E. Gibson, directors. Chairman George Asmus and Secretary John Young, of the Society of American Florists, were present and both gave very interesting talks on the publicity campaign being conducted by the national organization. Plans for the coming year were outlined and great things should be accomplished by the next annual meeting. A very good dinner was served, and the Imperial Trio furnished good songs and music which pleased.

NOTES.

Harry Hann has enlisted in the motor repair division of the quartermaster's department and leaves for Baltimore at an early date.

Fred Butz, of New Castle, Pa., leaves for France in about two weeks to engage in Y. M. C. A. work "over there."

E. C. Ludwig and family have moved to their farm in Butler county.

Geo. McCallum expects to enlist in the marines this week. M.

Boston.

MOTHERS' DAY BEST IN YEARS.

Mothers' day went ahead of all expectations. The weather was excellent, all cut stock in first class condition, and how well the soldiers in France remembered the folks at home with boxes of flowers. With Mothers' day past every one is looking forward to Memorial day. This is going to be larger than ever. The cool weather the past two weeks is developing the flowers so they will be hard and in the best condition. The scarcity of cut stock and the way it is cleaned up each day indicates there will be no pickled flowers on the market. Carnations were the only flowers that went up in price for Mothers' day and five cents was the limit. Roses were very cheap. Sweet peas, myosotis, pansies, marguerites, Darwin tulips and iris sold readily at a good figure.

NOTES.

Henry M. Robinson & Co's. supply house is doing a very large business and the number of Memorial day orders received so far is way ahead of other years. He is specializing in prepared flowers in all kinds of designs.

There are quite a number of southern peonies in the market, but the quality is poor. There are a large number of shipments of Asparagus plumosus arriving from the south, which will sell readily.

Borowski Brothers are sending to market Pink Pearl rhododendrons well headed and deep in color; also a fine assortment of well grown geraniums and other bedding plants.

Henry Comley reports very good business, and is pleased to see the way Mothers' day trade increased over other years. He is making big preparations for Memorial day.

At Penn's store, Mothers' day was the biggest on record, and as he is a member of the F. T. D., he received his share of telegraph orders from all over the country.

Wm. McAlpine has spent the entire week at his farm in Exeter, N. H., rearranging his greenhouses so he will be able to comply with the rules of the fuel commission.

A. M. Davenport has some of the finest bedding plants arriving in this city and he reports that this year he will go ahead of any year in his business career.

Mr. Stewart, gardener for the Warren estate at Waltham, is exhibiting some fine Calceolaria Stenardii. They are grown in bulb pans with from 20 to 30 heads.

Houghton-Gorney Co. did a large business last week and they report business is going to be larger than ever for Memorial day.

B. A. Snyder & Co. had a large Mothers' day trade and also are well pleased the way Memorial day orders are arriving. S. K. G.

Columbus, O.

MOTHERS' DAY COMPARED WITH EASTER.

"Almost like Easter," was the comment of a leading florist on Mothers' day trade. There was an early clean up of carnations, followed by exhaustion of stock in other flowers. Roses and sweet peas were heavy sellers. There was a good supply of nearly everything to start with, and the volume of business was larger by far than on any similar occasion. This is attributed in great measure to some very attractive newspaper spreads of a co-operative nature, in which most of the largest firms took part. Carnations brought \$2 a dozen, double the present selling price, roses sold from \$2 to \$8 a dozen, and sweet peas 75 cents to \$1. All flowers brought advanced prices, a policy about which this market has heretofore been conservative. Present stocks of season-

able blooms are satisfactory in quality and volume. There is a great scarcity in fern. A few peonies are beginning to appear, and other outdoor flowers are almost ready for market. The outlook for Memorial day, which was discouraging a few weeks ago, is now bright.

NOTES.

F. M. Brownwell, one of the active young members of the local florist fraternity, has taken a position with Jacob Schulz, Louisville, Ky. For a number of years he was manager of the Livingston Seed Company cut flower department, but lately has been in charge of the retail store of the Fifth Avenue Floral Company. He was induced to leave this city by a flattering increase in salary. E. M. Hedges, who had been with Mr. Brownwell at the Fifth Avenue company store, will take his place as manager there.

A floral event of the past week has been the annual exhibition of tulips by the Livingston Seed Company store. The display consisted of 55 late varieties, which were planted last fall for the purpose of demonstration, as a guide to retail customers. It was a very beautiful exhibition and aroused much interest among lovers of the tulip. W. H. Wetherby, buyer of the bulbs, added greatly to the educational value of the event, by giving visitors the benefit of his wide knowledge of this flower.

Prof. Alfred Vivian, in a recent address before the Columbus Horticultural Society, used lantern slides to illustrate the application of landscape gardening to premises seeming unsuitable for treatment. The society hopes to secure the museum building at the university for its annual rose show which takes place in June. Last year there were 800 entries.

On the third Liberty Loan \$94,600 was realized from the local florist trade. The committee which worked up interest consisted of T. J. Ludwig, chairman; E. R. Munk and H. E. Maxwell. J.

Cincinnati.

BUSINESS VERY SATISFACTORY.

Mothers' day business was good. The supply proved to be fully equal to the demand but inclement, rainy weather on Saturday and Sunday, however, had a quieting effect on the late business. Since that day, heavy cuts of flowers have been coming into the market and have kept it well supplied. Roses are in a good supply and the same is true of carnations. Sweet peas are fairly plentiful, but there are only a limited number of choice long blooms. Some excellent snapdragons are coming into the wholesale houses. Peonies are plentiful. The home grown ones are due to be cut at the end of this week. Easter lilies and callas may be had. Parrott tulips, outdoor lily of the valley, double poeticus, and iris are all rather plentiful. Orchids, marguerites, and pansies are offered.

NOTES.

The regular meeting of the Cincinnati Florists' Society was held May 11, at the club rooms in the Jabez Elliott flower market.

Miss Elsie Bolson, of the Cincinnati Cut Flower Exchange, is back at her desk after a week spent on a visit to Chillicothe, Ohio.

P. J. Olinger had an elegant cut of flowers for Mothers' day and cleaned up on them very nicely.

C. E. Critchell has been having some excellent early peonies.

Visitors: Mrs. J. J. Lampert, Xenia, O.; G. A. Beckman and wife, Middletown, O.; Martin Weber and wife, Brookville, Ind., and I. M. Bayersdorfer, of H. Bayersdorfer & Co., Philadelphia, Pa. H.

THE AMERICAN FLORIST

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Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

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COAL.—Put it in now.

"WHEN lilacs last in the dooryard bloomed."

MEMORIAL DAY business prospects are very encouraging.

American Rose Society.

The officers and executive committee of the American Rose Society met in executive session May 9, at the rooms of the Pennsylvania Horticultural Society, Finance building, Philadelphia. Those present were Benjamin Hammond, president; H. O. May, treasurer; Prof. E. A. White, secretary; J. H. McFarland, Robert Pyle and S. S. Pennock. Matters pertaining to exhibitions and other items of interest were taken up. The opening and inspection of the Arlington rose trial gardens at Washington is set for June 3. A vase containing beautiful sprays of the Chinese yellow rose, Hugonis, was exhibited by Robert Pyle.

THE opening of the Washington rose garden has been set for June 3, but there is a possibility of its being held the last week of May on account of the advanced condition of the plants.

Mothers' Day in Easter Class.

The Mothers' day demand of 1918 increased in volume over other years beyond all expectations from the majority of reports received, a 25 per cent gain over last year being probably a fair average, while in some instances this lead over former years was trebled. In many cities Florists' Telegraph Delivery orders played an important part; this factor, added to the general liberal buying, gave the business for the occasion a genuine Easter or Christmas tone. Carnations, which have formerly held undisputed place, this year gave way under high prices, and the buying public made the day a flower and plant day rather than a "carnation" day, with the result that sales were brisk, prices were satisfactory to all concerned, and generous supplies of stock in practically all lines cleaned up early, many of the shops being sold out by Sunday noon. In a few instances, where the carnation supply was scant, good stock commanded as high as \$3 per dozen at retail, while from some of the large eastern markets comes the information, that for the first time in the history of the day, carnations were offered for sale from street corners and push carts, while wholesale houses, with surpluses unremoved, in some cases opened their places of business on Sunday and finally accepted buyers' prices as low as \$1 per 100. A cause for the dull demand may exist in the poor quality which manifested itself in many of the carnations offered. Be that as it may, their indisposition seemed to pass unnoticed, and roses, sweet peas and a varied range of cut stock of excellent quality, augmented by an ample supply of flowering plants, gave a splendid account of themselves.

Curtailment Cautioned Against.

Washington, D. C.—Before ordering serious curtailment of any industry, an investigation should be instituted so thorough and far-reaching that in many cases it is impracticable during a period of war rush, according to an informal statement recently by an important government official. It is not a question of whether the products are vitally essential in the war program, he said, but whether the entire business structure can stand elimination of the smaller manufacturers without undermining financial security of the country. Arbitrary restrictions and resultant loss of many carefully built up business establishments, it is believed, eventually will be reflected in the loan campaigns and the other calls of the government for funds to carry on the war.

The smaller manufacturers in reality need protection at present, and it has been the experience in government departments that many of them are more reliable than the big corporations. Contracts can be placed with them to advantage, but as they are not competing in the market with the large concerns it is necessary to seek them out through local agents.

While plants whose operations have been curtailed are usually expected

to turn to production of war materials, there is an increasing complaint from manufacturers that such work can not be obtained, and a shut-down becomes necessary. There is a growing sentiment that there must be no industrial suspension even in less essential lines, the effects of the heatless days of last winter, which represent the greatest suspension of the kind, being still apparent throughout the country. For this reason the government is moving with increased caution before ordering the curtailment of the output in any industry.—Boston News Bureau.

Van Lindley Gives Park to Greensboro.

John Van Lindley, one of the most public spirited citizens of Greensboro, N. C., as evidence of the love for the community in which the greater part of his long and useful life has been spent, has presented that city with a beautiful 40-acre tract of wooded land, easily accessible by street car line and paved road, and which has been accepted by the city commissioners to be utilized as a park and playground. The donor has long been identified with horticulture and is widely known and highly respected. He is the head of the J. Van Lindley Co., nurserymen, his father being a noted fruit grower, and practically his entire early life was spent in the pursuit of tree growing, the present business being established nearly 40 years ago, and which has during that time developed into one of the most extensive establishments in the nursery and cut flower business in the state. He was one of the prime movers in organizing the state fair association and was its first president. He has also always been a leader in educational movements and for more than 30 years was a trustee of Guilford College and one of the largest contributors toward its permanent endowment. He is prominently connected with many of Greensboro's business enterprises and is president of the state horticultural society. His gift to the city of this splendid park is in keeping with the generous spirit which has been characteristic of his whole life.

Whitted Floral Co. Bankrupt.

The business of Hattie B. Whitted, Minneapolis, Minn., which for about a year has been conducted by trustees appointed by the circuit court, following an extension of time granted by creditors, has been declared in bankruptcy, and creditors of said estate are ordered to show cause before Alexander McCune, referee in bankruptcy, at his office in the federal building, that city, at 10 a. m., May 23, and show cause why the business should not be disposed of at public or private sale. The assets are said to be about \$25,767; liabilities, \$23,267.

Coal Conference at Washington.

William F. Guide, Washington representative of the Society of American Florists, is arranging for a conference in that city, May 27, between representatives of the society and the United States fuel administrator at which matters affecting the trade as a result of the recent fuel order will be presented. Secretary Young advises that the conference will be open to anyone interested.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.

For Plant Ads., See Ready Reference Section.

Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By a good, all-around greenhouse man. Address
Key 898, care American Florist.

Situation Wanted—By a competent gardener, experience in all branches of gardening. Illinois or Wisconsin preferred. Address.
Key 896, care American Florist.

Situation Wanted—Horticulturist, agriculturist, head gardener, superintendent private estates; Denver, Colorado, preferred; landscape architect, gardener, all branches; experienced, practical, single man; references. Address
Key 894, Care American Florist.

Situation Wanted—By married man with life experience in all branches. Five years on last place. Good wages expected; best of references. Address
Florist,
Care of A. L. Vaughan,
Wholesale Florist,
161 N. Wabash Ave., Chicago

Help Wanted—Apprentices for orchids, roses and pot plant department.
Pochmann Bros. Co.,
Morton Grove, Ill.

Help Wanted—Good designer and decorator for first-class retail store. Address
Leikens,
Madison Ave. and 55th St., New York.

Help Wanted—Good all-around grower. Steady position to right party. Answer at once. Address
Gurney Greenhouse Co.,
Mitchell, S. D.

Help Wanted—General all around florist; must be respectable and able to take charge of small but well equipped establishment. Man with European experience preferred. Willing to pay decent wages and will give interest in the business if suitable. Apply
C. E. DeWever,
St. Louis Co. Clayton, Mo.

Help Wanted

Capable man to take full charge of an up-to-date growing and retail establishment in prosperous Michigan city. This offers an excellent position at good wages and where ability will be appreciated. Address

Key 900, care American Florist.

HELP WANTED

Good rose grower to take charge of section at a large range near Chicago. Address

Key 899, care American Florist.

Help Wanted

Good all around general greenhouse man for pot plants.

Randolph & McClements
5936 Penn Avenue, PITTSBURGH, PA.

Help Wanted

Helpers wanted in rose houses.

Apply to
ALBERT F. AMLING CO.
MAYWOOD, ILL.

HELP WANTED

Two men experienced in general greenhouse work. Give full information in first letter including experience, references and wages desired.

IOWA STATE COLLEGE
Horticultural Dept., Ames, Ia.

HELP WANTED

Men for greenhouse work and men for packing pot plants at Edgebrook, near Chicago, Ill.

GEORGE WITTBOLD CO.,
745 Buckingham Place, CHICAGO

For Rent or Sale Cheap—Three large sized greenhouses, with brick boiler room, garage, new five-room flat, all modern improvements, 15 miles north of Chicago. Chance of a lifetime. Act quick. Address

Key 902, care American Florist.

GREENHOUSE BARGAIN

For Sale. One new Moninger Greenhouse. 4,500 feet of glass, with 3 acres of fertile land, five room dwelling and out buildings nearly all new; lots of evergreen and flowering shrubs. Lines out in nursery now, also nice assortment of fruit trees, raspberries, grapes and currants. Greenhouse stocked at present with carnations, ferns and bedding plants, also stocks of chrysanthemums and carnations coming on. Heating system the latest hot water, fired with gas. The largest bill for any month last winter was \$26.60 which includes heat for house. Location one of the best, in a thriving glass town, only greenhouse here. Reason for selling my interests in the south call my attention. For further information apply
Utica Floral Co., Utica, O.

FOR LEASE

Comprising 16,000 sq. ft. glass in Minneapolis, located in the best retail section of the city. Reason, war draft calling young man in charge. Terms, very reasonable; practically turning the place over to a desirable party for its upkeep.

Inquire, RICE BROTHERS,
218 N. 5th St., Minneapolis, Minn.

PLANTSMAN WANTED

A large eastern seed house with nursery attached has a vacancy for an experienced plantsman with a thorough knowledge of perennials, shrubbery, and bedding plants, to act as salesman in store, book orders, etc. A splendid opportunity for the right man. Give full particulars and salary expected. Address

Key 901, care American Florist.

For Sale or Rent

A bargain. Three large greenhouses, living, packing and salesrooms attached, with good and growing local business. Only florist in high grade North Shore Chicago suburb of 3,500 people. For terms, address

Key 888, care American Florist.

For Sale

200 boxes of greenhouse glass.

PETER REINBERG

30 East Randolph Street, CHICAGO

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

WAR CONDITIONS Of Supply and Demand

While there is no doubt the demand for spring bedding and other decorative plants and bulbs will be materially curtailed by the war garden movement, we believe this condition will be fully counterbalanced by the prosperity in the south and the effects of the coal shortage on the greenhousemen of the west, north and east, placing in the market for stock a large number of new buyers not familiar with the sources of supply.

Most of these buyers can be reached at small cost by advertising in **The American Florist**, and we feel that it will be greatly to your advantage to start this campaign with an advertisement in our columns.

 **Make Your Spring Drive NOW.**

In Large Supply for Memorial Day

PEONIES

Fancy Stock \$5.00 to \$8.00 per 100

We handle the entire cuts of many of the largest growers who ship their stock into the Chicago Market and can fill your wants to the letter.

CARNATIONS

Fancy, \$6.00 to \$8.00 per 100

ROSES

You can safely leave the question of prices with us—no higher than elsewhere.

Everything else in Seasonable Cut Flowers. Complete line of Greens

✎ Write for Special Memorial Day Price List—Ready Now ✎

E. C. AMLING CO.

The Largest, Best Equipped, Most Centrally Located
WHOLESALE CUT FLOWER HOUSE in Chicago

169-75 Wabash Ave.,

L. D. Phones
Central 1977-1978

CHICAGO

Fort Wayne, Ind.

MOTHERS' DAY TRADE MAKES A RECORD.

Mothers' day business was, without a doubt, the greatest in the history of that holiday. All of the florists had doubled their store forces, yet at times they could hardly handle the rush of business that came their way. Saturday was the day on which the greatest volume of business was handled. One notable feature of the Mothers' day business was that there was a much greater call for bright colored flowers this year than for other years and, except for wearing purposes, roses met with a greater demand than carnations. In the plant line, there were handsome hydrangeas, fuchsias, pelargoniums, begonias, Easter lilies, geraniums, primroses, pansies and yellow Sanders daisies, and most of these were completely sold out. Many baskets and hamper combinations were made up of geraniums and ferns and the smaller plants.

NOTES.

"The biggest Mothers' day trade in our history" is the report of the Flick Floral Co. This firm was well supplied with roses, but could have sold many more carnations. Their miscellaneous stock sold especially well, and a fine lot of blooming plants supplemented the cut stock.

W. J. & M. S. Vesey had an immense wholesale demand for carnations, roses and orchids, and had to turn down many orders for cut flowers. They are having a big call for their advertised vegetable plants, and the bedding plant sale is in full swing here.

A. J. Lanternier & Co. made a specialty of blooming plant combinations and had a fine sale of these. They reported the demand for roses heavier than for carnations, and that the out-of-town trade was greater than ever this year.

Roses and Orchids

DIRECT FROM THE GROWER

Cut Right — Packed Right — Shipped Right

We grow the following varieties of Roses.

Hadley, Ophelia, Richmond, Aaron Ward, White and Pink Killarney.

Joseph Heacock Co., 1526 Ranstead Street,
Philadelphia, Pa.

The Doswell Floral Co. reports a decided increase in the demand for Mothers' day flowers this year, with bright-colored roses and carnations in the lead. They had an excellent demand for pot plants.

The Freese Floral Co. had a good business in varied lines for Mothers' day. They received large lots from their greenhouses and were busy until 5 o'clock Sunday afternoon.

The New Haven Floral Co. cut a heavy crop of roses, snapdragons and carnations, with which they supplied their store in this city and also retailed at New Haven, Ind.

The F. J. Knecht Co. had a fine crop of both roses and carnations for Mothers' day, and had a record sale.

H. K.

State Florists' Association of Indiana.

The coal situation was the principal feature of an interesting meeting of the State Florists' Association of Indiana held at Indianapolis May 7, a good attendance being represented in the discussion. In reviewing the recent order of the fuel administration curtailing the fuel consumption one-half,

it appeared to be the opinion of many present that this ruling meant more than the limiting of production to the extent of 50 per cent, as it would have to be taken into consideration that a certain amount of fuel must be used to maintain enough heat to preserve the unused portions of the various establishments and that in order to maintain even one-half production a 75 per cent coal allowance would not seem unreasonable. A committee of three was appointed, with full power to act for the organization, and districts where local organizations exist will send their representatives to Washington to confer with their representatives in congress. The committee was also instructed to get in touch with florist societies throughout the middle west, with a view to co-operation. The point was also brought out that, in spite of the spirit of loyalty which the florists have at all times manifested to help the government and all war measures, the curtailing of earning power would of absolute necessity prevent the trade from responding to future calls in the same generous measure that has been nationally characteristic in the past.

J.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone Randolph 681

CHICAGO

A Dependable Supply for Memorial Day PEONIES, ROSES, CARNATIONS, ETC.

Your orders will be filled best if placed here

MEMORIAL DAY PRICE LIST

RUSSELL	
Special	Per 100 \$18.00 to \$20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	6.00

RICHMOND	
Special	Per 100 \$10.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

MILADY	
Special	Per 100 \$10.00 to \$12.00
Select	6.00 to 8.00
Short	4.00 to 5.00

BRILLIANT	
Special	Per 100 \$10.00 to \$12.00
Select	6.00 to 8.00
Short	4.00 to 5.00

OPHELIA	
Special	Per 100 \$12.00
Select	\$8.00 to 10.00
Short	4.00 to 6.00

WHITE KILLARNEY	
Special	Per 100 \$10.00
Select	6.00 to 8.00
Short	4.00 to 5.00

KILLARNEY	
Special	Per 100 \$10.00
Select	6.00 to 8.00
Short	4.00 to 5.00

WARD	
Special	Per 100 \$10.00
Select	6.00 to 8.00
Short	4.00

SUNBURST	
Special	Per 100 \$12.00
Select	\$ 8.00 to 10.00
Short	4.00 to 6.00

Special Roses BILLED ACCORDINGLY

CECILE BRUNNER	
Per 100	\$2.00 to \$3.00

ELGAR	
Per 100	\$2.00 to \$3.00

BABY DOLL	
Per 100	\$2.00 to \$3.00

FIREFLAME	
Per 100	\$4.00, \$6.00, \$8.00

ROSES	
Our Selection, per 100	\$5.00

PEONIES	
Fancy	Per 100 \$8.00
Special	6.00
Good	4.00

CARNATIONS	
Extra fancy	Per 100 \$6.00
Fancy	5.00
Good, common	\$3.00 to 4.00

VALLEY	
Per 100	\$6.00

EASTER LILIES	
Per 100	\$10.00 to 15.00

CALLAS	
Per 100	\$10.00 to \$15.00

JESSAMINES	
Per 100	\$1.50 to \$3.00

IRIS	
Per 100	\$5.00 to \$6.00

SNAPDRAGON	
Per bunch	.75c to \$1.50

BABY GLADIOLI	
Per 100	\$5.00 to \$6.00

DAISIES	
Per 100	\$1.00 to \$1.50

CALENDULAS	
Per 100	\$2.00 to \$3.00

MIGNONETTE	
Per 100	\$6.00 to \$8.00

SWEET PEAS	
Per 100	.75c to \$2.00

DARWIN TULIPS	
Per 100	\$4.00 to \$5.00

JONQUILS	
Per 100	\$3.00 to \$4.00

DAFFODILS	
Per 100	\$3.00 to \$4.00

PANSIES	
Per bunch	.6c to 10c

PLUMOSUS	
Strings	.50c to 75c
Per bunch	.35c to 50c

SPRENGERI	
Per bunch	.35c to 50c

ADIANTUM	
Fancy long, per 100	\$1.00

SMILAX	
Per dozen	\$2.50

FERNS	
Per 1,000	\$4.00

GALAX	
Per 1,000	\$1.25

MEXICAN IVY	
Per 1,000	\$5.00
Per 100	.75c

LEUCOTHOE	
Sprays	.75c

BOXWOOD	
Per lb., 25c; cases	\$7.50

Order here. You cannot do better elsewhere—often not nearly as good.

GRAND SPECIAL**FOR
DECORATION DAY**

WE have just recently finished our usual tour of inspection among the various fields of our Peony growers, and out of all of them saw nothing but the most delightful appearing stock, showing the good effect of **well nourished, well cultivated and well attended** gardens.

Please order early this year. A few days early does no hurt. **They will keep.**

If you had our Peonies last year, we know you will want them again.

Prices, \$4, \$6 and \$8 per 100
according to size and quality.

A. L. RANDALL COMPANY, 180 N. Wabash Av. CHICAGO

Peonies-Roses

CARNATIONS IN LARGE SUPPLY FOR MEMORIAL DAY

**Beauties, Callas, Valley, Sweet Peas,
Lilies, Iris, Snapdragons, Greens, Etc.**

We have Quality, Quantity and Variety, so place your order with us.

You can rely upon our honesty to treat you right
in regard to prices on all stock ordered from us.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

BIG SUPPLY OF ROSES FOR MEMORIAL DAY

Exceptionally Fine White Killarney, Killarney, Killarney Brilliant, My Maryland, Richmond, Sunburst, Ophelia, Mrs. Chas. Russell, Milady and Champ Weiland.

CARNATIONS

Heavy Crop of White, Pink and Red.

Place your orders with us this year for Memorial Day and you will not go wrong. We will be in full crop with both Roses and Carnations.

Lilies, Sweet Peas, Valley, Peonies. Complete Line of Greens.

Buy Direct From the Grower. **MEMORIAL DAY PRICE LIST** Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100		ROSES, OUR SELECTION		Per 100	
Specials			\$25.00	Carnations, fancy		\$ 5.00 to	6.00
Select			20.00	Harrisii		12.50 to	15.00
Medium		\$12.00 to	15.00	Peonies, fancy		6.00 to	8.00
Short		6.00 to	10.00	Valley			6.00
RICHMOND		Per 100		Sweet Peas		75 to	1.50
Specials			\$10.00	Smilax	per doz. strings		3.50
Select			8.00	Adiantum		1.00 to	1.50
Medium		\$ 5.00 to	6.00	Asparagus, per bunch	50c to 75c		
Short			4.00	Ferns, per 1,000	\$3.50		
MILADY		Per 100		Boxwood	per bunch, 35c		
Specials			\$10.00	Galax, bronze and green, per 1,000	\$1.25		
Select			8.00	Leucothoe Sprays		.75 to	1.00
Medium		\$ 5.00 to	6.00				
Short			4.00				
KILLARNEY		Per 100					
White Killarney	Special		\$10.00				
Killarney Brilliant	Select		8.00				
Sunburst	Medium	\$ 5.00 to	6.00				
My Maryland	Short		4.00				
Ophelia							
Champ Weiland							

2,000,000 FEET OF MODERN GLASS

PETER REINBERG

WHOLESALE FLORIST

30 East Randolph St., LONG DISTANCE PHONES: CHICAGO
CENTRAL 601 and 2846.

Extra
Fancy

PEONIES

Heavy
Supply

Our supply of Peonies this year will be very heavy and the quality will be unsurpassed in this or any other market. If you want the best Peonies obtainable for Memorial Day at the most reasonable prices be sure your order goes to us. We are now booking orders for fancy Peonies for Memorial Day at

\$6.00 to \$8.00 per 100. Extra Special Billed Accordingly.

SNAPDRAGONS

**ROSES, CARNATIONS, DAISIES, SWEET PEAS,
CALENDULAS, SPANISH IRIS, CALLAS,
LILIES, MIGNONETTE**

AND ALL OTHER MISCELLANEOUS SEASONABLE STOCK.

Buyers placing their orders with us for Memorial Day may rest assured that we will give them the benefit of the lowest prevailing market quotations on day of shipment on such stock as they may order from us where prices do not appear. Buy here and you will not be disappointed.

**GREENS—Asparagus Bunches by the bunch or in case lots.
Asparagus Strings, Mexican Ivy, Leucothoe, Galax and Ferns.**

OUR SUPPLY DEPARTMENT

Offers a fine line of made-up Wreaths for Memorial Day at reasonable prices. Full particulars regarding same upon request.

Fancy line of Cut Flowers and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies

30 East Randolph St., CHICAGO, ILL.

Mention the American Florist when writing.

Milwaukee.

MOTHERS' DAY BEST IN HISTORY.

Never before was there such a tremendous demand and such a complete clean up in both cut flowers and blooming pot plants as for Mothers' day this year. Outside of the publicity locally given by the Florists' Advertising Association and through the various magazines the great work of the Society of American Florists, the daily press ever since the middle of last week called the attention of the readers to May 12, as Mothers' day. All this, plus the writeup in the Sunday papers, no doubt helped to make this one, if not the best flower days of this season. As predicted, carnations were far short of requirements. Shipping orders were numerous and took so much of the supply that the local dealers who held out in hopes of securing a bargain at the eleventh hour, were sadly disappointed. With prices for these at \$8 per hundred, a good many pushed other cut flowers and plants, which did not advance in price in proportion to that of the carnations. Roses, snapdragons, sweet peas, tulips and other spring stock was plentiful, the first named especially so, but the great demand made short work of anything in the form of a flower. It was indeed a banner day much to the comfort of the growers, who up to now have been kept guessing to know "what's what," while, if they take time to think of what the future has in store for them, they are having, and will have by far a harder task than the dealer. But it is only three weeks hence, when for Memorial Day we are sure to get our share, if we have the stock, especially, if the quality is there. With hard work, good will and hope, we are bound to hold our own at least.

One Piece Flower Boxes

One piece; one size; One price.
24x4x3.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.
LANSING, MICH.

NOTES.

Edlefsen & Leidiger featured, among a great variety of pot plants, forget-me-nots in suitable baskets and pans, and report a great demand for these. The name no doubt helped a good thing along.

At Wm. C. Zimmerman's, on Grand avenue, they had an avalanche of orders, mostly for cut flowers, but the least popular, due to the high prices, was the carnation for Mothers' day.

Ella V. Kitzerow, on Lisbon avenue, reported no advance orders for Mothers' day, but all day Sunday transient trade was far ahead of expectations and aided satisfactorily.

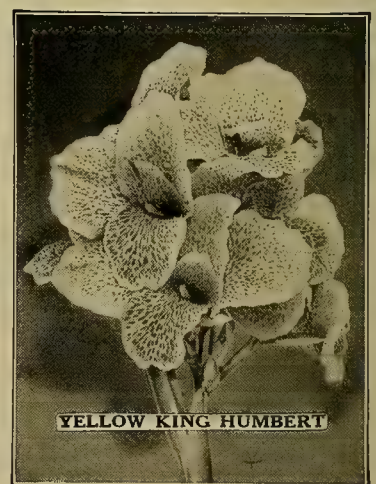
Fred Ernst had no orders to speak of the Friday previous to Mothers' day, but when they did come, they came fast. It was work all Saturday night for him.

J. M. Fox & Son were long on cut flowers, especially snapdragons in various shades. Their stock in all was large but a "clean up" was the report.

Visitor: Mrs. Otto Sylvester, Sr., Oconomowoc, Wis.

E. O.

KALAMAZOO, MICH.—Fire recently caused considerable damage to the buildings and stock at the establishment of John Delbert.



YELLOW KING HUMBERT

Yellow Humbert

**The New Giant Yellow Canna
Best in Years**

**Started Plants, per 100 \$5.00, per
1000 \$45.00.**

VAUGHAN'S SEED STORE,
New York Chicago

DES MOINES, IA.—A fall festival, combining flower and gardening features, will be held in this city November 3-10. Many organizations are supporting the plan.



STOP!

You should place your orders with us for Memorial Day this year to avoid disappointment. We will have a most complete line of Cut Flowers, particularly an extra heavy supply of very fancy

PEONIES

In all colors and in all the desired grades at prices ranging from
\$5.00, \$6.00 and \$8.00 per hundred.

GARNATIONS

**ROSES-IRIS-LILIES-CALLAS-JESSAMINES-DAISIES-ORCHIDS
 SWEET PEAS-CALENDULAS-ETC. Complete Line of Greens.**

Make up a list of what you need and let us have your order as early as possible. Do it now.

MEMORIAL DAY PRICE LIST—

Subject to Change
Without Notice.

AMERICAN BEAUTIES. Per doz.		ROSES—Continued Per 100		ORCHIDS. Per doz.	
Extra long stems.....	\$5.00	White Killarney, special.....	\$10.00	Cattleyas	\$9.00
Stems 48 inches	4.00	“ “ select	8.00	EASTER LILIES. Per 100	
Stems 30 to 36 inches	3.00	“ “ medium	5.00 to 6.00	Select	\$12.50 to \$15.00
Stems 24 inches	2.50	“ “ short	4.00	MISCELLANEOUS. Per 100	
Stems 18 to 20 inches	2.00	Killarney, special	\$10.00	Valley	\$6.00
Stems 12 inches	1.00 to 1.50	“ “ select	8.00	Spanish Iris	per doz. 75c to \$1.50
Short stems	100, 4.00 to 6.00	“ “ medium	5.00 to 6.00	Calendulas	3.00 to 4.00
MRS. CHAS. RUSSELL Per 100		“ “ short	4.00	Daisies	1.00 to 2.00
Special	\$25.00	Mrs. Ward, special	\$10.00	Snapdragons.....per bunch	.75 to 1.00
Select	\$15.00 to 20.00	“ “ select	8.00	Mignonette	4.00 to 8.00
Medium	8.00 to 12.00	“ “ medium	5.00 to 6.00	Callas	per doz. 1.50 to 2.00
Short	5.00 to 6.00	“ “ short	4.00	Sweet Peas75 to 1.50
ROSES.		Sunburst, special	\$10.00	Jonquils	2.00 to 4.00
Richmond, special.....	\$10.00	“ “ select	8.00	Tulips	2.00 to 4.00
“ “ select	8.00	“ “ medium	5.00 to 6.00	Daffodils	2.00 to 4.00
“ “ medium	5.00 to 6.00	“ “ short	4.00	Cape Jessamines	1.50 to 3.00
“ “ short	4.00	Cecile Brunner	2.00 to 3.00	DECORATIVE.	
Milady, special	\$10.00	Elgar	2.00 to 3.00	Plumosus strings	\$0.50 to \$0.75
“ “ select	8.00	Baby Doll	2.00 to 3.00	Plumosus	per bunch .35 to .50
“ “ medium	5.00 to 6.00	ROSES, OUR SELECTION. 5.00		Spengeri	“ .35 to .50
“ “ short	4.00	Extra special roses billed accordingly.		Adiantum, fancy long...per 100	1.00
Killarney Brilliant, special.....	\$10.00	CARNATIONS. Per 100		Smilax	per doz. 2.50
“ “ select	8.00	Fancy	\$6.00	Ferns	per 1,000 4.00
“ “ medium	5.00 to 6.00	Good	5.00	Galax	“ “ 1.25
“ “ short	4.00	PEONIES.		Mexican Ivy	“ “ 5.00
Ophelia, special.....	\$10.00	Fancy	\$8.00	Leucothoe sprays75c
“ “ select	8.00	Special	6.00	Boxwood, per lb.....25c; cases	7.50
“ “ medium	5.00 to 6.00	Good	5.00	Pussy Willows.....per bunch	.35 to .50
“ “ short	4.00				

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

**CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
 161 North Wabash Ave, Chicago**

One of Poehlman's Quality Wreaths

FOR

Memorial D



Order now an assortment of many different sizes of up wreaths composed of waxed flowers and ornamental greens. This illustration shows only one of many offerings for Memorial Day.

Outside

Measurements. Each.

18-inch	\$1.50
21-inch	1.75
24-inch	2.50
27-inch	3.00
30-inch	4.00

WAXED ROSES

All Colors, per 100, \$3.00

WAXED DAHLIAS

\$3.00 per 100.

WAXED SWEET PEAS

\$1.50 per 100.

Special Assortment

of Waxed Flowers
and Grasses, \$10.00

Lycopodium Wreaths

SPECIALLY PREPARED

Fine Color, will keep indefinitely

GREEN

	Per Hundred
12-inch	\$15.00
14-inch	18.00
16-inch	20.00
18-inch	25.00
21-inch	30.00
24-inch	35.00

POEHLMAN

72-74 E. Randolph St.,

CUT FLOWERS

Roses Orchids Valley

RUSSELL, LILIES, PEONIES

Memorial Day, Weddings Commencements

Carnations, Sweet Peas, Spring Flowers, Sprenger, Plumosus, Galax, Leucothoe, Boxwood, Ferns.

Chrysanthemum Stock.

	Rooted Cuttings		2½-Inch Plants			Rooted Cuttings		2½-Inch Plants	
	100	1,000	100	1,000		100	1,000	100	1,000
WHITE					YELLOW				
Chas. Razer	\$3.00	\$25.00	\$4.00	\$32.50	Roman Gold	\$3.00	\$25.00	\$4.00	\$32.50
Elise Papworth	3.00	25.00	4.00	32.50	Marigold	3.00	25.00	4.00	32.50
White Chieftain	3.00	25.00	4.00	32.50	PINK				
YELLOW					Patty	3.00	25.00	4.00	32.50
Chrysolora	3.00	25.00	4.00	32.50	Dr. Enguehard	3.00	25.00	4.00	32.50
Mrs. C. C. Pollworth.....	3.00	25.00	4.00	32.50	Loeben	3.00	25.00	4.00	32.50

PLANTS

SINGLE PLANTS.

Forsteriana, 2¼-in. pot, \$12 per 100.
Belmoreana, 2¼-in. pot, \$12 per 100.
Belmoreana, 3-in. pot, \$20 per 100.
Forsteriana, 3-in. pot, \$20 per 100.
Forsteriana, 4-in. pot, \$6 per doz.
Belmoreana, 4-in. pot, \$6 per doz.
Forsteriana, 5-in. pot, \$12 per doz.
Belmoreana, 5-in. pot, \$12 per doz.

Kentia Forsteriana, 6-in. pot, \$2 each.
Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Robelenii, 5-in., pot, \$1 each.
Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.

Crotons, 4-in., \$4.80 per doz.
" 5-in., \$9.00 per doz.
" 6-in., \$1 to \$1.50 each.
Pandanus Veitchii, 6-in., \$1.25 each.
Dracaena Indivisa, 4-in., \$15 to \$20 per 100.
Dracaena Indivisa, 5-in., \$25 to \$35 per 100.
Dracaena Indivisa, 6-in., \$6 per doz.
English Ivy, 4-in., \$15 per 100.

2½ Inch Own-Root Rose Plants

FOR BENCHING

Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst at \$7.50 per 100, \$70.00 per 1000.

Milady and Richmond at \$7.00 per 100, \$65.00 per 1000.

¾ Inch Stock at \$35.00 per 1000 Additional.

N BROS. CO.

Long Distance Phone, **CHICAGO, ILL.**
Randolph 35.

ROSE CROP NOW ON

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, Shawyer, Brilliants, Ophelia, White Killarney and American Beauties. GLADIOLI, very fancy, per doz., 50 to 60 cents.

CURRENT PRICE LIST—Subject to Change Without Notice.

Our Memorial Day Price List Will Appear Next Week

AMERICAN BEAUTIES—Price, from 50 cents to \$4.00 per dozen, according to length of stems.

RUSSELL—best in this market.

Per doz.

Specials, extra long.....	\$2.00
Good length.....	1.50
Good medium.....	\$1.00 to 1.25
Good short.....	\$0.50 to .75

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST. WHITE KILLARNEY—

Per 100

Long stems.....	\$8.00
Good medium.....	\$5.00 to 6.00
Good short.....	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY, per 100..... 5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGERI, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

Choice Common FERNS, per 1,000..... 3.50

BULBS, FLOWERS AND ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

LARGE MOTHERS' DAY TRADE.

Taking everything into consideration the demand for Mothers' day was large and while practically all of the dealers report that it was better than that of 1917 a few say their sales were behind. The shipping trade was particularly heavy and the local demand was surprisingly good. The warm weather the early part of last week affected stock considerably, consequently good shipping flowers were scarce and a large quantity of inferior goods were offered. Practically all the growers were or will be disappointed when they receive their returns, principally those who specialize in carnations, for there was very little good stock offered in this line. Prices on stock in general were not up to expectations and the out-of-town buyer who received his flowers in good condition can consider himself fortunate. Roses had the call everywhere, and while carnations in the better grades sold well and were somewhat scarce, the retailer was in no hurry to buy them owing to the fact that roses and other miscellaneous stock was in large supply. Mrs. Chas. Russell roses were in brisk demand and so were all the other varieties which cleaned up completely before the rush was over with the exception of the poor stock that arrived earlier in the week. Peonies sold well and so did snapdragons which were in large supply. Tulips, jonquils, daffodils, pansies, freesia, calendulas, daisies, iris, lupines, sweet peas, stocks, orchids, gardenias, lilac, gladioli, Paper White narcissus and other miscellaneous stock had a brisk call. Notwithstanding the unfavorable weather that the growers experienced the Mothers' day trade was large and exceeded all expectations. The wholesale houses were completely sold out at noon on

Wanted! Peony Growers!

WE always have an outlet for high grade stock as our trade demands the best. If your Peonies measure up to this requirement you will make no mistake by consigning your output to us. We render weekly returns.

J. A. BUDLONG

184 N. Wabash Ave., Chicago

Mothers' day with the exception of the unsalable stock received during the warm spell and the late shipments that arrived on that day. Taking everything into consideration no one is complaining and all are now devoting their attention to the Memorial day trade

which promises to be heavier than ever this year owing to the fact that many of our boys are already "over there" and others are leaving right along for training. Graves will be decorated this year on Memorial day that were neglected before, especially all our sol-

H. VAN GELDER, Pres.

PERCY JONES, Inc.
—where customers always
receive the benefit of
market changes regardless
of prices quoted.

PERCY JONES
INC.
WHOLESALE COMMISSION FLORISTS
56 East Randolph Street
CHICAGO

L. M. JONES, Sec'y.

PERCY JONES, Inc., the
House, My Friend Bill says,
the VAN 100% Service has
made famous

NOT THE OLDEST NOR THE LARGEST JUST THE BEST.

MEMORIAL DAY PRICES

PEONIES.		Per 100
Select		\$8.00
Fancy		6.00
Good		5.00

AMERICAN BEAUTIES.		Per doz.
Specials		\$6.00
36-inch stems		5.00
30-inch stems		4.00
24-inch stems		3.00
20-inch stems		2.00
15-inch stems		1.50
Short stems		1.00

MRS. CHAS. RUSSELL.		Per 100
Specials	\$25.00 to	\$35.00
Select	15.00 to	25.00
Medium	10.00 to	15.00
Short	5.00 to	8.00

KILLARNEY, WHITE KILLARNEY, KILLARNEY BRIL- LIANT, SUNBURST, OPHELIA, WARD, RICHMOND, MILADY.		Per 100
Specials	\$10.00 to	\$15.00
Select		8.00
Medium		6.00
Short		4.00
Cecile Brunner—Elgar—Baby Doll	3.00 to	4.00
Roses—Our Selection		4.00

CARNATIONS.		
Fancy	\$5.00 to	\$6.00
Firsts	4.00 to	5.00
Splits	3.00 to	4.00

ORCHIDS.		
Cattleyas	per dozen	\$7.50 to \$9.00

MISCELLANEOUS.		Per 100
Lilies	\$12.50 to	\$15.00
Callas	10.00 to	20.00
Spanish Iris	4.00 to	8.00
Valley		6.00
Sweet Peas75 to	1.50

DECORATIVE.		
Adiantum	\$0.75 to	\$1.00
Sprengeri Plumosus Sprays	2.00 to	4.00
Ferns	per 1000,	\$4.00
Galax	per 1000,	1.00

It has been proven that
YOU CANNOT
hire any help
OR
get a partner whom
you can depend upon
more, or who will work
as hard for you
AS
PERCY JONES, Inc.

It has been proven that
YOU CANNOT
buy our quality of flowers
elsewhere at a lower price
and
YOU CANNOT
buy our quality of service
elsewhere
AT ANY PRICE
PERCY JONES, Inc.

Bill Says:

Van's 100% Service means earnest, sincere, untiring effort devoted to your interests—service such as you have only believed possible to obtain from a member of your own firm—intelligently rendered by one who makes a thorough study of your wants.

100%

Van

EXTRA HEAVY SUPPLY ROSES---CARNATIONS For Memorial Day

Place your orders with us and you will get the best stock obtainable for the least money

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$12.00 to \$15.00
Good	8.00 to 10.00

RICHMOND. KILLARNEY BRILLIANT.

White—KILLARNEY—Pink.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00

MINIATURE ROSES.

Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00

ROSES, OUR SELECTION..... 4.00

CARNATIONS.

	Per 100
Fancy	\$5.00
Good	4.00

MISCELLANEOUS.

	Per 100
Peonies	6.00 to 8.00
Valley	\$ 6.00 to \$ 8.00
Lilies	12.50 to 15.00
Ferns, per 1,000	4.00
Smilax, per doz. strings.....	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch.....	.50
Asparagus Plumosus, bunch.....	.50
Boxwood, per lb.35

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

dier dead, which will call for a large quantity of stock of all kinds. Everyone will do well to place their orders as early as possible so as to avoid disappointment for it is rather difficult to size up the supply at this writing. Read over the advertisements carefully in THE AMERICAN FLORIST this week and then send in your order without delay. Play safe. Order early.

NOTES.

The Central Floral Co. reports a record breaking Mothers' day trade with the total sales showing an increase of \$300 over those of Easter. Peter Duris, of this firm, says that the special \$2, \$3 and \$5 boxes consisting of a dozen roses, a few snapdragons and a bunch of sweet peas took exceedingly well and pleased the general public. The Mothers' day window featured at this store all last week was one of the finest displays ever seen in this city and not only was a credit to the manager but to a large extent was responsible for the splendid business enjoyed. One could not help but sending a box of flowers home after witnessing this display.

Members of the City Club were told by Samuel Insull, May 8, that in his judgment the coal situation in Illinois will be worse during the coming winter than it was recently, as the vast amount of tonnage of supplies and munitions that must be moved as the result of the government's enormous operations will cause a greater car shortage than ever before. He stated it was the patriotic duty of every industrial plant and every individual, who is able to do so, to store up a big supply of coal for next winter.

Allie Zech reports that Zech & Mann's total sales for Mothers' day were the best ever and show a wonderful increase over those of 1917. He was quite busy last week but took

VAUGHAN'S
CLEAN SPHAGNUM
FOR FLORISTS

Burlapped Bales

SPHAGNUM MOSS

For Florists

For Nurserymen

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph Street,

NEW YORK, 43 Barclay Street

VAUGHAN'S SEED STORE

enough time off on May 10 to go down to the depot and see Jack Byers, one of Zech & Mann's former employees who is now with the colors, leave for the east after being with the regulars for several months at Houston, Texas. Koropp, son of L. Koropp, manager of the Ohio Floral Co., was on the same train.

A. L. Vaughan & Co. are well pleased with their Mothers' day trade which exceeded all expectations and caused a complete cleanup in all lines. Not a single complaint was received from out-of-town which is making Billy Johnson, manager of the shipping department, feel exceedingly happy.

Ed Hunt, with the Chicago Flower Growers' Association, has enlisted in

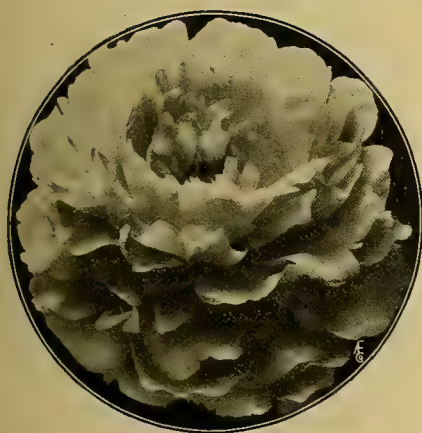
the United States naval reserves. He was one of the most popular young men in the wholesale district and his many friends unite in wishing him every success in his new undertaking.

O. A. & L. A. Tonner will be strong on peonies for Memorial day not to mention other seasonable stock and made-up wreaths which their supply department is featuring as a leader.

Julius Kline, who was in the employ of Wieter Bros. several years ago, has accepted a position with Peter Reinberg.

W. F. Schneider, of Elmhurst, who grows quite a supply of outdoor stock, expects to cut peonies for Memorial day.

The Peony House of America



All colors of the most select
in the early and late varieties



YOUR



PROTECTION

KENNICOTT BROS. Co.,

"Exclusive Wholesalers to the Trade Since 1881"

CHICAGO

For Your Supply of CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

W. J. Wietor, of Wietor Bros., will have charge of the wholesale florists' and growers' campaign for the Red Cross fund which opens soon and will be conducted under the supervision of division 19, which so successfully handled the recent Liberty bond drive. The other branches of the trade will most likely be represented by the same people who handled the Liberty bond campaign. This is a worthy cause and every man, woman and child in the florist business should respond as liberally as their purses will permit.

George Wienhoeber sold out completely in everything for Mothers' day including all the foliage plants he had on hand for display purposes. His sales were away ahead of last year, which shows that the florist business is an essential industry and absolutely necessary to cheer up the people in these troublesome times. Mr. Wienhoeber used street car advertising extensively for Mothers' day which brought splendid results.

The Bohannon Floral Co. filled an order for 15,000 roses and carnations for Mothers' day which were delivered to the Great Lakes naval training station. The order was the outcome of a donation of 1500 carnations at a recent meeting of the Chamber of Commerce when Billy Sunday was the guest of honor. Mr. Bohannon says that outside of this order his total sales for Mothers' day were double those of last year.

Schiller had a wonderful business at both the west and north side stores for Mothers' day, which cleaned up all the available stock on hand including a large number of plants. George Asmus, manager of the west side store, said that they had all the orders they could possibly handle and Herman Schiller in charge at the north side store cleaned out completely early Sunday morning.

P. W. Peterson and William Kelsner, of the Chicago Carnation Co., Chas. Sterling, of the Sterling Floral Co., Fred Smith, of Smith Bros., and Peter Herbach, of Labo the Florist, all of Joliet, attended the florists' club meeting last week to hear the discussion of the coal question which was a most interesting one and well worth the long trip.

Poehlmann Bros. Co.'s supply department is featuring a magnificent line of Memorial day wreaths in quantity this year which promise to be in exceptionally heavy demand. The Mothers' day trade was exceedingly brisk at this establishment and no trouble was experienced in disposing of all the cut flowers it had to offer.

Percy Jones, Inc., had its share of the Mothers' day trade and is making a strong bid on the Memorial day business. Manager Van Gelder is optimistic in regard to the outlook for this occasion owing to the patriotic feeling that exists throughout the country.

One of the local wholesale houses received a shipment of 17,000 carnations last week from California which arrived in such poor condition that they were sold to a local department store to cover express charges amounting to about \$102 including war tax.

Kennicott Bros. Co. will be strong on peonies for Memorial day again this year for all reports from their growers denote that the crops will be large and just right for this occasion. J. E. Pollworth of this house has been serving on the jury for two weeks.

A. T. Pyfer & Co. were well pleased with their Mothers' day trade which caused a grand clean up in all lines of stock. Harry Gardiner, who is in class 1 of the draft, was rejected on account of his weight when he tried to enlist in the navy this week.

The A. L. Randall Co. disposed of a large quantity of peonies for Mothers' day which sold like hot cakes and cleaned up almost as quickly as they were unpacked. Their supply of peonies for Memorial day will be a record breaker this year.

The E. C. Amling Co. will be on deck again this year with a large supply of peonies for Memorial day as well as all other seasonable stock. This house has been featuring a particularly fancy grade of Mrs. C. W. Ward carnations all this season.

H. E. Philpott received word this week from California that Mrs. Philpott, who has been there for several months for the benefit of her health, is in a very serious condition and that great fears are entertained for her recovery.

J. A. Budlong is offering a fine line of stock especially roses, which are in brisk demand this week. Lupines, anemones and other miscellaneous stock is on the bill of fare at this house.

H. N. Bruns, 3032 West Madison street, speaks in glowing terms of his Mothers' day business which was away beyond expectations and called for an exceptionally large supply of cut flowers.

Arthur Gourley, prominent lumber merchant and member of the original Foley Mfg. Co., died last week, age 75 years. He was born in Ireland and located in this city early in life.

Gus Collins, who has charge of the floral department at Kresge's 25 and 50 cent store, has opened a retail establishment at 76 West Washington street.

The White House Florist never experienced such a brisk business for Mothers' day as this year when a clean up in all lines was experienced.

Fred Dietsch, of A. Dietsch Co., is devoting his spare moments to his war garden while Mrs. Dietsch is actively engaged in Red Cross work.

Fred Lautenschlager, of Kroeschell Bros. Co., had the misfortune of spraining an ankle this week.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Milady.

Sunburst.

Shawyer.

Ward.

Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Neasbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

SWEET PEAS

Our famous high quality stock is positively the best obtainable.

Arrange with us for your regular supply—they will be good sellers from now on.

SPANISH IRIS

Valley.

Callas.

Cattleyas.

Calendulas.

Peonies.

White Daisies. Yellow Daisies.

Pansies.

Mignonette

Tulips

SNAPDRAGONS.

Forget-Me-Nots.

DARWIN TULIPS.

GREENS.

Plumosus.

Sprengerl.

Galax, bronze.

Galax, green.

Ferns.

Mexican Ivy.

Smilax.

Leucothoe Sprays.

Adiantum.

Boxwood.

For Memorial Day

If you want good stock and good treatment
SEND YOUR ORDERS TO US. DO IT NOW.

Roses, Carnations, Peonies

Valley, Sweet Peas, Lilies, Callas, Snapdragons, Stocks, Tulips, Mignonette, Lupines, Iris, Jonquils, Cape Jasmines, Daisies, Pansies, Forget-me-nots and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprengerii, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have fine home-grown Asparagus—hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley**, which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

**Quality
Speaks
Louder.
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

The Alpha Floral Co. did a tremendous Mothers' day business and sold out in everything early. This store was completely filled with customers all day, May 11, and the rush was so heavy that it was impossible to handle the crowd. Andrew Chronis says that the mail and telegraph demand was greater than that of any other holiday.

Bassett & Washburn lost considerable glass in their old range during the heavy storm last week. Mr. Washburn in speaking of the Mothers' day trade says that his house had all the business it could possibly handle and that the total sales for this occasion were surprisingly large.

Erne & Company enjoyed a splendid Mothers' day trade and cleaned up early in all lines. This house is looking forward to a brisk Memorial day demand will be strong on peonies again this year.

John Bruckner, 248 West Fifty-ninth street, is happy over the result of his Mothers' day trade which he reports could not possibly have been any better.

600,000 CAPE JESSAMINE BUDS FOR MEMORIAL DAY

Buds rolling on every train. If you need these quick, wire; we have them.

Class X, 12 to 18 inch stem.....\$1.75 per 100; \$15.00 per 1000

Class A, 8 to 12 inch stem..... 1.25 per 100; 10.00 per 1000

Class B, 4 to 8 inch stem..... 6.00 per 1000

Cash or C. O. D. F. O. B. Alvin, Texas.

Alvin Cape Jessamine & Floral Co.

WHOLESALE FLORISTS

Reference, Alvin State Bank.

ALVIN, TEXAS

Harry Toscas, who conducts the flower stand at Kresge's five and ten cent store, reports the best Mothers' day trade that he ever experienced and which was greater than that of last Easter or Christmas.

Peter Reinberg's sales for Mothers' day compare most favorably with those of 1917. Mrs. Chas. Russell roses were in large supply at this house for this occasion and were in exceptionally brisk demand.

REMEMBER-Randall Special

Air-Cooled, Hand-Picked PEONIES

Staple, steadfast and standardized. **Cut Right and Packed Right.** Too much soluble in water—10% available, don't go nowadays; 100% available **Costs** but it **Counts.** Let our PEONIES do your advertising as well as **ours.** No guarantee necessary. **ORDER NOW.**

A. L. RANDALL COMPANY, 180 N. Wabash Ave., Chicago

Mention the American Florist when writing.

Peter Reinberg, president of the county board, made public, May 15, a letter from the treasury department in Washington, refusing permission to the county to issue \$1,000,000 worth of road bonds in 1918. "It means we will have no new roads," he said. "The state, too, has refused us aid. We'll just be able to improve small stretches of road, with the \$94,000 we have raised. Nothing can be done now with the proposed \$400,000 improvement on the Milwaukee road."

A. Lange had all the Mothers' day orders that he could possibly take care of and the total sales for this occasion were away ahead of those of 1917 and greater than he had any reason to hope for notwithstanding that he made a strong bid for the business by advertising in the daily papers. He was obliged to spend almost all of his time in the wholesale market to obtain enough stock to fill the orders as they were booked.

Mangel had the Palmer order for the casket cover consisting of 500 orchids, which was a beautiful piece, and also several other large designs as well as the decoration which he turned over to the George Wittbold Co. While there were a large number of designs seen at the funeral the demand was nowhere near as large as the trade expected.

Joseph Foerster, of Kyle & Foerster, was well pleased with the Mothers' day business and remarks that an unusually large supply of stock was disposed of in this market on this occasion. Trade on Sunday morning, May 12, was so brisk that everything was disposed of especially sweet peas which were in great demand.

The Grossberg-Tyler-Finnerman Co. has no complaint to make in regard to its first Mothers' day trade which was surprisingly good. This house is handling a fine line of stock.

Vaughan's Seed Store reports gladiolus and other spring bulbs going well and good demand for perennial and vegetable plants.

The Kanst Block Earth Company is now located in the Continental and Commercial Bank building.

P. J. Foley, of the Foley Greenhouse Mfg. Co., celebrated his fifty-first birthday anniversary, May 12.

Visitors: Walter Newman, of the Art Flower Shop, Sioux City, Ia.; A. Barber, of the Jones-Russell Co., Cleveland, O.; Nicholas C. Chrest, of the flower department of the Minneapolis Dry Goods Co., Minneapolis, Minn.; Paul Berkowitz, of H. Bayersdorfer & Co., Philadelphia, Pa.; Thomas Knight, of Knight & Struck Co., New York.

A GOOD SELLER



Wicker Hanging Basket with Chain Hanger

Size 1

Diameter 10 inch
Each \$1.05

Liners 20c each

Self-watering . . . 30c each

Same basket in rattan, 80c each

Size 2

12½ inch (stained) . . . \$1.50

Liners 25c each

Self-watering . . . 50c each

Same basket in rattan, \$1.20 each

Write for our New
Spring Catalogue.

RAEDLEIN BASKET CO.

713 Milwaukee Avenue,

CHICAGO, ILL.

Mention the American Florist when writing

New Crop Ferns

NOW READY FOR SHIPMENT

Fancy Ferns.....\$1.50 per 1000
Dagger Ferns..... 1.25 per 1000

Caldwell The Woodsman Co.

Evergreen, Ala.

Mention the American Florist when writing.



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

Mention the American Florist when writing.



PEONIES

We Are Prepared To Take Care Of Your Orders
For All Colors At \$4.00, \$6.00, \$8.00 per 100.

ROSES

All best new and standard varieties in quantity.
Short, \$4.00 per 100; Medium, \$5.00 to \$6.00 per 100; Long, \$8.00 per 100.

CARNATIONS

DE LUXE, \$5.00 to \$6.00 per 100.

CAPE JASMINE, GLADIOLI, BABY GLADIOLI, CALLAS, SNAPDRAGONS, LILIES, SWEET PEAS, MIGNONETTE, CALENDULAS, GREENS, ETC.

You will get satisfaction every time if you shoot your orders to

A. T. PYFER & CO.

Wholesale Florists

164 N. Wabash Avenue
CHICAGO, ILL.



Mention the American Florist when writing.

EVERYTHING In Large Supply For MEMORIAL DAY

**ROSES-CARNATIONS-LILIES
PEONIES--CALLAS--GREENS**

A share of your valued patronage will be greatly appreciated.
You will be pleased with our prices, service and stock.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph St., Phone, Majestic 7175. Chicago, Ill.

Buffalo, N. Y.

MOTHERS' DAY TRADE VERY GOOD.

Trade has been uneventful during the past few weeks, with nothing that follows a rush such as comes after Easter, and this year the post-Easter rush was of short duration. The supply of stock has been ample and the quality very good. This is especially true of roses and carnations. Other seasonable offerings were perfect and enabled the retailers to meet all de-

High Grade Sphagnum Moss

O. F. MUNDT, Xmas Tree King

Wholesale Only. Send for Price List.

774 St. Anthony Avenue,

ST. PAUL, MINN.

Mention the American Florist when writing.

CAPE JESSAMINES, THE QUEEN OF ALL FLOWERS

Better place your orders early for Memorial Day, as the crop promises to be short. Our buds will be earlier than usual this year. We have some ready for shipment now. Beg to quote as follows:

Long Stems.....	12 to 18 in.,	\$1.75 per 100;	\$15.00 per 1000
Medium Stems.....	8 to 12 in.,	1.25 per 100;	10.00 per 1000
Short Stems.....	4 to 8 in.,		6.00 per 1000

Terms Cash or C. O. D.

THOS. C. EDWARDS,

ALVIN, TEXAS

FANCY FERNS

Best of Stock. Satisfaction Guaranteed.

Orders filled promptly
at lowest market prices.

Vermont Fern Co.
WILMINGTON, VT.

Address till June 1st:

238 Dwight St., SPRINGFIELD, MASS.

Mention the American Florist when writing.

New Crop Ferns

NOW READY FOR SHIPMENT

Fancy Ferns.....\$1.50 per 1000
Dagger Ferns..... 1.25 per 1000

E. A. BEAVEN, EVERGREEN, ALA.

Mention the American Florist when writing.

mands. Each year the untiring work of the publicity committees of the Society of American Florists and the efforts of the Florists' Telegraph Delivery are bringing increasing results and this year the Mothers' day business was better than ever before—better than St. Valentine's day—and it is believed that before long it will equal Easter. Flowering plants sold well, but the favorite was of course the carnation, and at the price asked, \$3 per dozen for good stock, there were ready sales, smaller flowers being offered for \$2. Ward, Matchless and Supreme were the perfect varieties and there was no complaint as to prices. Roses did not have a heavy call, although the supply was large. A smaller crop next year will serve better. Sweet peas moved readily at prices varying from 50 cents to \$1.50 per bunch. Few complaints were made as to inflated prices in general. There seemed to be a realization that with increased cost of production, labor, and other items of expense, higher prices were a necessity. The demand started rather late on Saturday, and several storekeepers, fearful of a dull day cut the price but by Saturday night were out looking for more stock.

May 1 found little change in the locations of the retail shops. All seem to remain at the old addresses with no increase in rents.

BISON.

Cape Jasmine Buds

We will have 250,000 Cape Jasmine Buds
this season for Decoration Day.

We will begin shipping about May 10 and continue until June 15. Regular orders solicited. Our bushes have been carefully taken care of and fertilized, and we have a fine growth. We are specializing this season on Class X, 12 to 18-inch stem, as our crop is going to be heavy in these lengths.

"Quality" is our motto. We will not book orders we cannot fill. Place your orders early, as shipments are slow this season.

Terms—Cash or C. O. D.

Class XX—18 to 30-inch stem.....	\$2.25 per 100
Class X—12 to 18-inch stem.....	1.50 per 100; \$13.00 per 1000
Class A—8 to 12-inch stem.....	1.25 per 100; 10.00 per 1000
Class B—Under 8-inch stems	1.00 per 100; 7.50 per 1000
	500 at 1000 rates.

These prices are F. O. B. Alvin.

Reference: Alvin State Bank.

NYTEX FLORAL CO., Alvin, Texas

For Memorial Day

A Fine Stock of

**Roses, Carnations, Sweet Peas,
Peonies, Lily of the Valley, etc.**

Personal attention given to packing and shipping.

William Mackie
105 West 28th Street, New York

Telephone, 759 Farragut.

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Chicago
Store: 162 N. Wabash Ave.

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.5

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

**Wholesale Cut Flowers,
Florists' Supplies.**

Mention the American Florist when writing.

WEILAND-RISCH Co. FLOWER GROWERS

TELEPHONE 154 N.WABASH AVE. CHICAGO ILLINOIS
CENTRAL 679

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978.

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Wholesale Flower Markets

Chicago.

MEMORIAL DAY PRICE LIST.

Roses, Beauty, specials.....	\$6.00
" " 48-in.	5.00
" " 36-in.	4.00
" " 30-in.	3.00
" " 24-in.	2.50
" " 18-in.	1.50
" Mrs. Chas. Russell.....	1.00@ 4.00
100	
" Hoosier Beauty	6.00@12.00
" Killarney Brilliant	5.00@12.00
" Killarney	5.00@12.00
" White Killarney	5.00@12.00
" Richmond	5.00@12.00
" Rhea Ried	5.00@12.00
" My Maryland	5.00@12.00
" Mrs. Geo. Sawyer.....	6.00@12.00
" Milady	6.00@12.00
" Sunburst	5.00@12.00
" Mrs. Aaron Ward	5.00@12.00
" Hadley	6.00@12.00
" Ophelia	6.00@12.00
" Double White Killarney	6.00@12.00
" Mrs. Moorefield Storey	5.00@12.00
" Champ Weiland	5.00@12.00
" Stanley	5.00@12.00
" Tipperary	5.00@12.00
" Francis Scott Key	5.00@12.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 4.00
Fireflame	6.00@ 8.00
Our Selection	5.00
Carnations	4.00@ 6.00
Cattleyas	per doz. 7.50@ 9.00
Daisies	1.00@ 2.00
Lilium Harrisii	12.50@15.00
Peonies	5.00@ 6.00
Valley	6.00
Ferns	per 100, \$4.00
Tulips	2.00@ 4.00
Sweet Peas75@ 1.50
Jonquils	2.00@ 4.00
Snapdragons	per bunch .75@ 1.00
Calendulas	3.00@ 4.00
Mignonette	6.00@ 8.00
Daffodils	2.00@ 4.00

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of..\$4.50

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1324 Pine Street, ST. LOUIS, MO.

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HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

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EVERGREEN, ALA.**

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1349-51-53 S. Michigan Ave., CHICAGO, ILL.

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ZECH & MANN

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30 E. Randolph St., CHICAGO

Telephone Central 3284

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Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., Chicago

BEAUTIES

Although not plentiful we have a better supply of them and we can furnish you Specials at almost any time in quantity. The quality of our Beauties is fine, good sized buds and a splendid color. When it comes to Beauties you cannot do better than place your order with us.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

CARNATIONS FLOOD MARKET.

The past Mothers' day will long be remembered by the trade in this city, first on account of the great supply of carnations, which owing to weather conditions, was about five times larger than was looked for. Then the request sent out by Miss Jarvis, that patriotism and mother love would be combined this year, in the purchase of Thrift Stamps, instead of flowers, so that at all official celebrations, as churches, Sunday schools, lodges, etc., there were comparatively few flowers used. The day will also not soon be forgotten by the gentlemen who brought over about 100,000 carnations from New York, and threw them on an already overloaded market. This is the year that such speculation failed. They made no money for themselves, and broke the local market as well. Early prices on white carnations were quoted 8 to 10 cents, with the pick of the best Matchless even higher. On Saturday p. m., very fair white sold as low as \$10 per thousand, with the new fresh stock just in \$20 to \$25 per thousand or any part of this quantity. The street men must have found prices satisfactory, as they lined market street from Tenth to Broad with great stocks at every vantage point. There has hardly at any season been more carnations offered than was to be seen on last Saturday afternoon and evening at these sidewalk stands. Reds and pinks found no market at all, one of the wholesalers saying, "We couldn't give them away." Fortunately the large wholesale houses found a good out-of-town demand, earlier in the week for southern points for Confederate Memorial day, May 10, which took quite a lot of the early surplus. The Friday shipments were large, in fact, greater than last year. There appears to be fully as much demand as in 1917, but the great quantity of flowers on the market and the warm weather made the business very unsatisfactory.

WITH THE WHOLESALE.

John Westcott has had troubles galore the past winter, but of which, however, he has had very little to say. On February 2, a building adjacent to his boiler house, belonging to another business, caught fire, which spreading, burned out the interior of this shed, which was a rather large building. The city fire department put out the fire and also filled the boiler cellar with water, which again put out the fires. Before this could be bailed out and the fires started, several houses went below freezing, killing a lot of rubbers and arecas. As if this was not enough, about six weeks later, a violent wind storm blew down a large sash house, 30x150 feet, which it is hardly likely will be erected again. The remaining houses are all full of bedding stock, which is used mostly in the cemetery trade which is a specialty here. Propagating coleus and alenantheras in flats of sand and on a manure bottom heat in frames outside, was interesting and very successful. The young stock, when potted, makes a rapid growth plunged in a

EDWARD REID

American Beauties, Orchids, Valley. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, May 15. Per 100		
Roses, Killarney	2.00@	8.00
" Mrs. Chas. Russell	4.00@	12.00
" Ophelia	3.00@	8.00
" Richmond	2.00@	8.00
" Sunburst	2.00@	8.00
Lilium Gigantum	8.00@	10.00
Carnations	3.00@	4.00
Valley		7.00
Sweet Peas	.35@	1.00
Antirrhinums	2.00@	6.00

BOSTON, May 15. Per 100		
Roses, Beauty	25.00@	75.00
" Killarney Queen	6.00@	12.00
" White and Pink Killarney	8.00@	12.00
" Double White Killarney	6.00@	12.00
" Killarney Brilliant	2.00@	10.00
" Hadley	4.00@	20.00
" Cardinal	2.00@	12.00
" Mock	2.00@	8.00
" Mrs. Chas. Russell	3.00@	15.00
" Sunburst	4.00@	20.00
" Taft	2.00@	12.00
" Milady	2.00@	12.00
" Ward and Hillingdon	2.00@	12.00
" My Maryland	2.00@	8.00
Carnations	2.00@	4.00
Violets	1.00@	1.50

BUFFALO, May 15. Per 100		
Beauty Special	25.00@	35.00
" Fancy	20.00@	25.00
" Extra	15.00@	20.00
" 1st	8.00@	10.00
Roses, Killarney	3.00@	8.00
" My Maryland	3.00@	8.00
" Sunburst	3.00@	8.00
" Ward	3.00@	6.00
" Ophelia	5.00@	10.00
" Russell	6.00@	12.00
" Stanley	3.00@	8.00
" Mock	4.00@	8.00
" Shawyer	5.00@	10.00
Lilies	8.00@	12.00
Cattleyas	40.00@	50.00
Carnations	2.00@	3.00
Asparagus Sprengeri	.35@	.50
Ferns	per 1,000,	3.00
Smilax		20.00
Sweet Peas	.75@	1.50
Daffodils	1.00@	2.00
Tulips	1.00@	2.00
Romans	2.00@	3.00
Freelias	1.00@	3.00
Calendulas	2.00@	3.00
Glabolus	6.00@	8.00

thin layer of soil over manure in the same frames.

The Leo Niessen Co. reports about 20 per cent increase over last year, but there were so many flowers of all kinds in the market, that this did not help as it ordinarily would. They sent out very nearly 200 boxes by parcels post on Friday—all flowers for Mothers' day. Considering the handicaps of the enormous quantity of flowers to be moved, the hot weather, and the Thrift Stamps substitution of Miss Jarvis, Mr. Niessen feels quite satisfied.

"It was hard work getting rid of the great amount of stock thrown on the market, but we fared as well as any of them," reported Eugene Bernheimer. A number of store keepers thought the buying of Thrift Stamps,

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Price List
On Cut Flowers
H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

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BERGER BROS.

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ROSES, ORCHIDS, VALLEY

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

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WHOLESALE FLORISTS

116-118 Seventh Street,
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Growers of Quality Flowers.

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H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

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THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.
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Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

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as advised by Miss Jarvis, hurt their trade.

The recent order of the fuel administration is becoming every day more realistic, and being brought home to other men in the trade besides growers. C. U. Liggit, who handles quantities of young plants of roses, carnations, and other florists' stock, as well as seeds, bulbs, etc., has had nearly \$1,000 worth of orders canceled since this edict went into effect. Mr. Liggit is out this business, and the grower of the stock loses the revenue, which would be of such help at this time.

Manager Miller, of the Philadelphia Wholesale Florists' Exchange, managed to struggle out, but said he had to put on full power to do so. The principal demand was for white carnations and white roses, colored flowers being at a discount.

Edward Reid found too many flowers and a lighter local demand. There was a good shipping trade, but the over supply, in addition to the speculators' stock from other markets, made prices far below normal.

The Jos. Heacock Co. was well satisfied with the demand, selling out their entire stock of roses at satisfactory prices.

K.

Des Moines, Ia.

NOTES.

A check for \$408.61, which represents the proceeds of the flower show held in this city, November 8-11, 1917, under the auspices of the Iowa Society of Florists, has been turned over to the local chapter of the American Red Cross. Included in the amount was also the sum of \$112 which was paid to the Advertising Club of Des Moines for publicity, and which that body in turn directed be tendered to the Red Cross. Those who had the exhibition in charge have just cause to be proud of the splendid showing made in their initial effort and the good work accomplished in a most worthy cause.

At the store of the J. S. Wilson Floral Co. the Mothers' day demand was exceptionally good, the sales showing an increase of 50 per cent over last year. White and red carnations had the call, and when the supply of the latter was exhausted, pink came in for ready movement, and then roses.

J. W.

GUST. RUSCH & CO.



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Jobbers in

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LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, May 15. Per 100		
Roses, Beauty, special	30.00@40.00	
" " fancy	10.00@20.00	
" " extra	5.00@10.00	
" " shorter grades	2.00@ 5.00	
" Mrs. Chas. Russell	6.00@20.00	
" Killarney	3.00@ 8.00	
" Hadley	4.00@15.00	
" Sunburst	4.00@ 8.00	
" Wards	2.00@ 4.00	
" Ophelia	2.00@ 8.00	
Carnations	1.50@ 3.00	
Cattleyas	each \$0.35@ .50	
Valley	6.00@ 8.00	
Lilium Rubrum	5.00@ 6.00	
Easter Lilies	6.00@ 8.00	
Snapdragons	6.00@12.50	
Callas	6.00@ 8.00	
Daffodils	1.50@ 3.00	
Lilacs	per bunch 1.00	
Calendulas	1.00@ 2.00	
Sweet Peas	.75@ 2.00	
Asparagus	string or bunch, .35@ .50	

PITTSBURGH, May 15. Per 100		
Roses, Beauty, special	\$20.00@25.00	
" " fancy	15.00@20.00	
" " extra	10.00@12.00	
" " No. 1	2.00@ 8.00	
" Killarney	2.00@12.00	
" My Maryland	2.00@12.00	
" Sunburst	2.00@12.00	
" Mrs. Aaron Ward	2.00@12.00	
Cattleyas	50.00@100.00	
Lilium Giganteum	12.00	
Adiantum	1.00	
Asparagus Sprengeri, bunch	35@40	
New Crop Green Galax per 1000	\$1.25	
Carnations	3.00@ 4.00	
Sweet Peas	.20@ 1.00	
Valley	6.00	
Calendula	2.00	
Iris	6.00	
Snapdragon	6.00@12.00	
Daisies	1.00	
Peonies	6.00@10.00	

MILWAUKEE, May 15. Per 100		
Roses, Killarney, W. Killarney	4.00@10.00	
" Ward	4.00@10.00	
" Mrs. Chas. Russell	6.00@25.00	
" Ophelia	8.00@10.00	
" Hoosier Beauty	4.00@10.00	
" Bon Silene, per bunch	4.00@ 7.50	
Carnations, assorted	4.00@ 6.00	
Valley	5.00	
Sweet Peas	.75@ 1.50	
Cattleyas	per doz. 6.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

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EUGENE BERNHEIMER

— Wholesale Florist —

ROSES

Prima Donna, September Morn and Ophelia,
Carnations,

1531 Ranstead St., Philadelphia, Pa.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, May 15. Per 100		
Roses, Hadley	2.00@ 5.00	
" Killarney	2.00@ 4.00	
" White Killarney	2.00@ 4.00	
" Hoosier Beauty	3.00@10.00	
" Russell	4.00@15.00	
" Sunburst	3.00@10.00	
" Ward	3.00@ 6.00	
" Mrs. Shawyer	2.00@ 8.00	
" Ophelia	4.00@10.00	
Ferns	per 1,000 3.50	
Violets	.20@ .30	
Carnations	4.00	

New York.

INCREASED SUPPLY AND SLOW MARKET.

It will be remembered, by those who have read Dickens, that one of his famous characters, Mark Tapley, gave up a good job because it was too "jolly." "Skittles, cricket, quoits, nine-pins, comic songs, choruses, company around the chimney corner every winter's evening—any man could be jolly at the Dragon. There's no credit in that," said Mark, so he was looking around for a gloomy business in which it would be some credit to be jolly. In justice to the memory of Mr. Tapley, it may be stated that he did find something particularly gloomy, but his jolly disposition, under the most trying conditions, carried him through with flying colors. Just now, we need Mark Tapley in the florist business, for under present and prospective conditions there will be some credit in being cheerful. Now is the time to be an optimist and hope for the best. On the other hand, it would be folly to indulge in false hopes or great expectations. It may well be hoped that the outlook is not as dark as the foregoing indicates, but there is little justification for the hope. All that can be done is to try and make the best possible arrangements. Business was slow in the wholesale district during the past week. The weather was fair and much warmer, which brought in an increased supply of stock, much of it, in roses and carnations, in poor condition. Special American Beauties went as low as \$10 to \$20 per 100 and were hard to move at that. There is always some movement in fresh tea roses, but the surplus was sacrificed or lost. About the same may be said of carnations, excepting that the surplus and loss was greater. On account of prospective Mothers' day business, there was some movement in white carnations May 10-11, but \$5 per 100 was about the highest price realized and the best did not stay long at that. By the afternoon of May 11, fairly good whites were selling for \$2 and \$3 per 100 and the ice boxes were full of pinks that could not be sold. Orchids are practically in a glut, good Cattleya Mossias going as low as 20 cents per flower and small stock for 10 cents. The cold frame lily of the valley that is on the market is better for funeral work than the short greenhouse stock. The best of the latter stock brings \$5 and \$6 per 100, but the short and inferior grades are practically unsalable. The lily surplus left over from Easter is pretty well cut out and less stock is arriving. The best wholesales at \$5 and \$6 per 100 flowers. Good sweet peas are scarce, but there is a surplus of short stock, much of it being almost worthless. An immense quantity of both purple and white lilac continues to arrive. Much of it, and also quantities of short roses and stale carnations are being peddled from push carts and on the street corners. Arrivals of southern peonies are increasing.

May 13.—As the majority of the retail stores were well sold out yesterday, there is considerable buying this morning, but everything is going cheap. The supply of southern peonies is increasing, but much of the stock is unsatisfactory, as the petals shake off. The wholesalers made an exception on Mothers' day and kept open, trying to clean up on carnations, but were only partly successful, many going at \$1 and \$2 per 100. One wholesaler long in the business said it was the first Mothers' day that he had ever seen carnations sold from push-carts. Reports from Brooklyn, Jersey City and Newark, N. J., indicate that the retailers did all they expected to do. It was the surplus that put the wholesale district "in bad."

From Cold Storage

LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

LILY OF THE VALLEY

Best quality. Write for prices.

Chas. Schwake & Co., Inc., 90-92 W. Broadway, New York

Mention the American Florist when writing.

COAL WARNING ISSUED.

The trade is confronted by a serious situation and it must be met with courage and possible sacrifice. It will be recalled that about this time last year, the growers were deceived by reports—probably well meant, but mistaken—that coal would be cheaper and more plentiful in August. We all know the result. The fuel administration is now pursuing a directly opposite course. In addition to the 50 per cent cut in the supply to growers, urgent warnings of a shortage are being sounded. L. A. Snead, assistant to Fuel Administrator Garfield, came to this city May 9 to find out what is being done to handle the coal supply for the coming winter. He issued a general warning to the public that there positively will be a coal shortage by fall. He estimated that the rapid increase of war industry operations has reduced the public's supply 25 per cent, and that this will be increased to 30 or 35 per cent in a few months.

"There is no way we can get around a shortage," Mr. Snead said. "The mines are working only four days a week because they cannot get cars. The railroads are so busy with war shipments that they cannot release many more cars. We are doing our best. New cars are being built. Others are being shifted to the mines from the west and our recent coal shipments have shown an encouraging improvement. The public must be warned to take cognizance of this situation. Where the mines are working four days a week the war plants are working seven days a week with extra shifts. The coal output will have to go to them in larger quantities. The duty of the public is to order its coal for the winter right away. The 50 cent reduction until September ought to be an inducement. Those who delay will probably regret it. We do not guarantee the prompt delivery of coal ordered now. This is impossible, but orders will be filled in order, and the summer can be spent stocking up. "We will take care that coal prices are not exorbitant when the shortage comes, but it is up to everybody to take the hint and order now."

NOTES.

The following editorial comment on the observance of Mothers' day is from the Evening Telegram: "We regret the determination, as a war economy measure, to abandon the wearing of the white carnation as a tribute. There is a disposition to run the economy business into the ground in small things." The above is to the point. There seem to be busybodies who are running economy into the ground in small things, because they lack the spiritual vision to see large things. We do not know who was responsible for the press notices that appeared saying that the wearing of a white carnation would this year be abandoned, but it must have been a narrow mind.

Quite a number of retailers have been heard from relating to their Mothers' day business. They agree that business was as good as last year;



Mention the American Florist when writing.

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

112 W. 28th St. NEW YORK

Ulrich Brunner Roses a Specialty.

Mention the American Florist when writing.

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

Mention the American Florist when writing.



Mention the American Florist when writing.

with some it was better. A feature of this year's business was that many buyers did not insist on white carnations, but took other colors. There was also considerable business in bunches of mixed flowers, and on Saturday numerous sales of plants. One advantage of the retailers was that they bought stock much cheaper this year than last.

On May 8 the Colonial Florist (Costos Sakelos), Broadway and 157th street, bought 17,000 roses and a quantity of other stock, which he put up in neat boxes and distributed among the hospitals of the city. For this generous act he has received many kind

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
8864 Farragut.

NEW YORK CITY

GEO. J. POLYKRANAS

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St.,

NEW YORK

Telephone No. 2264 Farragut.

J. J. COAN, Inc.

WHOLESALE FLORIST

115 West 28th St., New York

Phones 5413 and 5891 Farragut

Everything in Cut Flowers

Walter F. Sheridan

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Telephone Call:
3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**NORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley, Lilies, Etc.

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Telephone 5335 Farragut.

Geo. C. Siebrecht

Wholesale Florist

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Wholesale Florists

The Right People to Deal With.

102 West 28th St., New York

Mention the American Florist when writing.

BADGLEY & BISHOP, Inc.

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Receivers and Distributors of Choicest Cut Flowers.

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Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, May 15. Per 100		
Roses, Beauty, special	15.00@25.00	
" " extra and fancy	8.00@10.00	
" " No. 1 and No. 2	1.00@4.00	
" Hadley	1.00@15.00	
" Francis Scott Key	3.00@10.00	
" Prima Donna	1.00@ 8.00	
" Alice Stanley	.50@ 5.00	
" Mrs. Geo. Sawyer	.50@ 5.00	
" Double White Killarney	1.00@ 6.00	
" Killarney	.50@ 4.00	
" " Queen	1.00@ 6.00	
" " Brilliant	1.00@ 6.00	
" Aaron Ward	1.00@ 5.00	
" J. L. Mock	1.00@ 8.00	
" Ophelia	.50@ 6.00	
" Mrs. Chas. Russell	2.00@15.00	
" Ulrich Brunner	1.00@ 2.00	
Cattleya Orchids, special	25.00@30.00	
Rubrum	3.00@ 4.00	
Lilies, Longiflorum and Formosum	3.00@ 6.00	
Lily of the Valley	2.00@ 5.00	
Lil yof the Valley, cold frame	1.00@ 3.00	
Auburnum Croweatum and Hybridum	.75@ 1.00	
Asparagus Plumosus, doz. bchs.	1.50@ 3.00	
Smilax, doz. strings	.75@ 2.00	
Carnations	1.50@ 3.00	
Carnations, fancy	3.00@ 4.00	
Snapdragons	.50@ .75	
Narcissus, Yellow	1.25@ 2.00	
Iris	.40@ .50	
Sweet Peas	.50@ 1.00	
Callas	.75@ 1.00	
Lilacs, per bunch	.15@ .20	
Tulips, Darwin	2.00@ 3.00	
Daisies	.35@ 1.00	
Peonies, per doz.	.50@ .75	
Stocks, double	2.00@ 4.00	

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other
best products of the leading growers.

CONSIGNMENTS SOLICITED

Mention the American Florist when writing

Phones, 3310-11-12 Farragut

Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

127 W. 28th St., NEW YORK

Mention the American Florist when writing.

Trade Directory

Price: \$3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St.,

Chicago

Telephones { 4422 Farragut D. J. Pappas, Pres
4423**United Cut Flower Co., Inc.**

WHOLESALE

111 W. 28th St., NEW YORK

Mention the American Florist when writing.

PHONE { 2335 FARRAGUT
2336**WM. KESSLER,**

WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing.

N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

Mention the American Florist when writing.

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

119 West 28th St., NEW YORK

GEO. B. HART

WHOLESALE FLORIST

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing.

M. C. FORD

121 WEST 28TH STREET

NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing.

D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

3102-3108 W. Division St.,

CHICAGO

letters of thanks. For Mothers' day he sold 20,000 carnations, all colors included, and much other stock. He has five stores.

M. C. Gallagher, who is now in the United States navy, called on his former employers, David Clarke's Sons, May 11. Each of the Clarke brothers has a son in the army, and Harry Howell, another former employe, is in the merchant marine.

At the store of Malandre Brothers, Broadway and 72d street, it was said that their business had been good, though their sales of carnations were not particularly heavy.

The Drakos Co., Broadway, opposite Columbia University, stated that they had excellent business and sold many carnations.

The Bartels Brothers, 417 Tremont avenue, Bronx borough, stated that they had excellent business.

A. F. F.

Kansas City.

MOTHERS' DAY BUSINESS GRATIFYING.

The Mothers' day demand was beyond all expectations, resulting in a complete sellout of plants by Saturday, and by Sunday noon the cut stock supply was reduced to a point where scarcely a single carnation was visible. Roses went especially well. The former demand for flowers of only one or two varieties for this occasion is evidently a thing of the past, and there was a noticeable call for dozen lots, with preference for high quality. Corsage bouquets played quite a part and many sweet peas were used for this purpose. Lily of the valley also went fairly well. On the average, business was reported about 50 per cent better than in former years.

NOTES.

H. Kusik & Co. report many sales in 100 and 1,000 lots, where such quantities were never called for before. This firm carried the largest stock of carnations and roses in its history for Mothers' day. Sweet peas, lilies and peonies were also plentiful.

The Alpha Floral Co. reports an unusually brisk sale for Mothers' day for everything in the line of cut flowers and plants. They made a special feature of their cemetery wreath, and on this they had a surprising run.

Anything that looked like a rose or carnation was in big demand at the W. J. Barnes establishment. Pot plants were sold out by Saturday noon and deliveries could not be promised later than that evening.

A. Newell had an unusual rush, and deliveries ran into late hours Sunday afternoon. Corsages and funeral work were also factors.

Charles Thomas, of the Rosery, is more than pleased with his Mothers' day sales. He says it was "some business."

Bob McGrail reports a complete sell-out. Could have disposed of more had the stock been available.



GREEN CEMETERY VASE

Made of durable earthenware and stained permanent Green. The best Vase for cemetery use.

Per doz., \$2.50; 3 doz., \$7.00.

Vaughan's Seed Store
CHICAGO NEW YORK

T. J. Noll & Co. had a heavy week of shipping trade. They had a large stock, but ran short early.

A. F. Barbe had a wonderful business in plants and was rushed with orders for bouquets.

Beiderman & Son report a heavy run on funeral work. They had a complete cleanup on cut stock, and could have sold more.

E. J. B.

Louisville, Ky.

At the last meeting of the florists' society, Lewis Plares gave an interesting talk on growing lettuce, bringing out the fact that this crop is profitable to the plant grower, as it can be grown in the winter and followed by bedding stock for spring sales.

Herman Kleinstarink has taken a position with a steel company at Youngstown, O., and has tendered his resignation as treasurer of the Kentucky Society of Florists. His father, H. Kleinstarink, has been appointed to fill the unexpired term.

The Jacob Schulz Co. has installed a new front at its store which gives increased space for window display. A fine arrangement of orchids recently attracted a great deal of attention to this establishment.

C. C. Clark, formerly with F. H. Lemon & Co., Richmond, Ind., is now with the F. Walker Co. in the capacity of foreman at the greenhouses at New Albany.

The New Nanz & Neuner Co. was recently fined \$49 and costs following a hearing on an alleged violation of the woman's labor law.

Robert Pallion, for 18 years with the F. Walker Co., has opened a store on West Chestnut street near 18th street.

Anders Rasmussen, of New Albany, has sold his entire stock of shrubbery to the Jacob Schulz Co.

There appears to be a shortage of geraniums and other plants in this vicinity.
H. G. W.

Detroit.

MOTHERS' DAY GENERALLY SATISFACTORY.

This city enjoyed the most successful Mothers' day business in its history, and this, too, in spite of the fact that the weather was anything but conducive to extensive shopping. Saturday was cloudy, cool and windy, and much apprehension was felt on this account early in the day, but as the hours passed, the trade continued to increase. Sunday was a disappointment, because it rained incessantly, and many think the business on this day would have been perhaps four times greater had favorable weather aided us. Some advertising was done throughout the week in the daily papers, and the posters and stickers were used most generally by all the florists, so that when the day arrived, it is fair to presume that nearly every one had in mind the duty of doing honor to mother by the gift and purchase of flowers of some kind. Carnations were in limited supply, and all of course sold out completely and at a higher price than a year ago. Roses were in good supply and good quality and not excessively higher in price. A quantity of snapdragons was on the market, but moved rather slowly. Flowering plants were in great demand and all were sold out completely, even the humble geranium with a flower found its way into some homes. Boston ferns, too, sold well, as did some baby ramblers and hybrid roses that were available. Prices on the whole ruled rather lower on all items than those prevailing a year ago, and the results of the day seem highly satisfactory to all.

N. S.

TERRE HAUTE, IND.—The florists of this city used co-operative advertisements four columns wide by nine inches deep in the local papers featuring Mothers' day with very good results.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Chicago.

Established 1857



745 Buckingham Place.

L. D. Phone, Graceland 1112

Send us your retail orders.

We Have the Best Facilities in the City

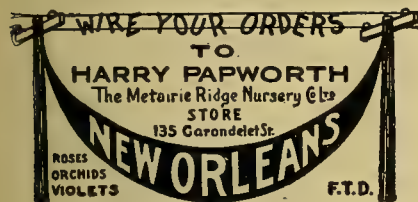
Mention the American Florist when writing.

Brooklyn, N. Y.

JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierpont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.



Mention the American Florist when writing.

Albany, N. Y.

EYRES
FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.
106 STATE STREET

Mention the American Florist when writing.

Milwaukee, Wis.



J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.
Members Florists' Telegraph
Delivery Association.

Mention the American Florist when writing.

THOS. F. GALVIN
INC.

NEW YORK — 561 — Fifth Avenue

BOSTON 1 Park Street 799 Boylston Street

Deliveries to Steamers and All Eastern Points.

Mention the American Florist when writing.

ORDERS
IN OR
AROUND

PHILADELPHIA
J. J. HABERMEHL'S SONS
Flowers and Service THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.
Conservatories, Diamond St. at 22nd.

Max Schling

NEW YORK

785 Fifth Ave.

Member of Florists' Telegraph Delivery

BRANCHES:
RITZ-CARLTON and
VANDERBILT
HOTEL

KOTTMILLER

426
Madison Ave.,
NEW YORK

ROANOKE, VA.

FALLON, Florist.

Chicago.

A. LANGE,

25 E. MADISON ST.

Member of Florists' Telegraph Delivery.

Young & Nugent

Telephone 4265-4266 Farragut
42 West 28th Street.

We are in the Heart of New York
To out-of-town florists;
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.

Members of Florists' Telegraph Delivery.

Chicago.

ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in the city. All orders given prompt attention.

Members of Florists' Telegraph Delivery.

San Francisco, Calif.

J. B. BOLAND

Successor to Sievers & Boland

FLORIST

60 KEARNY STREET

Mention the American Florist when writing.

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing.

ALEXANDER McCONNELL

611 FIFTH AVE., COR. 49TH STREET.

NEW YORK CITY.

TELEGRAPH ORDERS forwarded to any part of the United States, Canada and all principal cities in Europe. Orders transferred or entrusted by the trade to our selection for delivery on steamships or elsewhere receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.

Code Address: Alexconnell,
Western Union Code.

Bangor, Me.

Adam Sekenger

FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.



LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

New York.

Established 1874.

DARDS

N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

Member of Florists' Telegraph Delivery.

"We should all strictly adhere to the request of the United States Food Administration."

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

BUFFALO

N. Y.

L. H. NEUBECK

Main and High Sts.

Member of Florists' Telegraph Delivery.

Pittsburgh, Pa.

A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyes, 106 State St.
Albany, N. Y.—Danker's.
Bangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trephel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. H. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Palez.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—Phillips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Dards', 44th and Madison Ave.
New York—Hessien.
New York—A. Meyer, 1062 Madison Ave.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Leikens.
New York—Malandre Bros.
New York—Nicholas G. Pappas & Co.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 785 Fifth Ave.
New York—G. E. M. Stump.
New York—Young & Nugent.
Omaha, Neb.—Alfred Donaghe.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heisl & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington—Geo. H. Cooke, Conn. Ave. and L.
Washington, D. C.—Louise Flower Shop.
Washington—Gude Bros.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

New York.

Telephone
Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

Omaha, Neb.

Hess & Swoboda

FLORISTS

1415 Farnum St.

PHONES:
1501 and L1582

Members of Florists' Telegraph Delivery.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representative of National Floral Corporation

Philadelphia Orders

Chas. H. Grakelow

Broad St., at Cumberland

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to



Mention the American Florist when writing.

Brooklyn, N. Y.

JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Mention the American Florist when writing.

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heintz)
336 Superior St., Toledo, O.
Both Phones, 527

Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Rochester, N. Y.

**J. B. KELLER SONS,
FLORISTS**

25 Clinton Avenue N
Rochester Phone 506. Long Dist. Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota, Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Houston, Texas.

**Robt C. Kerr
Floral Co.**

Main and McKinney Phone Preston 160

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Albany, N. Y.

Danker
FLORIST

The Best Service



Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

New York.

Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

Kansas City, Mo.

A. Newell
FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3843

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones { 107 } { 420 } { 775 } Lenox

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Denver, Colo.

**The Park
Floral Co.**

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Members of Florists' Telegraph Delivery.



San Francisco

Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.

Artistic Funeral Designs. Flowers for all occasions.

Tel. 1673 Hackensack MAIN and BRIDGE STS.

Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

New York.

DRAKOS CO.

FLORISTS

2953 Broadway. Opp. Columbia College

Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

**NASHVILLE and
CHATTANOOGA**

MEMBER
Florists'
Telegraph
Delivery



Mention the American Florist when writing.

Kansas City, Mo.

Samuel Murray,
1017 Grand Avenue

Member of Florists' Telegraph Delivery.
Mention the American Florist when writing.

Los Angeles, Calif.

O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

Mention the American Florist when writing.

Los Angeles, Calif.

**Wolfskill Bros. and
Morris Goldenson**
Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

Little Rock, Ark.

PAUL M. PALEZ
FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.
Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.
Mention the American Florist when writing.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCAUSLEN, Prop.
173 North Fourth Street
All Orders Promptly Executed.

Cleveland, O.

The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Friedman

...FLOWERS...

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

St. Paul, Minn.

L. L. MAY & CO.

Order Your Flowers for delivery
in this section from the

LEADING FLORISTS OF THE NORTHWEST

Pittsburgh, Pa.

MRS. E. A. WILLIAMS
621 Penn Ave.

Member of Florists' Telegraph Delivery.

Omaha, Neb.

Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.
Night and day service in all Central
Pennsylvania.

E. W. PEARSON

38 State Street, Newburyport, Mass.
Covers All New England Points.

**KANSAS CITY,
MISSOURI.**

**Rock's
FLOWERS**

Members Florists' Telegraph Delivery Ass'n.

C. H. FREY Wholesale
and Retail
Florist

1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.

C. Trauenerfeldt
FLORIST

3343 W. MADISON ST.
NEAR GARFIELD PARK

CHICAGO

Mention the American Florist when writing.

For Wisconsin Delivery

OF
"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN,
WISCONSIN

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.



GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

**WASHINGTON
D. C.**

Gudes'

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

LEIKENS,

Madison Ave. and 55th St.,
New York

Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

New York.

Gilbanks
Flowers of Quality

50 Broadway

New York

Malandre Brothers

2077 Broadway, near 72nd Street
Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.
Orders from other cities receive our per-
sonal attention.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

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Member of Florists' Telegraph Delivery.

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Floral Experts

5936 Penn Av., Pittsburgh, Pa.

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200 miles in any direction. DULUTH, MINN.
We are the center of the great
Northwest. Daily deliveries to Superior, Wis

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1338 O Street, LINCOLN, NEB.

Wholesale and Retail
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1062 Madison Ave., near 80th St.

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Satisfaction Guaranteed.

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Central Floral Co.

132 North State St., CHICAGO, ILL.
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Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

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MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

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16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD

GREENHOUSES

Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.
Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

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GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

THE United States treasury department is refunding money reducing the duty paid on tulips at \$1.00 per 1000 to 50 cents per 1000 under the heading "other bulbs."

ONION SETS in the Chicago district are in the same condition as last week but sprouting fast. The new crop rows are showing in the field and the wheel hoes have started "scrubbing."

WE understand that thus far the war trade board has placed no restriction on the importation of soya and edible beans, rape seed and flower and vegetable seeds from Japan.

TOLEDO, O.—March clover, cash, was steady, May 13, at \$18.25, closing at the same price as on May 11. Timothy was 2½ cents lower for September; old, quoted at \$3.77, new \$3.80, September \$4.47, October \$4.15, December \$4.15.

BALTIMORE, MD.—The state council of defense, food products committee, has established a booth at the establishment of J. Bolgiano & Son, where pledges are accepted for the production of food to help to win the war. An attractive button designates the signers as "Soldiers of the Soil."

THE convention of the American Seed Trade Association, which will be held at Chicago, June 18-20, will be marked by interesting deliberations on the many problems affecting the trade, due to wartime conditions. Keep the date well in mind and make your plans now to be in attendance.

FOLLOWING a conference with the seed administrator for Illinois, May 8, the seed stocks committee of the department of agriculture took over for government use 10,000 bushels of seed corn. The department will observe closely the results of planting in the Illinois localities in which the seed will be distributed.

ROTTERDAM, HOLLAND.—Arrangements with Germany for guaranteeing safety of ships to and from United States to carry grain for Holland having been completed, the cargo steamers Zyl-dyk, Hector and Delfland probably will sail soon for America, in exchange for steamers Hollandia, Java and Stella, bound here.

It is stated that some speculators in seed stocks picked up at high prices are getting cold feet and are trying to get out from under. This is to be expected, but has no bearing on the intrinsic value of seeds, which will surely continue to advance for several years, on account of labor and the high price of grains, beans, etc.

CINCINNATI, O.—The J. Chas. McCullough Seed Co. reports that the demand is keeping up longer than usual this season, and due to much cold weather in April, good May business is anticipated. On grass seed the market if anything is somewhat easier. There is a liberal supply of onion sets and prices have declined considerably during the past few weeks.

Government Seeds.

The New York State College of Agriculture says it is not wise to depend on seeds furnished by the government since the seeds are presumably of little known varieties to be planted for experimental purpose. Thus they may be of a kind not desirable for the home garden. Further, the amount of seed in each package is small. The college believes, therefore, that the home gardener will do well to purchase from a reliable seed house.

California Seed Crops.

L. W. Wheeler, of the Pieters-Wheeler Seed Co., Gilroy, in a communication of May 10, states that, due to hot weather and lack of moisture, crops are backward, and that irrigation is being done where possible. Lettuce, radish and salsify will be very short, however. Beet, carrot and a good share of the onion crop, which is planted on the reclaimed land in the vicinity of the Sacramento and San Joaquin rivers, will probably pull through unless there is excessive heat as was the case last year. The acreage of these crops this year is large, however, and with anywhere near a normal crop there should be a fair supply. Radish, it is believed, will show the greatest shortage and parsnip will also be on the scarce list. Spinach is looking well to date and the same is true of sweet peas.

Under present conditions, it is difficult to get anyone to grow seed, due to the labor situation, the preference being given to grain and other crops that can be handled to a greater extent by machinery. Workers are scarce and demand high wages, the Japs at present getting \$3.50 to \$4 per day, and at harvest time will doubtless ask for \$5 or more.

New York Seed Trade.

There was a great drive in plants in the seed trade district during the past week, and also considerable business in seeds, though as the latter orders began to come in very early this year the heaviest part of that business is over. At all the stores plants have been featured; vegetables, geranium, pansy and other flowering plants, small shrubs, etc., have all met with ready sales.

A petition in bankruptcy has been filed against Robt. W. MacNiff, 52 Vesey street, by these creditors: Watson Manufacturing Company, \$575; Charles H. Laue, \$67; W. Peter Duryee & Co., \$8. The bankruptcy is attributed to inability to get his goods from Holland in time for the fall sales. Liabilities are stated to be \$40,000 and assets \$15,000.

Peter Henderson & Co. have hit on a good idea by placing in one of their store windows a large placard entitled "Seasonable Hints for May," telling briefly what gardeners should attend to. They will doubtless follow it up

with hints for the remaining months of the growing season.

At Vaughan's Seed Store we have noticed exceptionally fine stocks of vegetable plants, which were selling fast. There was also a brisk trade in seeds and garden accessories at this establishment.

John Wilk, 155 West 33d street, is right near the Pennsylvania terminal and has a good chance to "catch 'em comin' and goin'." He is ably assisted by Mrs. Wilk, and they report business good.

The shop at 140 East 34th street, known as "Herrmann's Seed Store," is owned and conducted by Alex. Gofferje. He is now particularly strong on plants and has a good business.

Marshall H. Duryea, vice-president and general manager of the Nungesser-Dickinson Seed Co., of this city and Hoboken, N. J., says that the spring rush is over but that they have had excellent business.

Henry Nungesser, formerly well known in the seed trade of this city, but now retired, has been spending two months at Atlantic City. He loves the "briny deep."

It is rumored that a well-known Philadelphia seed firm will soon open a store in this city.

Holland's Trade in Plants and Bulbs.

Bulb producers were impeded in making foreign sales in 1917, as England, Germany and Austria closed their frontiers to the entry of bulbs, and transportation connections with Russia and the United States were most uncertain, according to Commerce Reports. The Scandinavian countries bought only under the condition that enough coal should be provided by the exporter to keep the bulbs warm in transit. This condition was very difficult to meet, on account of the great lack of fuel in Holland. As a whole, the business of the year was not poor, considering the markets that were open. The export trade to Scandinavia continued, but Germany and Austria, after long negotiations, could be induced to admit only a small proportion of the bulbs purchased in normal times. Shipments to

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

For SEEDS

FLOWER, VEGETABLE AND FARM

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale
and Exporting Seed House.

74 YEARS UNRIVALLED REPUTATION.

Mention the American Florist when writing.

THE J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomisdale
Farm.

Bristol, Pa.

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cab-
bages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

the United States were still possible, but the total amount exported was far below that of normal times. Bulbs and plants invoiced for the United States at all consulates for the year amounted to \$1,975,593, as compared with \$2,891,172 in 1916. The culture of hyacinths did not pay for the costs incurred. At the end of the shipping season large amounts of bulbs of all kinds remained, which could not be shipped. The increased cost of manure and fertilizers, as well as raw materials, was not recompensed by a proportional advance in prices. The government discouraged bulb production by favoring the use of the lowlands for the production of grain and food products. The acreage planted to bulbs in 1917 was less than formerly. The Dutch government began to regulate the exportation of bulbs in September, and permits had to be obtained for all exports. At one time since the war began bulbs were used for fodder for cattle and other abnormal purposes. Co-operative drying houses were established in 1917, so that producers could reap the profit of their labors.

Florists' Business Booming.

Paul Berkowitz, of H. Bayersdorfer & Co., Philadelphia, Pa., returning from a tour of his firm's customers in the principal cities of the middle west, reports that business was never so good as at the present time, notwithstanding steadily advancing prices in all his lines, and that the retail florists are busy everywhere.

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS, "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

Mention the American Florist when writing.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzel, Beet, Carrot, Celery,
Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

Mention the American Florist when writing.

SEEDS Specially Prepared for Export KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS LANGPORT, Eng.

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

Mention the American Florist when writing.

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and
Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

Mention the American Florist when writing.

Choice Flower Seeds FOR FLORISTS

Cineraria, prize strains mixed, tall and semi-dwarf.

Alyssum: Little Gem.

Calendula: Orange King; Lemon Queen.

Snapdragon: Silver Pink.

Begonia: Vernon.

Delphinium Newport Rose, finest Pink Larkspur, at 80c per oz.; \$2.25 per 1/4 lb.

J. M. THORBURN & CO.
53 Barclay Street, - New York

MICHELL'S

Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed
100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10,000 seeds, \$30.00.
25,000 seeds, \$72.50.

Also all other reasonable Seeds, Bulbs and Supplies.
Wholesale Price List Free.

HENRY F. MICHELL CO.
518 Market St., Philadelphia, Pa.

Asparagus Plumosus Nanus Seed

New crop, cleaned, lath-house grown.
Now ready to ship.

1000 or more seeds..	\$2.25	per 1000
5000	"	2.00
10,000	"	1.75
25,000	"	1.60

Delivered free anywhere in the U. S. or Canada upon receipt of remittance.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

Mention the American Florist when writing.

We carry a reserve stock of the important varieties of Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia, - Pa.

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Seed Packets for 1919

ORDER NOW

for early delivery, and avoid delays, freight congestions, express charges, shut downs and loss of business. We can fill your orders promptly now, but not next December.

THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

TUBEROUS BEGONIAS

Single mixed..	\$2.50	In colors.....	\$3.00
Double mixed..	5.00	In colors.....	5.00
Gloxinias, blue, white, red, spotted, per 100,	\$3.50.		
Mixed.....	3.00		

New importation of these bulbs just received.

James Vicks' Sons, ROCHESTER, N. Y.

Mention the American Florist when writing.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato,
Vine Seed and Field Corn.
Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

Mention the American Florist when writing.

**Before Placing Orders for
SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write**

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing.

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash, Pumpkin,
Cucumber and Watermelon Seed and Field Corn,
on Contract.

CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. **MILFORD, CONN.**

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd

Woolworth Bldg., New York City

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists
and Market Gardeners.

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.



Gladiolus Bulbs

AMERICAN GROWN—AT GROWING COST

**The Best Paying Crop Last Summer
Constant Cutting of Salable Plants**

NO COAL BILLS

These are healthy frost-free Bulbs, our own Michigan and Illinois grown.

FOUR GREAT LEADERS

(The best sellers)
(for cut flowers)

	Firsts 1½-2-in. 1000	Medium 1¼-1½-in. 1000
America, Lavender pink	\$16.00	\$13.00
Augusta, White	15.00	12.00
Mrs. F. King, Vermilion Scarlet	15.00	12.00
Chicago White, best early white	22.50	17.00

Other Good Named Kinds.

	Firsts 1½-2-in. 1000	Medium 1¼-1½-in. 1000
Pendleton	\$50.00	\$38.00
Halley (early)	20.00	
Panama	36.00	30.00
Sunbeam (Primulinus)	80.00	65.00
Schwaben, big yellow	65.00	
Europa, big white	60.00	
Myrtle, good pink	75.00	65.00

VAUGHAN'S MIXTURES

	Firsts 1½-2-in. 1000	Medium 1¼-1½-in. 1000
XXX Florists'	\$16.00	\$13.00
Standard	13.00	10.00
Scarlet Shades	14.00	11.00
Pink Shades	15.00	12.00

Planting stocks of several of above at close prices, write.

All the above F. O. B. Chicago

Complete lists of Named Gladiolus, Cannas, Roses, etc., in our "Book For Florists."

CHICAGO VAUGHAN'S SEED STORE NEW YORK

Rooted Carnation Cuttings

	Per 100	Per 1000
Thenanthos	\$2.00	\$18.00
Beacon	2.50	20.00
Alice, (Light Pink)	2.00	18.00
Herald	2.00	15.00

	Per 100	Per 1000
Ward	\$2.00	\$15.00
White Enchantress	2.50	20.00
Rose Pink Enchantress	2.50	20.00

ROSE PLANTS, 2½ in. Pots

	Per 100	Per 1000
Champ Welland	\$3.50	\$30.00
Pink Killarney	3.50	30.00
Ophelia	5.00	45.00

	Per 100	Per 1000
Richmond	\$3.50	\$30.00
My Maryland	4.00	35.00

PETER REINBERG

WHOLESALE FLORIST

2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

CHICAGO, ILL.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK and ORANGE, CONN.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

GERANIUMS

ROOTED CUTTINGS.

Summer Prices—Ready now, and fresh lot every two weeks. S. A. Nutt, per 1000, \$10.00. Ricard and Poitevine, per 1000, \$12.50. If wanted by Parcel Post add \$1.00 per 1000 to above prices.

ALBERT M. HERR, LANCASTER, PA.

FOR SALE. Excellent bench plants of

White Killarney Roses

\$4.00 per 100; \$35.00 per 1000.

Cash please.

ALBERT F. AMLING CO.

MAYWOOD, ILL.

Trade Directory

Containing the Names and Addresses of Florists of the United States and Canada

Price: \$3.00 Postpaid

American Florist Co.

440 S. Dearborn St., CHICAGO

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President;
S. W. Severance, Louisville, Ky., Secretary;
Eugene Davis, Grand Rapids, Mich., Treasurer.

POTATO acreage in lower Florida has increased 70 per cent, St. John's county, with 6,000 acres now leading.

THE Iowa State Horticultural Society, Wesley Greene, secretary, Des Moines, has issued a bulletin, entitled "Onion Production in Iowa."

HASTINGS, MICH.—John C. Kitcham, master of the state grange, reports that 5,000,000 bushels of potatoes are still unmarketed in this state and must be moved and used before July 1 or be wasted.

Prices of Indoor Fruits and Vegetables.

Chicago, May 14.—Cucumbers, 2-dozen box, \$2.50 to \$3.00; celery, crate, \$4.50 to \$5.00; leaf lettuce, per box, 17½ to 20 cents; radishes, per box, \$1.75 to \$2.00; tomatoes, 6 baskets, \$2.50 to \$3.00.

New York, May 13.—Celery, per crate, \$1.50 to \$4.00; cucumbers, 75 cents to \$1.50 per dozen; mushrooms, 40 cents to \$1.60 per 4-pound basket; tomatoes, per pound, 12 to 18 cents; lettuce, per strap, \$1.50 to \$2.50; radishes, per 100 bunches, \$1.00 to \$2.00.

Bean Production.

The edible bean crop of the United States was in 1917 the largest in the country's history, both in acreage and production. In order to supplement data heretofore published, which have referred only to important producing states, a special inquiry was made to determine acreage and production in all states wherein these were material. Extraordinary increases over the acreages of previous years were shown in most of the main producing states, as well as in states where beans have been heretofore grown only to a slight extent. Heavy abandonment decreased the harvested acreage in New York and limited the increase in Michigan.

Sweet Potatoes.

Where sweet potatoes are regularly grown as a crop their culture is as well understood as the culture of the common Irish potato in the north. We have had the opportunity to talk with many southerners on sweets, and they seem to be well posted; in fact, they are all quite enthusiastic about this crop, taking special pride in providing an ample supply. But further north conditions are different. We know of a district where 30 miles either north or south mark the dividing line between the two kinds of potatoes grown—30 miles one way the sweet is never seen in the garden, while the other way the sweet has a long lead over the Irish potato. Soil conditions control this abrupt change more than climatic conditions—the sweet potato district beginning with the hilly section and with sandstone soils, or in the opposite direction the culture of sweets

is not attempted, owing to level, heavy soils and limestone foundation. We have in this general statement the secret of success or failure—success on worn, rather poor soil, especially on side hills where such are sandy, and failure in the cooler, heavy, flat soils, especially so if rich limestone areas. We ourselves have failed and succeeded according to the above rules. We have grown sweet potato vines like moonvines, with "never a tuber," and also have we had the scant, poor growth rewarded by a generous crop of excellent "sweets." Therefore, in northern sections, we must choose a warm location, a sandy soil, rather poor, and ridge up the soil to increase its heat and decrease its moisture. To this end it is best to sharply ridge the soil before planting and set the sprouts on top of such ridges. Space should be 3-foot rows by 12 to 15 inches in the row. The plants are produced by bedding the potatoes in some light material, say sawdust, old manure or sandy humus, in a warm greenhouse or hotbed. The tubers are placed about 4 inches apart from each other and simply covered 3 inches deep by the bedding material. Temperature must be high, above 70° for best results. The sprouts are simply pulled when wanted, and more will follow in almost endless succession. If not ready to plant when sprouts are up, they can be sheared off or pulled and heeled in, temporarily. It is generally believed that what is known in northern markets as "Jersey sweets" is the best variety to plant for the cooler sections of the country. We have seen an excellent crop in Minnesota; therefore, more depends upon the soil and exposure than upon either latitude or longitude. Given a warm, sandy soil on a hillside, we can grow good sweet potatoes away in the north. For the warmer sections of our country, the crop is of great importance, as the sweet potato succeeds exactly where the

Irish potato fails. We have been informed by many growers that it is necessary to keep the vines from rooting at the joints by frequent lifting, but on this point we are not an authority, never having taken enough interest in the crop to determine this claim.
MARKETMAN.

Rhubrab Leaves Poison.

The United States department of agriculture has issued a warning against eating rhubarb leaves, due to the fact that the leaves contain a high content of oxalic acid, dangerous to the diner unless he be in perfect health. If the leaves are eaten, the ribs and stems should be removed, only tender leaves used, and these should be parboiled or blanched before being cooked.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St.,

CHICAGO

BEST

Cabbage and Tomato Plants

on the market. Very low price. Write or wire your needs at once.

J. F. WILCOX & SONS

530 Broadway, Council Bluffs, Iowa.

TWENTY MILLIONS FROST-PROOF CABBAGE PLANTS READY

Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier.

From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

TO SEEDSMEN ONLY

R. A. van der SCHOOT, Hillegom, Holland

Begs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

Inquiries and quotations may be addressed to the undersigned, who is the American representative of the House, and ready to furnish all information.

No retail trade solicited. We believe we are the only Holland House whose business in the United States is "STRICTLY WHOLESALE."

A. M. van der SCHOOT

Room 1600, Consumers Building,

CHICAGO, ILL.

JOSEPH HEACOCK CO., Wyncote, Pa.

Offers The Following

HOME GROWN PALMS

Well Established, Strong and Healthy.

Areca Lutescens, 3 plants in pot.

6 inch pot, 24-30 inches high.....	\$ 1.00
6 inch pot, 30-36 inches high.....	1.50
6 inch pot, 36-42 inches high.....	2.00

Kentia Forsteriana, made-up, 4 plants in tub.

11 inch tub, 4½ feet.....	10.00
11 inch tub, 5-5½ feet.....	15.00
11 inch tub, 6 feet.....	18.00

Cibotium Schiedel

9 inch tub, 4½-5 foot spread.....	5.00
-----------------------------------	------

Kentia Belmoreana, 6 to 7 leaves.

6 inch pot, 22-24 inches high.....	\$ 1.00
6 inch pot, 26-28 inches high.....	1.50
6 inch pot, 28-30 inches high.....	2.00
7 inch tub, 34-36 inches high.....	3.00
9 inch tub, 40-42 inches high.....	5.00
9 inch tub, 48-54 inches high.....	8.00
9 inch tub, 4½-5 feet high.....	10.00



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THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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Seasonable Stock You Will Need

	Per 100	Per 1000
Asparagus Sprengeri, 2½ in.....	\$3.00	\$27.50
Acalypha Sanderi and Triumphans, 2½ in.....	4.00	
Buddleia Veitchiana, Lindleyana, Magnifica and Amplissima, 2½ in.....	5.00	40.00
Cobaea Scandens, 2½ in pots.....	4.00	
Ferns, Aspidium Tsussimense, Cyrtomium Falcatum, Pteris Tremula and Pteris Wimsetti, 2½ in.....	3.50	30.00
Salvia Zurich and Splendens, 2½ in.....	3.00	27.50
Palms, Kentia Belmoreana, 2½ in., \$10.00 per 100; 3 in., \$15.00 per 100; 4 in., \$40.00 per 100. Fine dwarf clean stock to grow on.		
Cocos Weddelliana, 2½ in., \$12.00 per 100.		

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Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

NEW CASTLE, IND.—P. J. Lynch is a candidate for clerk of the supreme court.

SAN DIEGO, CALIF.—The San Diego Floral Society held a successful rose show in Balboa Park, May 4-5.

BROOKLYN, N. Y.—Wm. B. Schneider, for many years connected with the park systems in this city and New York, died suddenly May 1.

STAMFORD, CONN.—The mid-summer show of the Stamford Horticultural Society will be held July 3. A fall show will also be held in October.

LONDON, ONT.—F. Dawson, formerly connected with Queen Victoria park, Niagara Falls, has taken the position of superintendent of parks in this city.

NEW HAVEN, CONN.—The Elm City Nursery Company Woodmont Nurseries, Inc., report, that notwithstanding anticipations to the contrary, they are enjoying unusually good business, and with a shortage of help the spring season has been a strenuous one.

MEMBERS of the American Association of Nurserymen should bear well in mind the annual convention at Chicago, June 26-28, at which there should be a record attendance in view of the many problems confronting the trade as the result of present conditions.

THE condition of the commercial peach crop for May, as reported by the United States department of agriculture, was 57.2, as compared with final condition of 73.2 in 1917. The estimated crop for the same date is 22,398 bushels, the final in 1917 being 29,042 bushels.

MACON, GA.—R. C. Berckmans, who retired from the nursery business with the dissolution of the P. J. Berckmans Co., announcement of which was made in our issue of March 30, page 562, is now president of the Georgia Vithumus Co. of this city, the product being a new form of fertilization said to be very effective for all standard field and truck crops.

"Home Grounds."

"Home Grounds—Their Planning and Planting" is the title of an attractive booklet of 50 pages, with numerous illustrations, being issued by the Elm City Nurseries Company Woodmont Nurseries, Inc., New Haven, Conn., the text prepared by Professor L. H. Bailey for the American Association of Nurserymen. Included in the contents is much of interest concerning the basic ideas in landscaping for both large and small areas, the aim in planting the landscape garden, the feeling for plants to which the plant lover responds, the planting in particular, blossoms and colors, the fruit garden and the vegetable garden and the planting and caretaking, included in the latter section being suggestions for the preparation of the land, the lawn, pruning, fall planting, shade trees and general care.

Winter's Effects in Arnold Arboretum.

Most of the taxads which have been grown successfully in the arboretum have suffered from the cold of the winter. All the forms of the Japanese *Taxus cuspidata*, however, are now as green and fresh as they were in October. As the years pass the confidence in the value of this plant increases and it has never been as great as it is this spring. Among all the plants which Japan has contributed to the gardens of the eastern United States no other is so generally valuable. Fortunately American nurserymen are at last beginning to realize that this yew has some commercial value, and it will soon be within the reach of everyone who has a garden or wants to plant the best possible evergreen hedge for New England. The form of this yew (var. *chinensis*) introduced by Wilson from western China is less hardy than the Japanese plant. In a collection of young plants of the Chinese form, in as protected a position as could be found in the arboretum, some are slightly injured and others are dead. It is not probable that this fine tree, therefore, will ever become established in Massachusetts. On all the forms of the European yew (*Taxus baccata*) there are dead leaves and dead or injured branches. All the plants of *T. baccata erecta* have been killed, and there are a few dead branches even on *T. baccata repandens*, the plant with widespread, semiprostrate stems which has lived in this climate for several years without injury and has been considered here the hardiest and most desirable of all the forms of the European yew for New England. Plants of the Canadian yew (*T. canadensis*), the so-called ground hemlock of northern woods, planted in the shade or in full exposure to the sun, have been badly disfigured as the tips of most of the branches and all the upper leaves have been killed. The leaves on upper branches of the Japanese *Torreya mucifera* are dry and beginning to turn brown, but the buds appear to be uninjured and the plants may recover. It has not suffered here before and for the last two or three years has been producing fruit in the arboretum. The California *torreyi* (*T. californica*), which has been nursed along in a sheltered position for years and has suffered more or less every winter, appears to have at last entirely succumbed. Young plants in a sheltered position of the Japanese *Cephalotaxus drupacea* are little injured but the handsomer *C. Fortunei* from western China has suffered and it is doubtful if this fine tree will live through many years in this climate. —Arnold Arboretum Bulletin, May 9, 1918.

"The Apple Annual."

"The Apple Annual," a report of the proceedings and discussions at the Fruit Growers' Conference, together with a report of the Washington state grade and pack conference, held at Spokane, Wash., November 19-24, 1917, in conjunction with the national apple show, has been issued, its 34 pages containing much of interest. Included in the contents are many excellent articles prepared by well-known authorities, among the subjects being orchard costs and economies, the labor problem, intercropping, apple sizes, pruning for size, by products, present

needs and possibilities of evaporation, packing house equipment, business practice, federal standardization of grades, pest control, etc. The publication, which is the only official record of the proceedings of the fruit growers' conference, may be had from the Chamber of Commerce, Spokane, Wash., the price being 35 cents per copy, postpaid.

BROOKLAND, D. C.—The annual rose show of the Brookland Horticultural Society will be held in the Lord Memorial hall, May 22. Dr. J. B. Parker is president of the society.

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Price list now ready.

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SHASTA DAISY

Large clumps, \$4.00 per 100.
Aquilegia and *Gypsophylla Paniculata*, \$1.00 per 100; strong plants.

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Plant Propagation, Greenhouse and Nursery Practice.

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The Evergreen Specialist.

Hill's High Class Evergreens for Tubbing.

With the growing scarcity of Boxwoods, Bay Trees and other decorative material, Hill's High Class Evergreens for Tubbing easily rank first in the class of plants available for outside summer decoration. Push Hill's Evergreens now.

Variety	Color	Description	Size Feet	Matched Pairs
Thuja Occidentalis Pyramidalis (Pyr. Arbor Vitae)	Dark Green	Pyramidal	2	\$1.75 \$3.00
" " " "	" "	" "	2½	2.00 3.50
Abies Tsuga Canadensis (Hemlock).....	Light	Glob'r-Feathery	2	2.25 4.00
" " " "	" "	" "	2½	2.50 4.50
" " " "	" "	" "	3	2.75 5.00
Juniperus Pfizeriana (Pfizeriana Juniper).....	Silvery	Japanese Type	2	2.50 4.50
" " " "	" "	" "	2½	2.75 5.00
Thuja Occidentalis (Am. Arbor Vitae)	Deep	Conical	3	1.15 2.00
" " " "	" "	" "	3 ½	1.25 2.25
" " " "	" "	" "	4	1.50 2.75
" " " "	Clipped Solid	Ball Shaped	1½x1½	2.25 4.00

If sound, light, wooden containers painted green are wanted, add 75 cents per tree. To cut down weight and save transportation charges, trees and tubs are shipped separately.

NOTE—After tubbing, water thoroughly, keep soil moist and spray foliage once each week.

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A Few Practical Suggestions for Planting Evergreen Window-Boxes.

No. 1. High at the ends and low in the center, produces with a little clipping, a graceful curved effect. See illustration.

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ASSORTMENT No. 1—Price \$12.50

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Suitable to carry out Suggestion No. 1.

Suitable to carry out Suggestion No. 2.

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40	Am.	Arbor Vitae	12 in.
20	"	"	18 in.
15	"	"	24 in.
2	Pyr.	"	30 in.

75 Am. Arbor Vitae 12 in.
ASSORTMENT No. 3—Price \$20.00
Suitable to carry out Sugges-

107 Am. Arbor Vitæ	18 in.
4 Pyr. " "	30 in.

77 trees as specified above.

tion No. 3.
100 Am. Arbor Vitae 24 in.

All are of the usual Hill
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Pyramidal Arbor Vitae.
Excellent for Tubbing.

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	Per doz.	Per 100
5 inch pots.....	\$3.50	\$25.00
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8 inch tubs.....	\$2 00 each	

Hardy English Ivies

Good staked, 4 inch pot plants, 2½ to 3 feet high,
\$2.00 per doz.; \$15.00 per 100.

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	Graft Doz.	100	Own Root Doz.	100
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American Rose.....	\$4.50	\$35.00	\$4.00	\$30.00
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Killarney Brilliant ..	2.00	15.00	1.25	8.00
Killarney Pink	2.00	15.00	1.25	8.00
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	Each	Doz.	Per 100
Dorothy Perkins.....	\$0.20	\$2.25	\$16.00
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	Each	Doz.	100
White, Pink and Red....	\$0.75	\$8.00	\$60.00

Crotons

	ALL WELL COLORED.	Doz.	100
3-inch.....	\$ 4.00	\$30.00	
4-inch.....	5.00	40.00	
5-inch.....	10.00	75.00	

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2 Year Dormant.

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Glory Lyonnaise30	3.00	20.00
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Lily Bulbs. For immediate use or later delivery. Lilium Giganteum, L. Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Lil. Giganteum, 7-9 in. (100 to case), \$7.50 per case; (300 to case), \$20 per case; 8-10-in. (225 to case), \$20 per case; 9-10-in. (200 to case), \$23 per case. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

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Strong 2½-inch Stock		
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Smith's Ideal	2.50	20.00
Yellow		
Major Bonnafon	2.50	20.00
Marigold	2.50	20.00
Pink		
Pink Chieftain	2.50	20.00
Edwin Seidewitz	3.00	25.00

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Seidewitz	3.00	25.00
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White Razer	3.00	25.00
Yellow Razer	3.00	25.00
Turner	3.00	25.00
Matchless	3.00	25.00
Buckbee	3.00	25.00
Smith's Ideal	3.00	25.00
Unaka	3.00	25.00

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Mensa	
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Dahlias. Finest assortment of 2-in. pot plants at from \$2 to \$25 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct. N. J.

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DRACAENA INDIVISA, 4-in., \$12.50 per 100. 5-in., 20c and 25c; 6-in., 50c. ERNEST ROBER, Wilmette, Ill.

Dracaena Indivisa, 5-in., \$25 per 100. George Wittbold Co., 745 Buckingham Place, Chicago.

Dracaena Indivisa, very fine, 5-in.; \$25 per 100. HARRY HEINL, W. Toledo, O.

FERNS.**—FERNS—**

	Per 100
Roosevelt, 2½-in.	\$ 4.50
Boston, 2½-in.	4.50
Teddy, Jr., 2½-in.	5.00
Scholz, 2½-in.	4.50
Scholz, 4-in.	18.00

THE REESER PLANT COMPANY, Springfield, Ohio.

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. Aspidium, Holly, Mayli, Wilson and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. All bushy, well furnished. Boston, Teddy Junior and Bird's Nest. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Ferns. Table, good assortment, 2½-in. pots, \$3.00 per 100. Holly ferns, Cyrtomium Rockfordianum, 4-in., \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Fancy ferns. Best of stock. Satisfaction guaranteed. Orders filled promptly at lowest market prices. Vermont Fern Co., 238 Dwight St., Springfield, Mass.

Ferns. Boston, 5, 6, 7 and 8-in., 30c, 50c, 75c and \$1.00 each; Verona, 4 and 5-in., 25c and 50c each. Table ferns, \$3.50 per 100. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosback, Ferndale, Askov, Minn.

FEVERFEW.

Feverfew. Strong transplanted, per 100, \$1.00. ODOR GREENHOUSES, IOLA, KANS.

FUCHSIAS.

Fuchsia (Un. variegata)—2 to 5 eyes, \$10.00 per 100.

ERNEST ROBER, Wilmette, Ill.

FUNKIAS.

Funkias, variegated, divided roots, single eye, \$2.50 per 100. CHAS. FROST, Kenilworth, N. J.

GERANIUMS.

GERANIUMS. Special this week. 10,000 Poitevine, 2½-in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks, \$2.50 per 100, \$25.00 per 1,000. Other standard varieties same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons. Co., White Marsh, Md.

Geraniums, red, \$10 per 100. Ricard and Poitevine, \$12 per 100, without pots, for cash. H. W. ALLERSMA, Grand Rapids, Mich.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums, 2½-in., S. A. Nutt, extra heavy, \$3.00 per 100, \$27.50 per 1,000. ERNEST ROBER, Wilmette, Ill.

GLADIOLUS.

Gladiolus. We are growers of this stock in quantity and they are especially selected for forcing under glass. All first size bulbs. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladioli: strictly first size. For varieties and prices see advertisement on front page of this issue. A Henderson & Co., 211 N. State St., Chicago.

GLOXINIAS.

Gloxinias, blue, white, red, spotted, \$3.50 per 100, mixed, \$3.00 per 100. James Vick's Sons, Rochester, N. Y.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HYACINTHS.

Hyacinths, in pots, pans and boxes, 10 cents per flower. ERNEST ROBER, Wilmette, Ill.

IVIES.

Hardy English Ivy. Good, staked 4-in. pot plants, 2½ to 3 ft. high, \$2 per doz., \$15 per 100. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

English Ivy, 4-in., \$1.50 per dozen. George Wittbold Co., 745 Buckingham Place, Chicago.

English Ivy, very fine, 4-in.; \$15 per 100. HARRY HEINL, W. Toledo, O.

English ivy, rooted cuttings, \$1.10 per 100, prepaid. CHAS. FROST, Kenilworth, N. J.

LANTANAS.

Lantanas, mixed varieties, pink, yellow and red, 2-in., strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

LOBELIAS.

Lobelia, transplanted clumps, dark blue and light blue—\$1.50 per 100.

ERNEST ROBER, Illinois.

ORCHIDS.

HASSALL & CO., orchid growers and raisers. Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

100,000 extra fine giant pansies, good, stocky, transplanted plants, in bud and bloom, \$1.00 per 100, \$8.00 per 1,000. Cash with order. M. A. Hough, Pansy Specialist, Milan, O.

PRIMULAS.

Primula Obconica, 2, 3 and 4-in., \$5, \$8 and \$12.50 per 100. Malacoides, 2, 3 and 4-in., \$4, \$7 and \$15 per 100. ERNEST ROBER, Wilmette, Ill.

PRIMULA OBCONICA. Fine plants, best colors, 2½-in. pots, \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

ROSES.**ROSES.**

2½-in. pots, choice plants, own root, ready for benching.

American Beauty.

4-inch choice plants.....	100	1,000
2½-inch choice plants.....	\$20.00	\$180.00
Bench plants now ready for shipment, 4,000 American Beauties, price per 100, \$10.00; 500 for \$40.00, and by the 1,000, \$70.00.		

Ophelia grafted plants, three years old, same price as the Beauties.

Sunburst, two-year-old stock, 1,000, \$60.00. White Killarney, two-year-old stock, 1,000, \$40.00.

Bench plants offered subject to prior sale. These plants shipped mossed in burlap, 50 plants to the bag. Orders for less than fifty of one variety cannot be accepted.

BASSETT & WASHBURN,

Office: 178 N. Wabash Ave. Hinsdale, Ill. Chicago.

EXTRA FINE 2½-INCH ROSE PLANTS.

Ophelia	100	1,000
Russell	\$ 7.00	\$60.00
Killarney Brilliant	10.00	90.00
Killarney Brilliant	5.00	40.00
White Killarney	4.00	35.00
Pink Killarney	4.00	35.00
Sunburst	5.00	45.00
Mrs. George Elgar.....	4.00	

WEITOR BROS.

162 N. Wabash Avenue, Chicago. L. D. Phone, Randolph 2081.

Roses. Own root 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney and Sunburst, \$7.50 per 100, \$70 per 1,000. Milady and Richmond, \$7 per 100, \$65 per 1,000. 3½-in. stock, \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

YOUNG ROSE STOCK.**CHAMP WEILAND.**

Extra fine 2½-in. stock, \$6.00 per 100; \$50.00 per 1,000.

J. A. BUDLONG,

184 N. Wabash Ave. Chicago.

2-YEAR-OLD BENCH PLANTS.

2500 Pink Killarney, 2500 Killarney Brilliant and 1500 Irish Fireflame, \$6.00 per 100; \$50.00 per 1,000.

CHICAGO FLOWER GROWERS' ASSOCIATION 182 N. Wabash Ave. Chicago

Roses. Own root and grafted. Climbing, standard, hybrid perpetuals and hybrid tea. For varieties and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Rose Plants, 2½-inch pots. Champ Weiland, Pink Killarney, Richmond, \$3.50 per 100, \$30.00 per 1,000. My Maryland, \$4.00 per 100, \$35.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses, in bud and bloom. 50c, 75c and up to \$2.00 each. ERNEST ROBER, Wilmette, Ill.

SALVIAS.

SALVIAS. Fine, bushy, 2-in. stock from cuttings, \$2.25 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

SALVIAS. Bonfire, 2½-in., 2½c each. ODOR GREENHOUSES, Iola, Kan.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SANTOLINA

Santolina, rooted cuttings, per 100, \$1.20.
ODOR GREENHOUSES, Iola Kan.

SEEDS.**ASPARAGUS PLUMOSUS NANUS SEED.**

New crop, California lathhouse-grown, now ready:

Per 1,000 seeds\$1.50
ASPARAGUS SPRENGERI SEED.

Per 1,000 seeds\$0.75
ASPARAGUS ELONGATUS SEED.

Per 1,000 seeds\$5.00
Write for prices by the pound.

H. N. GAGE CO., INC.
MONTEBELLO, CALIFORNIA

Seeds. Begonia Prima Donna and Luminosa, trade pkt., 50c; Pansy, gig. finest mixed, trade pkt., 50c; per oz., \$6.00. Salvia Splendens and Fireball, trade pkt., 50c. For large quantities ask for prices. ERNEST ROBER, Wilmette, Ill.

Seed. Asparagus plumosus nanus, northern greenhouse grown, 100 seeds, 50c; 250 seeds, \$1.00; 1,000 seeds, \$3.00; 5,000 to 10,000 seeds, \$2.75 per 1,000. Vaughan's Seed Store, Chicago and New York.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade; Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seeds. Flower, vegetable and farm. 74 years unrivaled reputation. Hurst & Son, 152 Houndsditch, London, England.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. Choice flower for florists. For varieties see advertisement elsewhere in this issue. J. M. Thorburn & Co., 53 Barclay St., N. Y.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt & Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds, specialties; beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

SEEDS.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Rontzahn Seed Co., Arroyo Grande, Calif.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

SPHAGNUM MOSS.

High grade Sphagnum Moss. Wholesale only. Send for price list. O. F. Mundt, 774 St. Anthony Ave., St. Paul, Minn.

TULIPS.

Tulips. In pans and boxes, 5 cents per flower. ERNEST ROBER, Wilmette, Ill.

VERBENAS.

VERBENAS. Bushy 3-inch in bud and bloom, \$4.00 per 100, Cash.
JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Transplanted Verbenas. Separate colors, \$1.50 per 100.
Ernest Rober, Wilmette, Ill.

VERBENAS, separate colors, 2½-in., 2½-c each. ODOR GREENHOUSES, Iola, Kan.

VEGETABLE PLANTS.

Field-grown plants, ready now. Genuine White Bermuda Onions, \$1.50 per 1,000; frost-proof cabbages (8 varieties), fine tomatoes (24 varieties), 40c per 100, \$1 per 500, \$1.50 per 1,000, sweet and hot peppers (10 varieties), egg-plants (4 varieties), 50c per 3 dozen, 85c per 100, \$3 per 500, \$5 per 1,000. F. O. B. Navasota. Prompt shipment. No orders under \$1 accepted. If wanted by parcel post add 5c postage for each 100 plants. Discount 25 per cent on orders of 50,000 or more plants of a kind. Send no personal checks. SCOTT FLORAL CO., Navasota, Tex.

3,000,000 fine field-grown cabbage plants, all leading varieties. Postpaid, 500, \$1.75; 1,000, \$2.75. By express, 1,000, \$2.00; 10,000, \$15.00. Ready now. Superior to bothhouse plants; well packed; shipped anywhere. We also grow tomato, sweet potato and other plants.

TIDEWATER PLANT CO.
Franklin, Va.

Tomato, strong seedlings, Earliana, Stone, Ponderosa and Kansas Standard, per 1,000, \$2.00; transplanted, per 1,000, \$3.00. Peppers, Chinese Giant and Ruby King. Strong seedlings, per 1,000, \$2.50. ODOR GREENHOUSES, IOLA, KANS.

CELERY PLANTS. Golden Self-Blanching (French strain), also the grand new Easy Blanching which is easy to grow; fine plants ready for the field, \$2.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cabbage plants, frost-proof Jersey, Charleston, All-Head, Sure-Head and Early Flat Dutch varieties at \$1.30 per 1,000 in 5,000 lots and up. Ozark Seed & Plant Co., Nashville, Ark.

50,000 transplanted tomato plants, Acme, Matchless, Earliana, New Stone, Ponderosa, 60c per 100. WM. H. HERTEL, Kirkville, Mo.

VINCAS.

Vinca variegata 3-in., \$5; 4-in., \$8 per 100; 4-in., strong, \$10; 5-in., strong, \$15 per 100. George Witthold Co., 745 Buckingham Place, Chicago.

Vinca Variegata, strong 2-in., \$4 per 100, extra heavy, 4-inch long vines, \$12 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

VINCAS. Variegated, 2-inch, extra strong, \$2.50 per 100; 4-inch, \$12.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Vincas, variegata, 2½-in., 2½-c each. ODOR GREENHOUSES, Iola, Kan.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co. Okmulgee, Okla.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igce Bros. 61-73 Metropolitan Ave., Brooklyn, N. Y.

Hill's specimen evergreens. Every one is hand dug. Large and complete stock always on hand. For list of varieties, sizes and prices, see advertisement elsewhere in this issue. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Wandering Jew, variegated, 2-inch, strong plants, \$3.00 per 100.
Ernest Rober, Wilmette, Ill.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

One-piece flower boxes, 24x4x3 in., \$2.00 per 100. The John Henry Co., Lansing, Mich.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Neponset Flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Red pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphis Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.**SUPERIOR CARNATION STAPLES.**

Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE, 264 Randolph St., Detroit, Mich.

Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples, 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 95c; per 500, \$4.00; \$6.50 per 1,000.

Pipe stems, 4 to 6 feet, per 100, 70c; per 1,000, \$4.00. Vaughan's Seed Store, Chicago.

WIRE DESIGNS.

Mfr. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WOOD LABELS.

Labels for nurserymen and florists. BENJAMIN CHASE CO., Derry Village, N. H.

WHOLESALE CUT FLOWERS.

Amling Co., E. C., Chicago.

Angermueller, Geo. H., St. Louis, Mo.

Badgley & Bishop, Inc., New York.

Bassett & Washburn, Chicago.

Berger Bros., Philadelphia, Pa.

Bernheimer, Eugene, Philadelphia, Pa.

Berning, H. G., St. Louis, Mo.

Budlong, J. A., Chicago.

Chicago Flower Growers' Ass'n, Chicago.

Coan, J. J., New York.

Erne & Company, Chicago.

Fexy, D., New York.

Ford, M. C., New York.

Ford, William P., New York.

Froment, H. E., New York.

Goldstein & Futterman, New York.

Hart, George B., Rochester, N. Y.

Henshaw Floral Co., Inc., New York.

Hentz & Nash, Inc., New York.

Hoerber Bros., Chicago.

Holton & Hunkel Co., Milwaukee, Wis.

Kasting Co., Wm. F., Buffalo, N. Y.

Kennicott Bros. Co., Chicago.

Kervan Co., The, New York.

Kessler, Wm. A., New York.

Kruchter, John, Chicago.

Kuehn, C. A., St. Louis, Mo.

Kuhl, Geo. A., Pekin, Ill.

Kusik & Co., Kansas City, Mo.

Kyle & Foerster, Chicago.

Mackie, William, New York.

McCallum Co., Pittsburgh, Pa.

Meconi, Paul, New York.

Miller & Musser, Chicago.

N. Y. Cut Flower Exchange, New York.

Niessen Co., The, Leo, Philadelphia, Pa.

Pappas, Nicholas G., & Co., New York.

Percy Jones, Inc., Chicago.

Philadelphia Wholesale Florists' Exchange.

Pierson, A. N., Cromwell, Conn.

Pittsburgh Cut Flower Co., Pittsburgh, Pa.

Poehlmann Bros. Co., Chicago.

Pollworth Co., C. C., Milwaukee, Wis.

Polykranas, Geo. J., New York.

Pyler & Co., A. T., Chicago.

Randall Co., A. L., Chicago.

Reid, Edward, Philadelphia, Pa.

Reinberg, George, Chicago.

Reinberg, Peter, Chicago.

Rice Bros., Minneapolis, Minn.

Riedel & Meyer, Inc., New York.

Rusch & Co., Gust., Milwaukee, Wis.

Sheridan, W. F., New York.

Siebrecht, Geo. C., New York.

Tonner, O. A. & L. A., Chicago.

Totty, Chas. H., Madison, N. J.

Traendly & Schenck, New York.

United Cut Flower Co., New York.

Vaughan, A. L., & Co., Chicago.

Weiland & Risch, Chicago.

Wietor Bros., Chicago.

Witthold, Geo., Co., Chicago.

Young & Co., John, New York.

Zech & Mann, Chicago.

The Kroeschell Greenhouse Equipment Specialties

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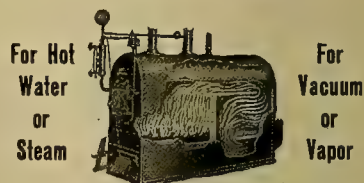
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Made in 20 Sizes

HEATING and COOLING are two branches of engineering on which we specialize for the greenhouse trade.

Over thirty years have been devoted by us to the construction and designing of boilers and refrigerating apparatus.

During this period we have furnished and installed heating and cooling systems for the most successful greenhouse men in this country.

Tubeless Boiler

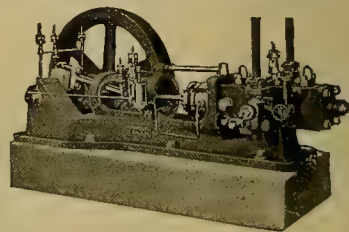
KROESCHELL Boilers are making the most wonderful greenhouse heating record in the world. Florists who have used other makes are constantly giving the KROESCHELL the highest praise.

13,468,320 sq. ft. of glass was equipped with KROESCHELL Boilers during the past five years.

Water Tube Steam Boiler

When in need of refrigeration investigate the Kroeschell System—its high efficiency and low cost of operation place the Kroeschell System of Refrigeration in the foremost rank for greenhouse use.

Our system of Refrigeration and Cooling is easily installed—perfect control of temperature and absolute safety insured—no ammonia used for this system.



Send for Boiler or Ice Machine Catalogues
State which is wanted.

KROESCHELL BROS. CO.
KROESCHELL BROS. ICE MACH. CO.
452½ W. Erie St. Chicago, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.


KING CONSTRUCTION COMPANY, North Tonawanda, N. Y.

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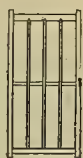
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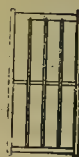
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THE AMERICAN FLORIST



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Vol. L. CHICAGO AND NEW YORK, MAY 25, 1918. No. 1564

THE AMERICAN FLORIST

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The thirty-fourth annual convention will be
held at St. Louis, Mo., August 20-22, 1918.

RED CROSS DAY

Thursday, May 23,

will be the

**CHICAGO FLORISTS'
RED CROSS DAY**

at the

ART INSTITUTE

the wholesalers supplying the
flowers and the retailers as-
sisting the society ladies in
charge of the sales.

WEDDING GIFTS OF FLOWERS.

Plants and Flowers as Wedding Presents.

Flowers are always associated with the wedding. The first attention of the suitor is expressed with flowers; as the ardor increases, there is nothing too good, no plant or flower too expensive to carry the message of his love and affection. Then comes the wedding with its more or less elaborate display at the church and home, for which plants and flowers have always been the appropriate setting. This use of flowers, however, is personal—it is a part of the necessary arrangements provided by the principals in honor of their invited guests.

A much larger field, however, has its opportunity in the firmly established custom of sending presents to the bride and groom, gifts bearing love and best wishes, the nature of which are either ornamental or useful, all practical and helpful in the new home. Jewelry and department stores are constantly catering to this demand, featuring their stock in display advertisements, particularly during October, at Easter and for the June weddings. Why should not the florist make the most of this opportunity? Plants and flowers are the most appropriate of gifts for such occasions. A handsome vase filled with roses or other flowers is much admired at the time, after which the vase remains a useful and valued ornament.

FLORAL BRIC-A-BRAC.

There has of late years been introduced many varied forms of floral bric-a-brac in vases and shallow bowls with perforated inserts to hold the flowers. These are of Japanese origin, but many very elaborate and beautiful pieces have been manufactured in this country, and when arranged with flowers, make most appropriate wedding gifts. Japanese vases of bamboo make beautiful house ornaments, and are doubly attractive when filled with flowers.

The bride will take great delight in plants, palms, ferns, etc., in jardinières and pedestals that will help so much in the furnishing and decoration of the

new home. Nothing will be more appreciated than gifts of this character. Kentias, arecas, bushy aspidistras, Pandanus Veitchii, Dracena Massangeana, Cibotium Schiedeii, Ficus elastica or pandurata and various types of the Boston fern are all most decorative and useful house plants. An appropriate basket pot cover, or a jardiniere with suitable pedestal, is a great addition and choice specimens should always be displayed in such accessories.

ANNIVERSARY PERIODS.

Wedding anniversaries from the first annual occurrence are productive of much good to the florist. For the wooden wedding, all kinds of wooden kitchen utensils are sent filled with flowers. Two large spoons tied with flowers and ribbon are appropriate. The tin wedding follows in due time, when all kinds of metal receptacles are sent filled with plants and flowers. Baskets of plants and flowers, with tin ware tied to the handle, are decorative. The tenth anniversary brings out the glass ware, when cut glass vases of flowers and similar fern dishes are most appropriate. The silver anniversary is always a joyous, and often a most elaborate occasion, when plants and flowers figure prominently on the gift table. Silvered baskets, filled with choice plants or cut flowers, are most suitable. A silvered chiffon or ribbon gives a timely finish. Silver fern dishes are much in demand for such functions. House plants in silvered basket covers are certain to be appreciated.

When after many years the golden wedding is celebrated, the plants should all be encased in gilt covers. Everything should have a golden tinge, the color of the autumn of life. In their season, yellow chrysanthemums, calceolarias, polyanthus, pans of yellow pansies, yellow daisies, in well flowered specimens, etc., are all acceptable. Vases and gilt baskets of yellow roses, yellow or orange chrysanthemums, tied with golden ribbon will be sure to stand out among the other gifts.

Publicity is a great factor. That plants and flowers are the most appropriate of all wedding gifts, must be kept at all times to the front, and with particular emphasis in the months of October, April and June, when the air is filled with the melody of the wedding march.

Next Week in the Flower Shop.

The voicing of sympathy, with flowers, for funerals, is a custom that appears to be increasing. This is thought to be due, in a measure, to the prosperity of the middle classes, who on account of the great war impetus, are earning much more money than ever before. Everything possible should be done to cater to this the most profitable branch of the business. While sprays and wreaths are first in importance, there is also a demand for other standard forms, such as the broken column, anchor, cross, scroll, heart, etc. For larger pieces, all of these are made with stands, or separate stands to which any size can be quickly attached. A good line of these should always be on hand and a sample of each kept mossed up for quick service. The man who caters to any line of work will soon become known as an expert, with an ever increasing trade in his specialty.

Customers who call for funeral flowers, particularly those sending to bereaved friends, are likely purchasers of other things for their own homes; a plant or two for the porch, some geraniums for the flower beds, perhaps a window box or a vase or tub of growing plants.

A line of baskets, marked, "Special for Commencements," will bring to mind a coming event in which they are interested. "Ask for our special box of cut flowers,—a bit of cheer for hospital or sick room" is a placard which calls to mind a sick friend to whom they would like to send a few flowers.

Preparations should be complete for Memorial day. The window, with its patriotic atmosphere in feature and national colors, must be kept bright and attractive so as to impress on the public the importance of the day.

Ground plans of all the cemeteries in your locality are a great help and assistance in the delivery service. These are generally gladly furnished by the companies. Orders that are filled to be delivered to certain graves and lots at times like Christmas, Easter, Memorial day and anniversaries of birth or death, are much more quickly located by means of these plotted and numbered sections. A grave once located should be marked on the plan so that new messengers can deliver without difficulty. Trouble and expense are avoided by minute directions for all cemetery orders, as frequently a difference in the initial is all that distinguishes the Smiths' or Jones' from one another.

Over \$34,000 is being spent by the publicity committee of the S. A. F. to help you in your business. Have you contributed to further this movement? There are about 18,000 firms of florists and nurserymen in this country. If only an average of \$5 a year was contributed, the fund would be almost twice the amount the committee have planned to spend. Join the \$10 a year men. "Show your good will, with a ten dollar bill." Send it today to Secretary John Young, 1170 Broadway, New York City.

The Summer Window.

It is essential that the show windows should present at all times an attractive, trade winning appearance. Even in the hot days of summer, when business is at its lowest ebb, the display kept bright and interesting enough to attract attention, will certainly pay for itself.

For early June, a beautiful and artistic window, may with the aid of a light lattice work, be made with roses in cut sprays, the stems stuck into tubes of water, which are concealed by the foliage.

There should always be a salable feature or two, such as a bird's nest fern, a medium sized palm, a dracaena or a good Scottii fern, these to be featured as porch plants, and each to be priced conspicuously. There is no guessing as to the value when a plant bears the price. It is a silent salesman.

Low narrow troughs or boxes, filled with lycopodium or tradescantia, are quite effective on the floor of the window next the glass. If these are kept watered and trimmed they will remain in good condition a long time.

The rockery, pool and fountain, is a summer form of decoration that is quite often seen. A waterfall and wheel operated by this power, keeps changing signs and other pieces of light construction in motion.

The greenhouses and grounds of the nursery, laid out on a small scale in the window, are sure to prove inter-

esting. This is not hard to do; long, narrow, pieces of glass, one to each side of a house, with stripes of paint or paper to represent the bars, make very life like greenhouses. The grounds are terraced with sphagnum moss laid over boxes or pots and covered with sheet moss. Walks are made with fine pebbles. Foliage beds are filled with cuttings of coleus and alternanthera, and beds of color with geranium flowers stuck in boxes of sand which are easily replenished.

A lily pond with gold fish is a regular summer tenant in some windows. In all windows where running water is used, there should be a zinc or galvanized iron pan to fit the bottom of the window. This should have, in addition to waste pipes, a safety overflow or much damage may result.

Gladioli make a very showy window. These should be arranged in shallow bowls with the aid of the English flower block. The openings in these are large enough to hold the stems, together with the foliage. The stems can also be placed at almost any angle desired.

Pennock Bros., Philadelphia, Pa., have a long and rather narrow window, about 3x16 feet, which is noted for its beautiful decorations. A hit was made last year in July when the entire space was fitted up as a veranda or porch. The lattice work was covered with vines and hanging baskets hung in the arches. Grass rugs and mats decorated the floor, while a



WEDDING PRESENTS—FLOWERS AND PLANTS.
Basket of Roses and Orchids.

wicker table held a large bowl of flowers. Porch plants and vases of flowers were also prominent. On a wicker chair lay a closed parasol, a lady's garden hat and a magazine.

The fancy leaved caladiums from the miniature araryites to the taller growing sorts are with their beautifully variegated foliage, sure to make a showy window.

For a change, one or two medium sized cibotiums make a graceful showing. Some florists keep these in their windows the year around. As an addition, to give color to this display, a showy arrangement of fresh flowers on a large bronze wreath will be sure to find many admirers.

A large, well made, magnolia wreath, double, that is the same on both sides, with a cluster of small cycas leaves at the full part, is when gilded, a very conspicuous window piece. If kept clean, it can be brought out and used a number of times.

The outside appearance of the front of the store should always be the best. The boxes on the cornice over the window should be all that boxes ought to be all the time. They should never look as if they wanted renewing. A space cut in the pavement, under and close to the window, filled with boxwood makes an attractive setting. The more attention paid to the ornamentation of the front of the store, the greater will be the return. It is positively the best investment in the way of advertising it is possible to make. No other kinds of shops attempt such displays, so that this being the only beauty spot in the block, is rendered doubly conspicuous.

New Business.

One of the ways to get new business is to go after it. Many are satisfied to wait for customers to come to them; they are well established, carry a good stock, are up-to-date with their business methods and give service that is satisfactory. While they are fairly busy all the time, there are many periods, however, when, without increasing their fixed charges, they could do much more should the opportunity offer.

In every flower shop there should be a "new business" department. The man or firm who opens a new establishment of necessity keeps this idea before them all the time. Every sale means a new customer. All their knowledge and business training is taxed to the utmost to make their store the most inviting, the most advantageous of its kind, in which to purchase plants and flowers. An old established business is across the street, a little farther up or just around the corner. The locality would seem to have been served. The new firm, however, is out for business, and by their well decorated front and attractive window displays they appeal to buyers of flowers. There is no question but theirs is a flower shop, one of the kind that attracts the passerby, who stops to take a look, and is favorably impressed. He may have occasion later to speak of the shop to others, or if in need of flowers gives it a trial. A new broom sweeps clean, and a new shop draws customers, not solely because it is new, but because it is attractive, made so by the enthusiasm of the new firm. Nothing is too much trouble. The customers do not have to stand around to be waited on; they are seen as soon as they enter

the store and given every attention. Their names are sought so that the literature of the store may be sent them. They are given a flower to wear as they depart and cheerfully invited to come again. There is no question but this bright, willing, always trying to please manner, coupled with good business methods, wins customers and is the greatest asset a store can have.

INCREASING THE VOLUME.

The province of the "new business" department, in either the new or the old established store, is to increase the volume of trade, to revive the old and bring in new customers. How this can best be done should receive most careful thought and consideration. Many stores seem somehow to specialize in certain lines. With some, decorations are a feature. They are florists like the rest of the craft, but somehow have drifted into this decorative work and lose their hold on much that used to interest them. If their new business department had been always on the job, they would have held on to the old trade as well as gained the new.

New business can be gained by closely following up the old. Good

book accounts will begin to dwindle. There is no apparent cause, but Mr. Smith or Mrs. Brown are not seen in the store as often as formerly. Another good customer has stopped buying altogether. It is the business of this department to look up these former sources of revenue and in a careful, diplomatic way find out if any dissatisfaction exists. This should be done as soon as possible and before an attachment is made elsewhere. Disgruntled customers are very disastrous; they must be reclaimed at all hazards.

New business will keep account of all anniversary events. Every day is somebody's birthday; many are men of prominence, whose office on these natal days is a bower of flowers. There are also several anniversaries of the wedding, which are worth keeping track of. Many clubs and societies have annual dinners, balls and other entertainments on fixed dates that should be kept on the list. In memory of those who have passed away, loving friends and relatives have flowers taken to the cemetery at Christmas, Easter, and often for anniversaries of birth and death. Much of this business can be controlled by careful attention.



WEDDING PRESENTS IN FLOWERS AND PLANTS.

Japanese Bamboo Vase of Snapdragon, Iris and Calendulas.

CREATING NEW BUSINESS.

The store windows of the retail shops in all lines of trade will be the better for a touch of the florists' art. A good bright salesman, with photos or sample plants, will convince a shop-keeper who never thought of doing it, that a choice plant, alternated with a basket of plants and flowers, or a vase of flowers, will make his window more attractive, and that a weekly service of this kind will be well worth the price.

Regular orders of cut flowers delivered once or twice a week, generally at the request of customers, are regarded by many dealers as unsatisfactory, mainly on account of the low price, and the difficulty of maintaining the standard when stock is scarce. There is room for such a service in every flower loving community. To be successful, it must be built up on a well thought out system that makes provisions for every emergency. Many flower lovers would entertain and try out such a proposition if properly put before them.

Every store needs new business. It is this that keeps things moving. The gaining of several new accounts each week is the kind of incentive that leads to greater achievement and continued success. Start a new business department and back it up with efficiency.

Memorial Day Window Decoration.

The Central Floral Co., 132 North State street, Chicago, is featuring a patriotic window display for Memorial day that is right up to the minute and is attracting much favorable attention from both the trade and the general public. A grave decorated with blossoming myrtle and a neat tombstone on which rests a beautiful wreath of boxwood, raspberry colored sweet peas and Darwin tulips plays a most important part not to mention an old veteran dressed in his uniform of army blue with his left arm shot off carrying a card bearing an inscription and encouraging the mothers "not to weep for those whom a nation honors" while another near-by has the wording, "They are never dead when you think of them." The old soldier is teaching a young lad dressed in a sailor's uniform holding a wreath of pansies and an American flag the habit of decorating graves for Memorial day. A concrete urn filled with vines and geraniums completes the cemetery lot scene, while near by on the grass lie a sprinkling can and small sickle and overhead against a background of sky-blue canvas a flock of birds are seen flying in the sky all of which adds to the natural aspect. This firm had beautiful window displays for St. Valentine's day and Mothers' day, which caused much comment, but its Memorial day window now seen at this store, one of the most beautiful in the city, is by far the best.

Publicity at Louisville for Mothers' Day.

The trade at Louisville, Ky., in full-page advertisements in the local papers, attractively illustrated, with the slogan "Say It With Flowers," co-operated in producing splendid business for Mothers' day this year, as on previous occasions. Included in the firms appearing in the advertisement were August R. Baumer, the New Nanz & Neuner Co., E. G. Reimers & Son Co., Fred Haupt Co., Simon Pontrich, Jacob Schulz Co., Marret & Miller, M. D. Reimers, C. B. Thompson & Co., S. E. Thompson, the F. Walker Co., and the Wm. Walker Co.

Memorial Day.

How sleep the brave who sink to rest
By all their country's wishes blest!
When Spring, with dewy fingers cold,
Returns to deck their hallow'd mould,
She there shall dress a sweeter sod
Than fancy's feet have ever trod.

By fairy hands their knell is rung,
By forms unseen their dirge is sung;
There Honor comes, a pilgrim gray,
To bless the turf that wraps their clay,
And Freedom shall a while repair
To dwell a weeping hermit there!

WILLIAM COLLINS.

Memorial day, first observed in memory of the brave men who gave up their lives during the Civil war, 1860-1865, has in later years been generally observed as a day to pay affectionate tribute to the memory of all dead. This year, there are stronger reasons than ever before for a nationwide observance. President Wilson has issued a proclamation in which he terms it "A day already freighted with sacred and stimulating memories."

At Gettysburg, Arlington and many other national cemeteries, there will be on May 30, as there has been on many preceding anniversaries, appropriate services and decorations over the graves of our fallen heroes. Now we are in another great war—the greatest war—and while we peacefully observe the day in our own land we will think of those new made graves in France—beautiful France that was—where fathers and sons, brothers, schoolmates and companions have laid down their lives for home and country.

Although some of the southern states do not observe Memorial day, it is understood that the proclamation applies to all the states alike.

THE PRESIDENT'S PROCLAMATION.

"Whereas, The Congress of the United States, on the second day of April last, passed the following resolution:—

"Resolved, By the Senate (the House of Representatives concurring), that, it being a duty peculiarly incumbent in a time of war humbly and devoutly to acknowledge our dependence on Almighty God: and to implore His aid and protection, the President of the United States be, and he is hereby, respectfully requested to recommend a day of public humiliation, prayer and fasting, to be observed by the people of the United States with religious solemnity and the offering of fervent supplications to Almighty God for the safety and welfare of our cause, His blessings on our arms, and a speedy restoration of an honorable and lasting peace to the nations of the earth."

"And, whereas, It has always been the reverent habit of the people of the United States to turn in humble appeal to Almighty God for His guidance in the affairs of their common life:

"Now, therefore, I, Woodrow Wilson, President of the United States of America, do hereby proclaim Thursday, the 30th day of May, a day already freighted with sacred and stimulating memories, a day of public humiliation, prayer and fasting, and do exhort my fellow citizens of all faiths and creeds to assemble on that day in their several places of worship and there, as well as in their homes, to pray Almighty God that He may forgive our sins and shortcomings as a people and purify our hearts to see and love the truth, to accept and defend all things that are just and right, and to purpose only those righteous acts and judgments which are in conformity with His will; beseeching Him that He will give victory to our armies as they fight for freedom, wisdom to those who take counsel on our behalf in these days of dark struggle and perplexity, and steadfastness to our people to make sacrifice to the utmost in support of what is just and true, bringing us at last the peace in which men's hearts can be at rest because it is founded upon mercy, justice and good will.

"In witness whereof I have hereunto set my hand and caused the seal of the United States to be affixed.

"Done in the District of Columbia this 11th day of May, in the year of Our Lord 1918, and of the independence of the United States the 124d.

WOODROW WILSON.

"By the President, Robert Lansing, Secretary of State."



WEDDING PRESENTS IN FLOWERS AND PLANTS.
Low Bowl with Figure Insert Flower Holder Iris and Calendulas.

PLANT NOTES.

Small Ferns.

The fern spores that were sown in late winter should now be in condition to transplant into flats. It will be difficult to separate the plants yet into individual specimens, but little clumps can be lifted with a toothpick and planted in flats about an inch apart. The flats or boxes should not be deep; about an inch and a half of soil is sufficient. The soil should be composed of two parts of live loam and one part leaf mold, with a generous sprinkling of sand, and sifted through a fine sieve. The flats should be placed in a moist house that is well shaded, and the walks kept well wet down all through the hot weather. If a nice, warm, moist temperature is maintained the plants themselves will not require much watering, only light sprinklings, and they will very rapidly root into the new soil and send forth their fronds. If the grower has not grown his own ferns, it is a good time now to place an order for them with the fern specialists, for they can be purchased at very low prices and they are very easily grown on, and where there are many fern dishes to be filled in the fall the difference in cost of the young plants lifted from the flats in midsummer and those purchased out of small pots in the fall is considerable; plants that will cost \$3 and \$4 a hundred at that time can now be obtained for one-third of that amount, and a thousand or more of this small stock does not take up much space and will be disposed of before the bench room is needed in the winter.

Cinerarias.

The sowing of cinerarias is better done in June than later. Many postpone this until July, but during the extremely hot days of that month it is often difficult to obtain good germination, and the seed pans or boxes will have to be watched carefully or they will become dry and the young seedlings burn off. The soil should be well shaded until the young seedlings show themselves, when the shade should be made lighter. As soon as the plants have one or two well defined leaves they should be potted in small pots and given a nice, dry, position near the glass, which should be shaded, but care should be taken that the young stock does not get drawn. Always bear in mind that the one thing in growing cinerarias to be on the watch for is the aphid. These insects quickly infest these plants and rapidly suck the life out of them. Constant fumigation will keep them in check, but if not attended to regularly it will be time and money thrown away to attempt their culture. *Cineraria hybrida* is the variety most grown, and these are obtainable in some elegant strains with large, high-colored flowers. The *Cineraria stellata* is a much larger and more rapid growing plant which is very showy, but it is not so well adapted for house culture when in flower.

Winter-Flowering Geraniums.

With all growers having a greenhouse and doing a retail business there is in the fall a good demand for pot geraniums for house culture. Plants lifted from the open ground and potted in the fall are not very satisfactory, for the plants recover from the later transplanting slowly and go out of



WEDDING PRESENTS—FLOWERS AND PLANTS.

Decorated Lilac.

bloom and often do not flower again until spring. It is better to grow plants for this purpose in pots through the summer, and these, with good culture, will bloom all winter long if in a sunny position. Cuttings taken at this time will make nice stock for this purpose, or small plants left over after the spring sales can be used. The plants should be potted firmly, so that they will make a short, stocky growth, and kept well pinched back throughout the summer, that as many branches may be procured as is possible. All buds should be picked off as soon as formed, allowing no blooms until the plants are firmly established in blooming pots, in which they should be planted the last of August. A 6-inch pot makes the best size for house culture, and the plant can be easily grown so that it will fill this size nicely. A frame outside is the most convenient and best place for growing them through the summer.

Ardiasias.

One of the most popular berried plants for Christmas is the ardisia, but it is not grown as generally as it should be, the production being left to a few plant growers, for it is of very easy culture, the only drawback being that it is of very slow growth. The seeds of the old plants are now thoroughly ripened and should be sown at this time. They germinate slowly, and should be sown about an inch apart, in rows the same distance apart, and they can be left in the seed box until early summer and potted in 2½ or 3 inch pots and grown in a warm, lightly shaded location. They should be potted in good fibrous loam and kept in a moist, close house, that all the growth possible may be obtained at this time, for the plant naturally checks in winter. In early spring these young plants will flower and produce a crop of berries for the next winter. The plants that have been

grown for three years or more have generally passed the ornamental stage, for they lose their leaves and have a "leggy" appearance. When they reach this stage the tops can be rooted and fine plants obtained. This can best be done at this time of the year by cutting into the stem and wrapping the cut with wet moss firmly tied around. Keep the plants in a warm, close atmosphere and the moss continually damp, and in four or five weeks new roots will grow in the moss, when the tops can be cut off and potted, still keeping the plant in the same temperature until new growths start. This operation will not in any way interfere with the plants blooming, for they frequently set an abundance of buds while the top is making new roots. The brown scale is the greatest enemy of ardisias, even in the young stage, and they must be removed at once when found, for they sap the growth of the plant. The older plants should be frequently sponged with a strong nicotine solution.

Larkspur.

Larkspur, or "poison weed," is treated of in a bulletin issued by the department of agriculture, in which it is pointed out that many losses are suffered each year by western ranchmen by reason of the stock eating the weed. There are two groups of these larkspurs on the ranges—the tall and the low varieties. The low larkspurs prefer the hills and rather dry ground, while the tall kinds grow in the canyons and gulches. Among the tall species are *Delphinium barbeye* and *D. cucullatum*. The tall larkspur is easily distinguished after it blossoms, but in the early stages is often confused with the geranium and aconite. Of the low larkspurs, *D. Nelsoni* is a type. It grows in considerable abundance in Wyoming, Colorado, New Mexico and Utah. The root is short and tuberous and the plant never exceeds a foot in height. The blossoms are a violet-blue. They appear, arranged in a loose raceme, in May.

Primulas.

The young primulas that were sown early should now be in 3-inch pots and be given as cool and airy a location as possible. To get the best growth on these plants, they should never be subjected to great heat, for the species are naturally a cool growing plant on the edges of the woodland, in their native state. Outside in a frame with a lath covering is the best place that they can be grown, the pots sunk in the soil even with the rim. In potting these plants they should be placed in the soil deep enough for them to stand firmly; they will not stand deep potting, but many growers do not pot them deeply enough, and they frequently get turned over sideways during watering. They must be watered carefully, and preferably with a can with a fine rose. The later sowings will have to be carried on in the houses until they are large enough to be placed outside. They will have to be shaded, but do not shade them heavily enough to cause them to get drawn.

Peonies.

The work on these plants is not by any means finished when the blooms are cut, for they must be taken care of, to insure a good crop for another year. Where the plants are grown in rows the constant traveling has packed the soil down hard, and the ground should be given a good cultivation in order to lighten it up. The weeds should

be kept down all summer and not allowed to rob the soil of its richness. If the plants were severely cut in harvesting the bloom, so that there is not much foliage left on them, it is well to spread a mulch of strawy manure on the surface. This is often the case with the officinalis varieties, which do not make the heavy growth of the later varieties, and, as it is natural for the roots of the peonies to have the shade of the heavy foliage of the plants during the summer, the cutting of the stems and foliage of these varieties robs the roots of this, and a mulch that will protect the ground from the hot summer sun is very beneficial and will also reduce the labor of weeding. Any old blooms left on the plant should be cut and thrown away. Plants that have become broken down by high winds or heavy rains should be tied up in shape.

Solanums.

These little Christmas plants should not be allowed to stand around in the hot greenhouses, badly pot bound and drying up every day, for they will grow hard, and it cannot be expected to obtain a good plant under these conditions. They will stand lots of abuse and do fairly well, and that is the reason.

probably, that they are so often neglected during the busy days. But it is much better to plant them out in the field than to carry them along in this condition. They can easily be handled in this manner, lifting them early in the fall. They will need to be kept pinched back into shape—any strong leading shoots should be cut back when they are soft. They can be planted fairly close together, and will need frequent cultivation. If there is no suitable outside location where they can be planted out, they can be plunged in a frame and potted up as it becomes necessary, but outside treatment of some kind is far preferable to the greenhouse, which is too warm, unless shaded, and they make better growth and bloom more freely in the bright sunlight.

BATAVIA, N. Y.—The New York Central greenhouses, under the supervision of Thomas H. McGuire, are preparing over 70,000 plants to distribute to station yards.

WORCESTER, MASS.—In order to make the distribution of a limited supply of carnations as even as possible for Mothers' day, a local florist limited the sale to one to a customer.



MEMORIAL DAY SPRAY.

Red and White Peonies and Iris on Palm Leaves with Tricolor Ribbon.

National Publicity for Flowers.

The week just closed has been a busy one for the promotion bureau of the campaign, due very largely to the influence which our slogan "Say it with Flowers" is exerting everywhere. It is pleasing to note that when a sentiment is to be promulgated, which it is desired shall have public recognition, the thought of flowers as a medium of expression naturally arises. This was the case when the Italy-America flower day, May 24, was projected. When the question as to how certain propaganda, reflecting upon America as to her relations with Italy, one of her allies, could be controverted, it was quickly determined that it could best be done with flowers, and the services of our bureau were at once sought, with a view to enlisting the aid of our florists in the collection of flowers for distribution by a number of organizations engaged in work incident to the great war. Hence the notice issued by the secretary through the trade papers last week. It should be borne in mind that the florists were not asked to donate any flowers, but simply to take care of any which might be sent on to them for the proposed distribution. This service not only would bring florists into personal contact with many people seeking, but, in the nature of things, should result in large sales to many who would be induced to contribute flowers.

Following this movement came another, in which the bureau was again called upon to assist, and which is explained in the following letter sent out by the secretary to all florists in the neighborhoods where wounded soldiers are likely to be interned in hospitals, or where branches of the organization have the work of visiting hospitals in charge. Florists in all sections are urged to accept this announcement, as a suggestion that where they can co-operate with any of the branches of the league in the work they will do so. The season for outdoor flowers is with us, and there should be available a quantity of material which will serve the admirable purpose of the hospital visitors, without making serious inroads upon the resources of anyone. Such assistance will greatly help toward the attainment of the main object of our campaign, as embodied in our slogan "Say it with Flowers."

Dear Sir:

Here is a project which, if you will support it, is calculated to impress permanently our slogan "Say it with Flowers" on the public mind throughout the country, and, as well, will give publicity to your own business.

The National League for Woman's Service, which works with and through the American Red Cross and kindred organizations, has undertaken to visit all hospitals in which are wounded and sick soldiers, for the express purpose of presenting each of our boys incapacitated in our service with a flower or flowers. Here in New York such distribution is now being effected on a large scale, and it is found that above all things the poor fellows crave flowers—offerings in the way of delicacies seem of secondary importance.

The New York Florists' Club is supporting the movement to the fullest extent, and the Society of American Florists is urging its members and the trade generally to help the local branches of the league in cities and towns where the soldiers are in hospitals, by donating any surplus flowers which may be available for this especial purpose.



MEMORIAL DAY WREATH.

Magnolia with Immortelles, Flags and Tricolor Ribbon.

The gratitude of the league for this anticipated co-operation on the part of the florists is shown in the fact that the organization has adopted the slogan of our publicity campaign "Say it with Flowers," as its slogan for this work, and our promotion bureau is providing slogan signs for posting in all the chapter houses of the different organizations, for display on all motor cars and vehicles engaged in the work, and in various other ways. Probably 20,000 or more of these signs will thus go into public use, displayed and actively featured by the very best people in the country.

You are asked to do this "little bit," and in doing it you will help to gain publicity for flowers such as would ordinarily have seemed impossible of achievement. The chairman of your district branch will, doubtless, call upon you.

JOHN YOUNG, Sec'y.

To those florists who have not yet seen the advisability of making response to the appeal for contribu-

tions to the campaign fund, it may be said that never was their support more needed than at the present time. Beyond question, the publicity committee has proved that its efforts have resulted in a stimulation of trade which, to say the least, has been extraordinary. The thought of what might have been the state of things without it is depressing, but there is the future to look to, and the campaign must not be allowed to halt. Some of our florists, too, are forgetting that a subscription does not end with the undertaking to make it. Forgetfulness is anything but a virtue in an undertaking like this, for the promotion bureau must depend upon the funds actually provided, and is obliged to contract far ahead for many of its direct service aids, all of which are furnished at actual cost.

The secretary is at this date starting on an eastern tour in the interests of the campaign, one of the many itiner-

aries arranged so that he can come in to personal contact with trade interests in sections where they are large and individually numerous. Clubs and societies who would like to have the secretary present at one or other of their meetings should get into communication with him, as he is desirous of making his trips as far reaching as possible.

JOHN YOUNG, Sec'y.
DIRECTOR BREITMEYER'S LETTER.
Detroit, Mich., May 17, 1918.

ED. AMERICAN FLORIST:

It must be apparent to all florists, whether retail or growers, that in these times of uncertainty and lack of desire to do the usual purchasing of flowers, that a special effort must be made by the merchant to keep his merchandise constantly before the eyes of the public. Splendid results have been gained by the national publicity committee in the advertising that has been done during the past few months, and which has no doubt been of tremendous help to the selling of flowers. In order that our committee can carry on this work as planned, we must realize that the cost runs up into dollars, and someone must contribute to this end.

I am moved to write this letter, and to call your attention to your subscription, and especially the attention of those who have made small appropriations, to the end that they will subscribe more liberally. It is important that we, as business men, support the committee who give their time and money for the benefit of all the trade. I know that when careful thought is given, many of us will see the advisability of increasing our national publicity fund contribution.

St. Valentine's day and Mothers' day sales, which in most localities were double the amount of previous years, prove conclusively that advertising is essential to the life of trade. I, for one, appreciate the opportunity afforded the florist in being able to get some one who has given a thought and has brought results that have been beyond expectation, and I hope that everyone who reads this letter will go over their pledge and immediately increase it.

PHILIP BREITMEYER.

Publicity, Modern Business Weapon.

Now that Mothers' day is over, do you feel enthusiastic over the possibilities of your volume of business? How much better did your sales total than last year's Mothers' day? Did you take advantage of our publicity bureau and also use your local papers to put your message across?

If you did, the results prove it already. If not, did you lie down and let George do it for you? It hardly seems possible in these days of strife, not to have taken the modern weapon of business success, called publicity, and put into bold type your message of flowers for Mothers' day and reap what is yours for the effort. Let those of you who are satisfied with the results of Mothers' day advertising, and the business therefrom, make mention to those who have not as yet taken on the stride, and get into the campaign with all the energy left in you so that you all may receive the benefits.

We are just \$15,000 short of our fund. Will you be among those who are liberal and progressive, or will you be in the slacker-let-the-other-fellow-do-it-class? We think everyone will want to be a part of this, our first big movement to do things. Send your proportion now to John Young, secretary,

1170 Broadway, New York, and show your loyalty to the best business on earth. We are all a part of it, but we want you to help, and help now. Will you do it?

HENRY PENN,
Chairman, National Pub. Campaign.

American Dahlia Society.

EXECUTIVE COMMITTEE MEETING.

An important meeting of the executive committee of the American Dahlia Society was held at the Grand Hotel, New York, May 16, at which President R. Vincent, Jr., James Duthie, P. W. Popp, I. S. Hendrickson, F. R. Austin and George L. Stillman were present. Previous to the meeting, the committee entertained at lunch Wm. A. Eagleson, secretary to the board of managers of the American Institute of the City of New York, where the Sep-

To Our Customers

In order that several thousand Cleveland soldiers at Camp Sherman may have a white or red carnation for Mothers' Day (Sunday, May 12)

We are Giving Our Entire Allotment to the Soldiers

We are gladly making this patriotic gift through the Red Cross and the Y. M. C. A., who will see that the several thousand flowers we contribute are distributed as far as they will go among Cleveland boys at Camp Sherman.

No Carnations to Sell

Carnations are scarce this year. It is impossible for us to obtain more than a few thousand and as we are giving the soldiers all we can get, we hope that our customers will accept other flowers than carnations for Mothers' Day. We believe that everyone will be willing to make this small sacrifice under the circumstances.

The Jones-Russell Co.

1284 Euclid Avenue.

"No Carnations To Sell."

Reproduction of Advertisement of the Jones-Russell Co., Cleveland, O., Occupying Space Three Columns Wide, Nine Inches Deep.

tember show will be held, and who reported to what extent plans had already been carried for this show. Prospects are exceedingly bright, and with the co-operation of those who intend to offer special premiums, and the growers of exhibition varieties, the 1918 show promises to be a worthy successor to those of previous years.

Treasurer Austin reported that the available funds now exceed \$800. P. W. Popp announced that Mrs. Chapman, of Westerly, R. I., had offered a prize of \$100 for a basket or hamper of Dahlia Newport Wonder. The offer of the Dahlia Society of California to award its gold medal at the fall show in New York was accepted with thanks.

A letter from Jos. J. Lane, a member of the executive committee, was read; in which he announced his temporary retirement from office, and from his regular occupation, preparatory to going into military service this

month. It was voted to keep his name and the names of all other members of the society who were in their country's service on the active list for the period of their enlistment, remitting their dues.

A number of communications were read, among them the following: From Stumpp & Walter Co., New York, offering a silver cup for exhibit of dahlias at the fall show; from W. Atlee Burpee & Co., Philadelphia, Pa., offer of similar prizes to those of last year; from Wm. A. Eagleson, American Institute, information as to the progress of plans for the show; Henry A. Dreer, Inc., Philadelphia, check for \$10 for premiums; W. A. Manda, South Orange, N. J., promising to make suggestions of interest to the society; Peter Henderson & Co., New York, subscription of \$10 for premiums; J. K. Alexander, East Bridgewater, Mass., \$10; Henry F. Michell Co., Philadelphia, silver and bronze medals; Henry Penn, Boston, \$5 for Boston show.

On motion of I. S. Hendrickson, seconded by P. W. Popp, it was voted to issue the Bulletin on the first of September and again on the first of November, and the secretary was instructed to investigate the desirability of publishing an issue every other month during 1919.

The secretary was instructed to send a list of the special premiums received to date to members of the executive committee for consideration and final allotment.

A letter from Mr. Rathgeber was read, and President Vincent explained his award of a silver medal at the New Haven show last fall for a special exhibit and the committee voted to uphold his action.

The following judges were selected to act at the September show in New York: George H. Hale, Oyster Bay, L. I.; Prof. Geo. Fraser, Storrs, Conn.; James C. Clark, Riverton, N. J.

It was voted to offer a special prize at the fall show for best unnamed tested seedling dahlia to be shown in one vase on long stems, subject to the rules of the society, and if deemed worthy the winner to be called Dahlia J. Harrison Dick, in honor of our late secretary. No restriction is to be made as to the number of entries in this class by one exhibitor.

It was voted to submit to the annual meeting an amendment to the by-laws whereby all members paying current dues up to that time shall have their memberships extended until the first of January, 1919, and that thereafter the annual dues shall run from January 1 to December 31 of the same year. Dues paid between September 1 and December 31, 1918, shall be considered under this amendment as for the year 1919.

John Lewis Childs, Flowerfield, N. Y., offered \$10 as special premium for the fall show.

F. R. Austin reported that he had purchased an additional \$50 bond of the Third Liberty Loan, and his action was duly upheld and the purchase of one more \$50 bond was authorized, making \$200 that the society has invested in these bonds.

The meeting then adjourned.

J. R. LEWIS, Sec'y.

NEW ULM, MINN.—Theodore Citzow, of Frazee, Minn., is negotiating for the purchase of the Dill & Son range.

RACINE, WIS.—The enforcement of the recent fuel conservation order may make it necessary for the Mound cemetery greenhouses to close during the winter.

"No Carnations to Sell."

As noted in last week's issue, page 864, the Jones-Russell Co., Cleveland, O., solved the carnation problem for Mothers' day by a clever method, as shown in the advertisement of the firm reproduced herewith. The florists of that city are wide-awake and have featured this occasion until the sales are almost, if not fully, equal to those of Easter. There has been a big demand for white carnations, although their sale is not encouraged and high prices have been inevitable, with consequent dissatisfaction on the part of customers.

The advertisement, which occupied a space three columns wide by nine inches deep, approximately one-sixth of a newspaper page, the reading matter displayed to splendid advantage with liberal use of surrounding white space, was followed by others which featured \$2 and \$3 boxes of flowers. The firm did a splendid business, receiving many complimentary endorsements of their thoughtful gift of carnations to the soldiers. The company also operates another store under another name in the shopping center of the city, in which flowers are sold at popular prices. Here they offered quantities of carnations, which were sold to numerous customers in small lots at good prices.

Labor Problem in Greenhouses.

In your issue of April 27, page 720, S. L. Harper gives, in detail, from observations gathered in various localities, the advantages of woman labor in greenhouses. There is no question but that they are quite the equal of men in all except the heavy work that is done about greenhouses. In making and boxing cuttings and seedlings, potting up young stock, wrapping plants for shipping, disbudding carnations, cutting and grading roses, and all such work as requires nimble fingers, we fully believe the average woman to be better than the average man. A market gardener who handled considerable parsley, which was bunched by a woman, found three men whom he put at this work one day in her absence could not turn out as much as she did in the same time.

W. H. Elliott, of Boston, Mass., in speaking of labor troubles, claims that he finds women much quicker at grading and packing roses than men, and useful in other greenhouse work. All the roses of the Florex Gardens, at North Wales, Pa., are graded and packed by women, who have been found most efficient.

The Robert Craig Co., Philadelphia, Pa., has a number of young women working, taking the place of men who have gone to government contract work. In making cuttings, wrapping plants, potting, assisting in picking out orders, etc., they have been found exceedingly helpful and reliable.

H. A. Dreer, Inc., at Riverton, has employed for years a number of young women in their fern range in handling the seedling ferns. When transplanted from the seed pans to the flats, the plants are very small, but the girls do this work quickly; in fact, much more so than when done by men.

No grower of plants should hesitate one minute to engage woman help, which, when broken in, will be found very dependable.

Mr. Harper cannot, however, have had much store experience. He might count on the fingers of one hand the women who have conducted retail stores and failed, but he would have to have arms as the centipede has legs, with a hand on each of them, to find fingers enough to register the successful ones. I will venture to say that there is not a city of any size in

this country in which there is not at least one successful woman florist, and in a number there are several. In many retail growing establishments, the daughters of the proprietors, as they grow up, become proficient saleswomen and arrange bouquets and funeral work with the best of the men. Very many men engaged in the business, particularly where the dwelling house or home is on the premises or, in the crowded city, is over the store, have their wives and daughters to thank for their success.

It is a mistake to think that women prefer men or boys, rather than women, to wait upon them. A bright young woman, who has taste and artistic ability, is a splendid asset to any store. Women build up a clientele of customers in the store, who prefer and wait for them just the same as the men clerks. There are a number of cases where, when the head of the house has been suddenly taken away, and his affairs have been found to be in very bad shape, the widow, without resources other than the business, has, by her energy and business ability, paid off the debts and worked up a successful trade.

North Shore Horticultural Society.

The regular meeting of the North Shore Horticultural Society was held at Lake Forest, Ill., May 3, President Thos. Head occupying the chair. After a short discussion, the members voted to hold a summer exhibition of flowers and vegetables about the third week in July.

The monthly essay, "Horticulture as a Profession," by John Donald, sent by the National Association of Gardeners, was read and the members accorded the writer a hearty vote of thanks for the very interesting paper.

The monthly exhibits were awarded the following points by Messrs. Fischer, F. Kuehne and E. Benson: Collection of vegetables, 95 points to J. H. Francis; Standard hydrangea, 80 points to A. Neilson; nephrolepis, 80 points to C. Wilson; vase of antirrhinum, 70 points to C. Clarke.

E. Bollinger spoke on "War Gardens," asking for the co-operation of the members of the society to make these gardens a success. Several new members were enrolled, and a very successful meeting was brought to a close at 10 p. m.

J. H. FRANCIS, Cor. Sec'y.

FREEDPORT, ILL.—Donald Galt has disposed of his greenhouse interests here, and will remove to Anaconda, Mont.

GREENWICH, CONN.—The Westchester and Fairfield Horticultural Society will hold a summer show June 27-28 for the benefit of the Red Cross.

EVANSVILLE, IND.—George Blackman is again on the job, and says trade this spring has broken all records. Col. J. D. Carmody has returned from the South.

GALVA, ILL.—George F. Pearce, who recently sold his range to L. C. Johnson, has taken a position as manager of a large growing establishment at DesPlaines, Ill.

LEROY, ILL.—L. L. Fry, well known florist and one of this city's most respected residents, died May 13, following an illness of several weeks, at the age of 56 years.

BROOKLYN, N. Y.—Mrs. Charles E. Applegate, wife of a prominent florist, and for many years a resident of this city, died May 14, in Mount Prospect hospital, following an operation.

OBITUARY.**Maurice Hendberg.**

Maurice Hendberg, the oldest, and to older citizens, the best known retail florist of Hoboken, N. J., died at his home, 415 Washington street, that city, May 17, aged 76 years. Though he turned the active management and buying over to his son, William M. Hendberg, a number of years ago, he continued in good health and kept the books up to within two weeks of his death. Notwithstanding his advanced age, he had never had occasion to wear a pair of spectacles or eye glasses.

Maurice Hendberg was born in Sweden, and came to this country in 1861. He immediately entered the Union army and fought in many battles under General Phil Kearny. He served in Company E, 2nd and 15th New Jersey regiments, which sustained so many losses that they were merged into one regiment. He was a modest and retiring man, and like many other good soldiers, was disinclined to talk much of his war record, but from comrades in arms it has been learned that he was a brave soldier. After the war he settled in Hoboken, and in 1881 established a retail business. His store soon became noted for fair dealing and fine work, a reputation that it has retained through all the years. Old time customers and friends, who had removed to New York, and to much longer distances, would go or send back to "Hendberg the Florist," when joy or grief entered their homes. He was a member of E. G. Brown Post, No. 44, G. A. R., and one time its chaplain, and for many years had been a familiar figure in its Memorial day parades. His last public appearance was in the Third Liberty Loan parade, when he rode in the carriage reserved for veterans of the Civil War. He was a member of Fraternity Lodge No. 112, Odd Fellows, Mt. Sinai Encampment, a director of the Columbia Trust Company of Hoboken, and a member of the Hoboken Swimming Club, members of which formerly rose at 4 A. M. for their morning swim.

He is survived by his son, William M., previously mentioned, two daughters, Mrs. Johanna Baker and Miss Eva Hendberg, and two grandchildren, William and Hilma Hendberg.

Funeral services were held at the family home on the evening of May 19, Rev. Dr. H. T. Beatty, pastor of the First Presbyterian church of Hoboken, which the family attends, officiating. Mr. Hendberg's request that his remains should be cremated will be complied with.

A. F. F.

Mrs. James Taplin.

Mrs. James Taplin, widow of James Taplin, well known in horticulture, and one of the most noted gardeners to come to the United States from England, passed away at her home in Maywood, N. J., May 10, at the age of 90 years, having survived her husband nearly 25 years. Surviving are four children, Wm. H. Taplin, Riverton, N. J.; James S. Taplin, of New Rochelle, N. Y.; Mrs. Emily Louise Taplin Royle and Miss Susan Mary Taplin of Maywood. She had lived to see six generations of her family.

INDIANAPOLIS, IND.—C. H. Bookedis has disposed of his interest in the Claypool Flower Shop and will leave shortly for Chicago.

GRAND RAPIDS, MICH.—W. L. Cukerski has succeeded to the Hanna & Smith flower store and will conduct it under the name of Grand Rapids Floral Co.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time. Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.
440 S. Dearborn St., CHICAGO.

"In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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EASTER next year falls on April 20, three weeks later than in 1918.

DON'T waste greenhouse space, fuel, water and care on unprofitable plants.

WASHINGTON, D.C.—The phenomenal attendance at the recent New York flower show, in spite of wartime conditions, and a realization of the good accomplished by flowers are said to have created a favorable impression for the industry as regards the importance of seeds and bulbs among some of the new government officials.

Coal Conference at Washington.

Wm. F. Gude, Washington representative of the Society of American Florists, has arranged for the appearance of a delegation of florists before the fuel administration at Washington, D. C., May 27, at 10:00 o'clock A. M., for a hearing upon the various phases of the fuel conservation order. This will be an opportunity for any florist who is in doubt upon any point in regard to his course of action under the order, to arrive at a definite understanding. All florists wishing to join the delegation, are invited to meet at Mr. Gude's office, 1214 F street, N. W., Washington, at 9:30 A. M. on that day, and proceed in a body to the offices of the fuel administration.

JOHN YOUNG, Sec'y.

American Rose Society.

GARDEN INSPECTION DATE ADVANCED

On account of the advanced condition of the roses and a coincident meeting of the trade at the capital, the time for holding the meeting of the American Rose Society and the opening of the Washington rose garden at Arlington has been changed from June 3 to May 27. All visitors are requested to meet at the office of Gude Bros. Co., 1214 F. street, N. W., Washington, D. C., at 11 A. M., for the opening and inspection of the national rose test garden, in charge of the department of agriculture, at the Arlington Farms, directly across the Potomac. It is proposed that all visitors arrange to lunch together, probably at the New Ebbitt House.

ROBERT PYLE, Chairman,
Wash. Rose Garden Committee.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that as no objection has been filed against the registration of Nephrolepis Anthony Wayne, by Lanternier, Florist, Fort Wayne, Ind., same becomes complete.

JOHN YOUNG, Sec'y.

May 18, 1918.

AERO MAIL CARRIES S. A. F. GREETINGS.

The following letters were exchanged between the Washington representative of the society, Wm. F. Gude, and the secretary by way of the first mail of the new aero-service of the United States postal service:

Washington, D. C., May 15, 1918.

John Young Sec. S. A. F.,
1170 Broadway, New York.

Just a word of greeting from the Washington representative with the hope that this communication will reach you by the first delivery via air route, which is emblematic of the progressiveness of our great country, signifying speed, activity and force. And as our organization is national in character may we gather inspiration from this new achievement, and may we encourage "Uncle Sam" by pushing our business and profession to the front for the betterment of mankind, and particularly for the citizens of the United States of America.

With best wishes and kindest regards, I am,

WM. F. GUDE.

New York, May 15, 1918.

Wm. F. Gude,
Washington, D. C.:
Appreciating the value of the new aeroplane mail service between New York and Washington this day inaugurated, I take the opportunity to tender to you by the first aero mail my congratulations on the establishment of a service which must necessarily be

of benefit to florists, both as regards the exchange of official communications, and the providing of a means for quick delivery of flowers in three of our greatest cities. It is my hope and expectation that this service will evolve into one of incalculable benefit for American commerce.

With kindest regards, believe me,
JOHN YOUNG, Sec'y.

How to Succeed.

It is an old saying that "a man gets all that is coming to him in this world." If he sets his heart on any particular achievement, and will concentrate and work with intelligence and perseverance, he is pretty sure to win out. It is seldom indeed that anything worth while is accomplished without hard work. Successful men are often pointed out as being lucky, everything seeming to come their way. If the truth were known, however, the results achieved were the culmination of well laid plans, due to foresight and knowledge, gained by close attention to business.

The florist who wants to build up a good business must work to that end with the best that is in him. He must be always on the job—alert, active, ready for the many opportunities that are always presenting themselves to the man on the lookout. The inviting shop creates business, so make and keep the store always at its best, filled with seasonable and select stock. Retail florists, prominent today in every large community, have attained their positions by just such methods.

"Concentrate on the essentials," should be the slogan. Determine the essentials in your particular case, and let no side issues swerve you from working them out.

Thompson Carnation Co.

In accordance with notice filed by John T. Clyne, trustee for the bankrupt J. D. Thompson Carnation Co., Joliet, Ill., the greenhouses, all equipment, dwellings, office furniture and fixtures, and all personal assets of the company will be sold at public auction on the premises at 1:30 p. m., June 1, for cash to the highest bidder, the sale to be made subject to the approval of the court. As the establishment has been appraised at \$23,516 and the liabilities amount to something more than \$18,000, not including costs of bankruptcy, it is hoped that enough will be realized from the sale to take care of practically all of the indebtedness.

Licenses for Small Shipments Revoked.

The War Trade Board authorizes the following:

The general license heretofore issued covering the importation of all commodities under \$100 value is hereby revoked as to all articles on restricted lists or any supplements thereto as to shipments made after May 10, 1918. The general license covering the importation of all commodities under \$100 value is still effective as to the importation of commodities not on restricted lists or any supplements thereto.

Bribery in Commerce.

A communication urging the enactment of a sufficient law striking at commercial bribery has been sent to both branches of Congress by the federal trade commission.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office
 enclose 10 cents extra to cover postage, etc.

Situation Wanted—By a good, all-around greenhouse man. Address
Key 898, care American Florist.

Situation Wanted—By a competent gardener, experience in all branches of gardening. Illinois or Wisconsin preferred. Address,
Key 896, care American Florist.

Situation Wanted — Horticulturist, agriculturist, head gardener, superintendent private estates; Denver, Colorado, preferred; landscape architect, gardener, all branches; experienced, practical, single man; references. Address
Key 894, Care American Florist.

Situation Wanted—By married man with life experience in all branches. Five years on last place. Good wages expected; best of references. Address
Florist,
 Care of A. L. Vaughan,
 Wholesale Florist,
 161 N. Wabash Ave., Chicago

Help Wanted—Apprentices for orchids, roses and pot plant department.
Poehlmann Bros. Co.,
 Morton Grove, Ill.

Help Wanted—Good designer and decorator for first-class retail store.
 Address **Leikens,**
 Madison Ave. and 55th St., New York.

Help Wanted—Good all-around grower. Steady position to right party. Answer at once. Address
Gurney Greenhouse Co.,
 Mitchell, S. D.

Help Wanted—General all around florist; must be respectable and able to take charge of small but well equipped establishment. Man with European experience preferred. Willing to pay decent wages and will give interest in the business if suitable. Apply
C. E. DeWever,
 Clayton, Mo.
 St. Louis Co.

For Rent or Sale Cheap—Three large sized greenhouses, with brick boiler room, garage, new five-room flat, all modern improvements, 15 miles north of Chicago. Chance of a lifetime. Act quick. Address
Key 902, care American Florist.

Help Wanted

Capable man to take full charge of an up-to-date growing and retail establishment in prosperous Michigan city. This offers an excellent position at good wages and where ability will be appreciated. Address
Key 900, care American Florist.

HELP WANTED

Good rose grower to take charge of section at a large range near Chicago. Address
Key 899, care American Florist.

SITUATION WANTED

By manager and working foreman, 35 years of age, married, life experience in growing high grade cut flowers, pot plants, good Christmas and Easter stock. Able to manage place in up-to-date way. Best of references. State full particulars in first letter. Address
Key 903, care American Florist.

Help Wanted

Helpers wanted in rose houses. Steady work at good wages. Apply to
ALBERT F. AMLING CO.
 MAYWOOD, ILL.

HELP WANTED

Cyclamen grower for our range at Edgebrook. Also competent men for general greenhouse work. Good wages. Address
GEORGE WITTBOLD CO.
 745 Buckingham Place, CHICAGO

Lady Bookkeeper Wanted

One who has had experience in a retail flower store. Good wages to the right party. Reference required.
MALANDRE BROS.
 Broadway and 72nd St., NEW YORK

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches.
FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
 440 S. Dearborn St., CHICAGO

BANKRUPT SALE

J. D. Thompson Carnation Company Plant,
AT JOLIET, ILL.

This entire plant consisting of 17 greenhouses, with about 136,000 square feet of glass roofing, equipment, power plant, fixtures, etc., will be sold at public auction on **Saturday, June 1, 1918, at 1:30 p. m.,** at the grounds in Joliet, to the highest cash bidder. Sale includes long time lease.

Copy of inventory will be sent on request.

JOHN T. CLYNE, Joliet, Illinois.
 Trustee in Bankruptcy.

FRED W. WALTER, Attorney.

WAR CONDITIONS

Of Supply and Demand

While there is no doubt the demand for spring bedding and other decorative plants and bulbs will be materially curtailed by the war garden movement, we believe this condition will be fully counterbalanced by the prosperity in the south and the effects of the coal shortage on the greenhouse men of the west, north and east, placing in the market for stock a large number of new buyers not familiar with the sources of supply.

Most of these buyers can be reached at small cost by advertising in **The American Florist**, and we feel that it will be greatly to your advantage to start this campaign with an advertisement in our columns.

Make Your Spring Drive NOW.

St. Louis, Mo.

DEMAND SLACKENS; SUPPLY INCREASES.

The market during the past week slowed up somewhat with a slight increase in supply of stock. A few days of hot weather also had a tendency to deteriorate stock, particularly sweet peas and carnations. Both were plentiful, and considering the quality moved very well. Roses show poor color, but otherwise are of good quality and plentiful. American Beauties have no call. Long stock is sold at bargain prices to unload the market. They have lost their prestige with the coming of Russell and the uncertain supply. Gladioli are coming better and of extra good quality. Lilies and lily of the valley just about supply the demand. Outdoor stock of all kinds is coming in good supply. Peonies will be a glut in a few days, with a continuance of warm weather. Greens of all kinds equal the demand.

NOTES.

The florists' club held its May meeting at the wholesale house of Wm. C. Smith last Thursday. The meeting was poorly attended, few of the growers being able to get away during the planting season. In the absence of President Bourdet, Past-President Fillmore occupied the chair. Matters coming up for discussion were the coming S. A. F. convention, and the coal problem confronting the florists the coming winter. All the growers present stated they were arranging their business to meet the fuel order, confining their coal consumption to 50 per cent of the usual supply.

Wm. J. Wright, on Florissant avenue, has opened up a new store. Everything looks spick and span with new fixtures and new stock, and he has one of the prettiest stores on the north side. Mr. Wright has been in business on the north end for three years and has made a splendid success of it.

All the plantmen report a big trade. For a while things were at a standstill on account of the weather, but now they are moving double quick. The cry all over is, "If we only had more help."

W. A. Rowe's party May 18 was a big success. A couple of hundred friends of Mr. Rowe in the trade had a good time on him. Incidentally, they celebrated Frank Windler's birthday.

The florists' publicity committee is getting ready for their campaign to increase sales for Memorial day. They should be credited with some of the success of the Mothers' day business.

The opening of the new offices and banking rooms of the Mercantile Trust Co. provided great quantities of work for the retailer the past week. This was a little flower show in itself.

The retail florists' association meeting has been postponed to May 26.

Visitor: Mr. Gullett of A. L. Randall Co., Chicago. J. J. W.

Pittsburgh.

HEAVY SUPPLY AND PRICES FALL.

Almost all growers are cutting heavily on roses and carnations. The result is the market has received so much stock that prices have suffered considerably. Quite a difference from a week ago. There is very little business of any kind, and stock has piled up so that the wholesale houses cannot move it all. It is the first real glut since the fall of 1917. Roses are sold at ridiculously low figures, and the fakirs have a harvest. The same is true of carnations, sweet peas, yellow daisies and American Beauties. Sweet peas will soon be off the market, as they will not ship this warm weather. Some peonies are seen but have little call. The local crop will be in just right for Memorial day. If

Roses and Orchids

DIRECT FROM THE GROWER

Cut Right — Packed Right — Shipped Right

We grow the following varieties of Roses.

Hadley, Ophelia, Richmond, Aaron Ward, White and Pink Killarney.

Joseph Heacock Co., 1526 Ranstead Street, Philadelphia, Pa.

Mention the American Florist when writing.

they are on the market, there will be very little call for other flowers, as the people would rather buy them than anything else, for they last longer. There are a lot of vegetable plants being sold by the florists this year. Bedding stock of all kinds is very scarce and in heavy demand.

NOTES.

H. L. Thompson, of Rochester, Pa., donated his store and over 2,000 flowers for a Red Cross benefit, May 18. The ladies of the city unit sold all the flowers on hand and realized over \$75 from their sale.

The Zieger Co. had some very elaborate decorations in the lobby of the Grand Opera House during past two weeks, using fine plants and quantities of cut flowers.

C. C. Phillips will take up the road work that was formerly done by Geo. McCallum, who has enlisted in the naval officers' training corps.

M.

Buffalo, N. Y.

BUSINESS IS FAIR.

Summer weather during the past two weeks has made some changes in the quality and quantity of stock in this market. Sweet peas are abundant and fair in quality, consequently there is a glut in this item. Roses are plentiful and there is a fair supply of carnations of good quality which are moving at low figures. Darwin tulips are perfect as to flower, color and stem, favored by the weather they require. Business is fair but nothing unusual.

NOTES.

The success of the florists' section in the Liberty Loan campaign has been a matter of pardonable pride and now the Red Cross committee, captained by Robert Scott, is continuing the good work. It is needless to say that the florists will again exceed their quota. All of the downtown shops have a basket for money and huge vases of flowers with signs reading, "Take a flower and drop a coin for the Red Cross," placed outside the stores, and they attract many contributions.

Those in charge of the greenhouses are very busy with cemetery vases for Memorial day, after which will come the veranda boxes and garden work which will continue until July 1. Many of the gardens that were turned over to vegetables last year will in part be reserved for flowers, especially where gardening did not prove a success.

S. A. Anderson is fishing in the wilds of Canada. BISON.

Horticultural Society of New York.

The above named society held an exhibition in the Museum building, Bronx park, May 11-12. The best features was an exhibit of flowering shrubs and trees by T. A. Havemeyer, Glen Head, N. Y., first prize and an exhibit of many vases of tulips by P. W. Popp, gardener to Mrs. H. Darlington, Mamaronek, N. Y., which took

first prize and a silver medal. The most noteworthy features of the Havemeyer exhibit were particularly fine varieties of lilac. Of the purple, we noticed the following: Mme. Morel, Negro, Duc de Massa, President Viger, and Gilbert; of white, Vestale. For 12 vases of orchids, six species, James Stuart, gardener to Mrs. F. A. Constable, Mamaronek, N. Y., took first prize. Mrs. F. W. Chapin, Flushing, N. Y., won a first prize for tulips; James Lenane, Pelham Park, N. Y., for shrubs and trees, second; A. J. Paul, Palisade Park, N. J., special mention for iris. A. F. F.

Providence, R. I.

MEMORIAL DAY OUTLOOK GOOD.

Trade the past week has been brisk. Stock of all kinds is still plentiful, and the demand equal to the supply. Roses are coming in very fast, and there have been some very heavy cuts of carnations in this market the past few days. Stock now looks well for Memorial day, and from the present outlook it should be in good demand. While there will be plenty of almost everything, geraniums may be a little scarce.

NOTES.

After an existence of nearly 25 years, the Florists' and Gardeners' Club of Rhode Island has decided to disband, owing to lack of interest.

Joseph Koppleman is cutting some excellent roses and they clean out every day.

Harry Oakley, has opened a store on Mathewson street, and is doing well.

Eugene Appleton, of Broadway, has sold out his business.

H. C. Neubrand was in town the past week. H. A. T.

Cincinnati.

SUPPLY BIG AND MOVEMENT LIMITED.

The market is practically glutted with stock, the result of heavy receipts which an even fair demand fails to move. It is believed that the Memorial day offerings will be sufficient for all needs. Roses are very plentiful and the same may be said of carnations. Peonies are also coming in strong and there is a fair supply of sweet peas. Easter lilies are more plentiful than for several weeks past and callas and rubrums are offered in fair quantities. Excellent snapdragons may also be had. Other offerings include cape jasmines, orchids, cornflowers and pansies.

NOTES.


P. J. Olinger has been receiving shipments of excellent carnations, particularly his new red, Radium.

C. E. Critchell is experiencing an unusually brisk call for wire hanging baskets and green sheet moss.

L. H. Kyrk is finding a ready sale of his offerings of cornflowers from Geo. Klothe's establishment.

Visitors: Mrs. A. H. Dailey, Knoxville, Tenn.; C. S. Barnaby, Columbus, Ind.; Joseph Hill, Richmond, Ind.; Henry Lodder, Hamilton, O.

H.



ONE of the best investments the people of the United States have made is the generous support given the American Red Cross in the last twelve months. Poor old suffering Europe today knows us as a great-hearted nation because of the magnificent work accomplished by our Red Cross over there. And for that, they will never forget us. Soon again we shall be asked by the organization for another \$100,000,000 that this labor may be continued. We must see that the measure is filled to overflowing. —Just one more little individual sacrifice for the cause of humanity.

FREDERIC M. GRANT

NATIONAL SERVICE
THE ART INSTITUTE
OF CHICAGO

Florists of Cook County, Illinois, Should Address Their Contributions to N. J. Wietor, Chairman Florists' Section, Division 19, at 162 N. Wabash Avenue, Chicago, on or Before May 25.

Memorial Day

Telegraph Orders For

CHICAGO

AND SUBURBS

Delivered on the Shortest Notice.

Cut Flowers, Plant Baskets, Floral Designs

Best Style and Finest Stock.

Located in the Business Center of the City

✉ WRITE FOR MEMORIAL DAY PRICE LIST ✉

A. LANGE

25 East Madison Street



Mention the American Florist when writing.

Nashville, Tenn.

PLANT SALES VERY BRISK.

The plant trade is booming and everyone who has stock to sell—amateur and professional—is doing a good business. Prices are excellent and the purchaser finds that plants have advanced from 20 to 50 per cent, but then he is obliged to have them and so the trade goes on. The demand in cut flowers, too, is brisk and trade has been very good. Roses are coming in nicely and carnations are still doing well, while lilies, lily of the valley and all kinds of odds and ends, like sweet peas, gaillardias, snapdragons, digitalis, canterbury bells and peonies now nearing a grand finale, meet with ready sale. Such plants as the pot hydrangeas are very plentiful, beautiful and much in demand. The commencement season is now on in full force, and school entertainments, both public and private, and college functions are of daily occurrence, and make a fine trade for everybody, for no little musical affair with limited pupils is so poor that flowers must not be had for every performance. Corsage bouquets for these affairs, too, are very popular. A very attractive corsage at one of the florists yet simple, was made of Sweetheart roses and orchids. The price was \$5. The commencements, too, bring many decoration orders for which the blooming hydrangeas come in nicely. The public school, with its one hundred and fifty or two hundred graduates, usually has a class flower, and every girl is expected to have a dozen or more roses, while the boys are satisfied with one single bud. The custom of presenting flowers over the footlights has been done away with, but dozens of

baskets are still sent and bring a good profit to the dealer. As Memorial day this year is to be given unusual prominence, there will be many flowers used in the decorations of the cemeteries, though the day is to be one of fasting and prayer. There is a very large national cemetery here and also a Confederate cemetery and the Memorial day for both will be on the same day, which has not been customary heretofore.

NOTES.

Mothers' day proved to be a happy surprise to the floral world and was a close resemblance to Christmas day, in the demand and the variety of flowers sold. Not only were the red and white carnations in evidence, but all kinds of flowers and plants were sold. The latter, in fact, was very much in demand and there was a pretty and abundant supply on hand to meet the call. Hydrangeas and pot lilies were easily the favorites. The day was more generally observed than ever before, and attention was more largely called to it beforehand, so that the spirit of the day more fully possessed every one. In this city it was more noticeable from the fact that only on Saturday morning a bereaved mother was called upon to lay away one of her sons who was killed at Fort Worth, Tex., by the explosion of a gun at that place, which news has just been flashed over the country. The universal sympathy for motherhood and the sacrifice she is called upon to make at this time boosted the day into one of memorable prominence. Display advertisements in the daily papers, special leaders concerning the day, and the president's and governor's proclamation have all served to

bring out another day full of beautiful sentiment. Funeral work continues good, and there is a daily clean up of nearly all kinds of flowers. The supply has been excellent and some novelties have been noted, particularly canterbury bells and digitalis, both pot grown and cut flowers. Lily of the valley seems to be plentiful and roses are coming in much better. Sweet peas are blooming profusely, even private gardens having them in abundance, and peonies are still in profuse flower. Memorial day does not create much stir among the florists. Nature provides all the flowers that are used or necessary on the outside. Most of the early spring blossoms, jonquils, hyacinths, snowballs, lilacs, syringas, spiræas, weigelas and peonies have bloomed and gone. The spring blooming roses have also had their day and will be entirely gone by May 30. There is some little trade, however, that comes to the florists in the shape of United States flags made of immortelles and the red and white roses; also, red and white carnations are much in evidence.

The consternation caused by the order to conserve coal, and to allow only 50 per cent of the supply, has caused all the florists to buy in their winter's supply now when it can be hauled and they can get their full supply and most of the growers have already put in their coal. The banks have been very liberal advancing the money, where it was not convenient to pay on delivery.

There are no social functions but the boys and the girls, where there are any boys left, manage to get a good time out of life, and as Joys advertisement says, they "Say it with Flowers," and the florist is the beneficiary.

M. C. D.

Increase Your Sales by Sending Your Customers this Beautiful Booklet in Colors

This booklet is being widely advertised in the national magazine campaign, and the large number of requests that are being received for it is evidence that thousands of people are keenly interested.

Every florist should distribute this booklet among his customers, either by mail or in the store. It is handsomely illustrated, printed in three colors. It makes splendid reading and is bound to hold and increase your trade.

Having purchased a large quantity, your Society is enabled to offer these booklets at a nominal cost. Experience with local printers must tell you that you could not buy an ordinary, plain one-color booklet at the prices we quote. The art work involved would cost several times more than you are asked to pay for these booklets, and these prices include the printing of your name and address on the back cover.

In lots of 250.....\$ 8.50
In lots of 500..... 15.00
In lots of 1000..... 28.00

Express paid and includes the printing of your name and address on back cover of the booklets.



**Society of American Florists
& Ornamental Horticulturists**

Administration Headquarters
1170 Broadway, New York City

PLEASE ORDER ON COUPON BELOW.

JOHN YOUNG,
Secretary S. A. F. & O. H.
Administration Headquarters,
1170 Broadway, New York City.

Enclosed find \$..... for which please send
..... Booklets.

Name.....

Street and No.....

City and State.....



**WRITE TODAY
FOR SAMPLE**

ROSE CROP NOW ON

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, Shawyer, Brilliants, Ophelia, White Killarney and American Beauties.

GLADIOLI, very fancy, per doz., 50 to 60 cents.

MEMORIAL DAY PRICE LIST—In Effect May 25th.

AMERICAN BEAUTIES—Price, from 50 cents to \$5.00 per dozen, according to length of stems.

RUSSELL—best in this market.

Per doz.

Specials, extra long.....	\$2.50
Good length	\$1.50 to 2.00
Good medium	1.00 to 1.25
Good short50 to .75

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST, WHITE KILLARNEY—

Per 100

Long stems	\$8.00 to \$10.00
Good medium	6.00 to 7.00
Good short	5.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$4.00 per 100.

LILY OF THE VALLEY, per 100..... 5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGERI, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

Choice Common FERNS, per 1,000..... 3.50

BULBS, FLOWERS AND ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS PLENTIFUL.

Stock is plentiful at this writing and is obtainable in large lots at very reasonable prices. Business has been rather quiet owing to the extremely warm weather but is gradually showing signs of improvement and a decided change for the better may be expected before the week is over. Roses are in large supply in all the varieties grown for this market particularly Killarney, White Killarney, Killarney Brilliant, Ophelia, Sunburst, Milady, Richmond, Champ Weiland, Mrs. Aaron Ward, American Beauty and Mrs. Chas. Russell. Mrs. George Shawyer, Hadley, Double White Killarney, Stanley, Tipperary, Francis Scott Key, Montrose, Fireflame, and Columbia are included in the shipments not to mention the miniature varieties, Elgar, Baby Doll, Cecile Brunner and Nesbit. Carnations are not bringing very high prices and are being sold in quantity at bargain quotations. Lilies and callas are good property and are none too plentiful. Lily of the valley is moving well considering the present market conditions and there is seldom a surplus. Sweet peas are very plentiful but move satisfactorily considering the large quantity of other stock offered. Orchids, gardenias, cape jasmines, daisies, calendulas, lilac, tulips, jonquils, snapdragons, daffodils, pansies, stocks, freesias, narcissi and other miscellaneous stock is to be had in large supply. Peonies are arriving in large quantities and will be in heavy supply for Memorial day. The peonies seen in this market this week are exceptionally fine and this item will be a big factor for several weeks to come. Local peonies may possibly be ready for Memorial day if the weather con-

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

ORDER YOUR MEMORIAL DAY CUT FLOWERS HERE

A large and complete supply and Van 100% service guarantees you satisfaction. For prices see our page advertisement in the May 18 issue of The American Florist, Page 883.

tinues warm but the receipts will not be any too large. Gladioli, local indoor stock, are quite plentiful and are selling well. Greens with the exception of smilax and adiantum are in good supply but ferns are likely to advance to near the \$5 mark before the Memorial day trade is over. It is hard to size up the supply for Memorial day at this writing but if the demand is at all good this year stock in some lines will be exceptionally scarce. Everyone will find it to his or her advantage to place their orders for Memorial day as early as possible. Do it now and avoid disappointment.

NOTES.

The Independent Floral Co., formerly at 227 South State street, which opened a new store at 76 West Washington street, has purchased the store fixtures formerly used by Victor Young & Co. at its North Clark street establishment.

Miss Carrie Orum and Herbert Hansen were married at Houston, Tex., May 8. Mr. Hansen is now with the colors and was formerly in the employ of Peter Reinberg.

* Ernst Wienhoeber is shipping a particularly fine grade of Darwin tulips to the E. C. Amling Co. from his place at Highland Park.

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue L. D. Phone Randolph 631

CHICAGO

A DEPENDABLE SUPPLY FOR MEMORIAL DAY

MEMORIAL DAY PRICE LIST

RUSSELL			KILLARNEY			PEONIES Per 100			DARWIN TULIPS			
Special	Per 100		Special	Per 100		Fancy	Per 100		Per 100			
.....	\$18.00 to	\$20.00	\$10.00		Special	6.00	\$4.00 to	\$5.00	
Select	12.00 to	Select	6.00 to	Good	4.00	Per bunch	PANSIES		
Medium	8.00 to	Short	4.00 to				6c to	10c	
Short	6.00										
RICHMOND			WARD									
Special	Per 100		Special	Per 100								
.....	\$10.00		\$10.00								
Select	8.00	Select	6.00 to							
Medium	5.00 to	Short	4.00							
Short	4.00										
MILADY Per 100			SUNBURST									
Special	\$10.00 to	Special	Per 100								
Select	6.00 to	\$12.00								
Short	4.00 to	Select	\$ 8.00 to							
			Short	6.00							
BRILLIANT			CECILE BRUNNER									
Special	Per 100		Per 100	\$2.00 to							
.....	\$10.00 to	\$12.00	\$2.00 to	\$3.00							
Select	6.00 to										
Short	4.00 to										
			FIREFLAME									
			Per 100	\$4.00, \$6.00, \$8.00							
			ROSES									
			Our Selection, per 100.....			\$5.00						
			OPHELIA									
Special	Per 100											
.....	\$12.00											
Select	\$8.00 to										
Short	4.00 to										
			WHITE KILLARNEY									
Special	Per 100											
.....	\$10.00											
Select	6.00 to										
Short	4.00 to										

Order here. You cannot do better elsewhere—often not nearly as good.



PEONIES

We Are Prepared To Take Care Of Your Orders
For All Colors At \$4.00, \$6.00, \$8.00 per 100.

Good shipping stock as low as \$25.00. Guaranteed to arrive in good condition except where delay is caused after Express Company signs for package

ROSES

All best new and standard varieties in quantity.
Short, \$4.00 per 100; Medium, \$5.00 to \$6.00 per 100; Long, \$8.00 per 100.

CARNATIONS

DE LUXE, \$5.00 to \$6.00 per 100.

CAPE JASMINE, GLADIOLI, BABY GLADIOLI, CALLAS, SNAPDRAGONS, LILIES, SWEET PEAS, MIGNONETTE, CALENDULAS, GREENS, ETC.

You will get satisfaction every time if you shoot your orders to

A. T. PYFER & CO.

Wholesale Florists

164 N. Wabash Avenue
CHICAGO, ILL.



EXTRA HEAVY SUPPLY ROSES---CARNATIONS For Memorial Day

Place your orders with us and you will get
the best stock obtainable for the least money

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL. Per 100
Fancy\$12.00 to \$15.00
Good 8.00 to 10.00

RICHMOND. KILLARNEY BRILLIANT.
White—KILLARNEY—Pink. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Medium 5.00
Short 4.00

SUNBURST AND OPHELIA. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Good 5.00
Short 4.00

MINIATURE ROSES.
Baby Doll\$2.00 to \$3.00
Elgar 2.00 to 3.00

ROSES, OUR SELECTION..... 4.00

CARNATIONS. Per 100
Fancy\$5.00
Good 4.00

MISCELLANEOUS. Per 100
Peonies 6.00 to 8.00
Valley\$ 6.00 to \$ 8.00
Lilies 12.50 to 15.00
Ferns, per 1,000 4.00
Smilax, per doz. strings..... 2.50
Adiantum 1.00
Galax (bronze and green), per 1,000. 1.50
Asparagus Sprengeri, bunch..... .50
Asparagus Plumosus, bunch..... .50
Boxwood, per lb.35

Other Green Goods Market Rates.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

The Wholesale Cut Flower Association held several meetings the past week in regard to the Red Cross campaign which is now under way and is handled by practically the same people in the trade who so successfully carried on the recent Liberty Bond campaign in division 19. Every man woman and child in the florist business should subscribe as much as he or she can to this worthy cause through the trade as quickly as possible for the drive is nearly over and every dollar is needed. N. J. Wietor is in charge of the wholesale florists' and growers' campaign and urgently requests that everyone subscribe as soon as possible so get busy and do your bit. There is no organization more entitled to your support than the American Red Cross Society and the writer will venture to say that when the final returns are in it will be found that the trade has again gone over the top notwithstanding that the war has affected their line of business considerably.

The Bohannon Floral Co. will donate its store and stock to the use of the Red Cross on Friday, May 24. Red Cross workers will have charge of the store and the gross receipts from all the flowers they sell will go to the Red Cross war fund.

The retail seedsmen are all working to capacity, the demand for vegetable and other spring plants strong.

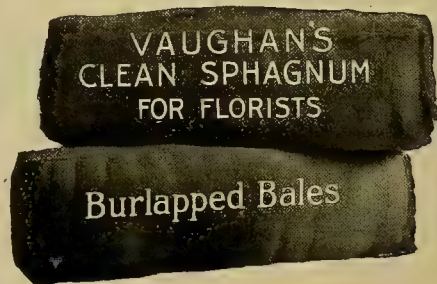
A. Lange has a handsome Red Cross emblem of red and white carnations in his window this week.

A. E. Turner and R. E. Dodge, of Mosinee, Wis., called on the trade here this week.

The new crop Michigan cut ferns is two weeks earlier than usual this year.

J. A. Budlong is showing a good supply of fancy iris and lupines.

Guy W. French is back from a business trip to Billings, Mont.



SPHAGNUM MOSS

For Florists

For Nurserymen

Wired Bales
Cheaper

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph St. NEW YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

BROWN MAGNOLIA LEAVES

\$1.15 per Carton

Everything in Cut Flowers and
Greens. What you want in Chiffons.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175.

CHICAGO, ILL.

FINE SUPPLY OF CUT FLOWERS

FOR MEMORIAL DAY WEDDINGS AND COMMENCEMENTS

ROSES, ORCHIDS, VALLEY, RUSSELL, LILIES, PEONIES

Carnations, Sweet Peas, Spring Flowers, Sprenger, Plumosus, Galax, Leucothoe, Boxwood, Ferns.

Chrysanthemum Stock.

	Rooted Cuttings		2½-Inch Plants			Rooted Cuttings		2½-Inch Plants	
	100	1,000	100	1,000		100	1,000	100	1,000
WHITE					YELLOW				
Chas. Razer	\$3.00	\$25.00	\$4.00	\$32.50	Roman Gold	\$3.00	\$25.00	\$4.00	\$32.50
Elise Papworth	3.00	25.00	4.00	32.50	Marigold	3.00	25.00	4.00	32.50
White Chieftain	3.00	25.00	4.00	32.50	PINK				
YELLOW					Patty	3.00	25.00	4.00	32.50
Chrysolora	3.00	25.00	4.00	32.50	Dr. Enguehard	3.00	25.00	4.00	32.50
Mrs. C. C. Pollworth.....	3.00	25.00	4.00	32.50	Loeben	3.00	25.00	4.00	32.50

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.	Kentia Forsteriana, 6-in. pot, \$2 each.	Crotons, 4-in., \$4.80 per doz.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.	Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.	" 5-in., \$9.00 per doz.
Kentia Belmoreana, 3-in. pot, \$20 per 100.	Livistona Rotundifolia, 4-in., \$6 per doz.	" 6-in., \$1 to \$1.50 each.
Kentia Forsteriana, 3-in. pot, \$20 per 100.	Livistona Rotundifolia, 5-in., \$9 per doz.	Pandanus Veitchi, 6-in., \$1.25 each.
Kentia Forsteriana, 4-in. pot, \$6 per doz.	Livistona Rotundifolia, 6-in., \$1.25 each.	Dracaena Indivisa, 4-in., \$15 to \$20 per 100.
Kentia Belmoreana, 4-in. pot, \$6 per doz.	Phoenix Robelenii, 5-in., pot, \$1 each.	Dracaena Indivisa, 5-in., \$25 to \$35 per 100.
Kentia Forsteriana, 5-in. pot, \$12 per doz.	Dracaena Massangeana, 4-in. pot, \$50 per 100.	Dracaena Indivisa, 6-in., \$6 per doz.
Kentia Belmoreana, 5-in. pot, \$12 per doz.	Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.	English Ivy, 4-in., \$15 per 100.

2½ Inch Own-Root Rose Plants FOR BENCHING

Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst at \$7.50 per 100, \$70.00 per 1000.
Milady and Richmond at \$7.00 per 100, \$65.00 per 1000.

3¼-Inch Stock at \$35.00 per 1000 Additional.

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

For Your Supply of CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

High Grade Sphagnum Moss

O. F. MUNDT, Xmas Tree King

Wholesale Only. Send for Price List.

774 St. Anthony Avenue,

ST. PAUL, MINN.

The George Wittbold Co. has lost a number of valuable men at its Edgebrook greenhouses the past few weeks through the draft, including a cyclamen grower whom Louis Wittbold is finding it difficult to replace. Other greenhouse establishments are experiencing the same trouble, which means that the help problem is becoming as serious, if not more so, than the coal question.

Lester Cook, with the A. L. Randall Co., has enlisted in the navy. George Haase and Max Schilz, also with this firm, will join the national army this week. Mr. Schilz was called sooner than he expected, consequently he did not have time to say good-bye to all of his customers so he has asked the writer to do so through the columns of THE AMERICAN FLORIST.

Zech & Mann are handling a good supply of spring blooming sweet peas and Darwin tulips, in addition to a complete line of all other seasonable stock. Allie Zech received word this week that Jack Byers, one of Zech & Mann's employees, who is now with the colors, has embarked and is on his way to somewhere "over there."

Poehlmann Bros. Co's. supply department is having a brisk call for made-up wreaths for Memorial day as well as accessories for weddings and commencements. Phil Weinberg of the cut flower department has been drafted and expects to be called for service this week.

August Barnett, with Erne & Company, has the sympathy of the trade in the loss of his brother-in-law, J. Kwidzinski, whose death occurred at Camp Upton, N. Y., last week from injuries sustained in a railroad wreck.

H. E. Philpott was called to Victoria, B. C., this week by the serious illness of Mrs. Philpott, who reached there recently from California where she had been for several months for the benefit of her health.

Peter Reinberg is having a good call for Mrs. Chas. Russell and Champ Weiland roses which he is cutting in large supply in addition to all the other leading varieties.

Bassett & Washburn are cutting heavily in roses in all the varieties that they grow not to mention carna-

tions of which Belle Washburn is the best seller.

Erne & Company are featuring a large quantity of miniature gladioli which are moving well considering the large quantity of stock offered in this market.

A. Lange, well-known East Madison street florist, has added another star in his service flag in honor of Herbert Schneider, who has enlisted in the navy.

Percy Jones, Inc., reports business as good considering the general market conditions with the prospects unusually bright for Memorial day.

Tom Hunt, younger brother of Ed. Hunt who enlisted in the navy recently, is now with the Chicago Flower Growers' Association.

Mangel, the Palmer House florist, had the order for the casket cover consisting of roses and orchids for the Kohlsaat funeral.

Harry Gardiner, of A. T. Pyfer & Co., who is in class 1-A of the draft, expects to be called to the colors in the near future.

E. J. Delaney with the Fleischman Floral Co. will leave for Camp Grant this week with the drafted men from his district.

The Bismarck hotel where the florists' club holds its monthly meetings is no more—it has become the Hotel Randolph.

O. Johnson, of the Batavia Greenhouse Co., is suffering from blood poisoning as a result of a scratch from a rose thorn.

William Kaspar, brother of George Kaspar of the Batavia Greenhouse Co., who is with the colors, is home on a furlough.

O. A. & L. A. Tonner are handling a fine grade of peonies which will be in large supply with them for Memorial day.

William Spandikow, grower for Frank Schramm at Crystal Lake, visited friends here this week.

Walter Niel, brother of Vincent Niel of the American Bulb Co., is with the regulars at Waco, Tex.

John Brodbeck, son of Phil Brodbeck, Evanston, is with the national army at Rockford.

John Alles, son of Gus Alles of Wieter Bros., has been drafted for military service.

Mrs. A. L. Vaughan is recovering from an operation at the West Suburban hospital.

Sigmund Misciewicz now with the colors has arrived safely in France.

Visitors: John Fuhlbrugge, of the Miami Floral Co., Dayton, O.; C. H. Bookedis, Indianapolis, Ind.

Z M E A & N C N H N

30 E. Randolph St.
CHICAGO.

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell.

White Killarney.

Pink Killarney.

Millady.

Shawyer.

Sunburst.

Ward.

Shawyer.

Ophelia.

Killarney Brilliant.

MINIATURE ROSES.

Nesbit.

Cecile Brunner.

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

SWEET PEAS

Our famous high quality stock is positively the best obtainable.

PEONIES

Large quantity of all the seasonable varieties. Order now for Memorial Day.

SPANISH IRIS.

Valley.

Callas.

Cattleyas.

Calendulas.

White Daisies. Yellow Daisies.

Pansies.

SNAPDRAGONS.

Forget-Me-Nots.

DARWIN TULIPS.

Cape Jasmines.

Gladioli.

GREENS.

Plumosus.

Sprengerl.

Galax, bronze.

Galax, green.

Ferns.

Mexican Ivy.

Smilax.

Leucothoe Sprays.

Adiantum.

Boxwood.

Florists' Red Cross Day at the Art Institute, Thursday, May 23. All together for the sick and wounded.

BIG SUPPLY OF ROSES FOR MEMORIAL DAY

Exceptionally Fine White Killarney, Killarney, Killarney Brilliant, My Maryland, Richmond, Sunburst, Ophelia, Mrs. Chas. Russell, Milady and Champ Weiland.

CARNATIONS

Heavy Crop of White, Pink and Red.

Place your orders with us this year for Memorial Day and you will not go wrong. We will be in full crop with both Roses and Carnations.

Lilies, Sweet Peas, Valley, Peonies. Complete Line of Greens.

Buy Direct From the Grower.

MEMORIAL DAY PRICE LIST Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100	ROSES, OUR SELECTION		Per 100
Specials		\$25.00	Carnations, fancy		\$ 4.00
Select		20.00	Harrisli		12.50 to 15.00
Medium		\$12.00 to 15.00	Peonies, fancy		6.00 to 8.00
Short		6.00 to 10.00	Valley		6.00
RICHMOND		Per 100	Sweet Peas		.75 to 1.50
Specials		\$10.00	Smilax	per doz. strings	3.50
Select		8.00	Adiantum		1.00 to 1.50
Medium		\$ 5.00 to 6.00	Asparagus, per bunch	50c to 75c	
Short		4.00	Ferns, per 1,000		\$4.00
MILADY		Per 100	Boxwood	per bunch, 35c	
Specials		\$10.00	Galax, bronze and green, per 1,000		\$1.00
Select		8.00	Leucothoe Sprays		.75 to 1.00
Medium		\$ 5.00 to 6.00			
Short		4.00			
Killarney		Per 100			
White Killarney	Special	\$10.00			
Killarney Brilliant	Select	8.00			
Sunburst	Medium	\$ 5.00 to 6.00			
My Maryland	Short	4.00			
Ophelia					
Champ Weiland					

2,000,000 FEET OF MODERN GLASS

PETER REINBERG

WHOLESALE FLORIST

30 East Randolph St.,

LONG DISTANCE PHONES:
CENTRAL 601 and 2846.

CHICAGO



HEAVY SUPPLY—EXTRA FANCY PEONIES

Our supply of Peonies this year will be very heavy and the quality will be unsurpassed in this or any other market. If you want the best Peonies obtainable for Memorial Day at the most reasonable prices be sure your order goes to us. We are now booking orders for fancy Peonies for Memorial Day at

\$6.00 to \$8.00 per 100. Extra Special Billed Accordingly.

**SNAPDRAGONS, ROSES, CARNATIONS, DAISIES,
SWEET PEAS, CALENDULAS, SPANISH IRIS,
CALLAS, LILIES, MIGNONETTE, GREENS, ETC.**

SUPPLY DEPARTMENT

Fancy line of Made-up Wreaths, Cut Flower and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies 30 E. Randolph St., CHICAGO, ILL.

St. Paul, Minn.

MOTHERS' DAY CLEANS UP EVERYTHING.

Conditions during the past week found the retailers just as busy as before Mothers' day, which completely cleared this market. The writer has been in the Twin Cities the past 10 years, but never on any holiday has the supply of cut flowers been exhausted as it was for this occasion. Not a single flower did the retailers have to sell Sunday and naturally it required several days to get the stock of flowers up to the usual supply, the growers having cut close. Toward the last of the week, stock of all kinds was brought into this market in large quantities and at the present writing the supply is heavier than the demand, but no doubt as Memorial day approaches there will be a tightening up. The condition of stock is good and Darwin tulips are coming in rapidly and fill in well for sick room flowers. Funeral work is exceptionally heavy and general business has showed no decrease. Stores handling seeds and garden accessories report business good. Growers of bedding stock are now starting their season's work, and from present indications, there will be no over supply of bedding plants. The prices of all kinds have been advanced to meet the present increased cost of production.

NOTES.

Holm & Olson have recently added to their force, James Sonden, for a number of years in charge of the J. J. Le Boriis greenhouses at Duluth, Minn. Mr. Sonden, before going to Duluth, had been in the Twin Cities for the past 20 years. He has succeeded Wm. Tricker as superintendent of the greenhouses. Carl Johnson, formerly in charge of Power's flower department, Minneapolis, is also with Holm & Olson in the shipping department.

Fred Topel reports his business has doubled the past year and his place has the aspect of an extremely busy store. Wm. Topel, formerly of L. S. Donaldson Co., Minneapolis, is at present helping his brother, Fred, through the spring rush.

Some of the stores have put in displays for the Red Cross drive this week. Among them is Holm & Olson with one window devoted entirely to the Red Cross.

J. Christensen is cutting some fine Ophelias, and is well satisfied with results obtained this season.

C. R. F.

A BIG CROP MEMORIAL WEEK ROSES

Price List Commencing May 24—Subject to change without notice

	Short	Medium	Long	Fancy	Special	Extra	Special
Dbl. Red Milady.....	4c	6c	8c	10c	12c	15c	15c
White Killarney.....	4c	6c	8c	10c	12c	15c	15c
Pink Killarney.....	4c	6c	8c	10c	12c	15c	15c
Red Richmond.....	4c	6c	8c	10c	12c	15c	15c
Killarney Queen.....	4c	6c	8c	10c	12c	15c	15c
Ophelia.....	4c	6c	8c	10c	12c	15c	15c
Sunburst.....	4c	6c	8c	10c	12c	15c	15c
Carnations, Pink, White and Red, fancy.....							each 6c
Florists' Double Sweet Alyssum.....	\$3.00 per 1000						25c per bunch
Sweet Peas.....	\$1.00 per 100						25c per bunch

MRS. CHAS. RUSSELL..... } \$1.00, \$2.00, \$3.00 and \$4.00 per Dozen
NEW PINK RADIANCE..... }

Above quotations are for roses as they are cut fresh from the bushes, including Extra Special, Special, Fancy, Long, Medium and Short. Come on with Your Orders.

W. E. TRIMBLE GREENHOUSE CO., Princeton, Illinois

Mention the American Florist when writing.

New Crop Ferns

NOW READY FOR SHIPMENT

Fancy Ferns..... \$1.50 per 1000
Dagger Ferns..... 1.25 per 1000

Caldwell The Woodsman Co.

Evergreen, Ala.

Mention the American Florist when writing.



Flower Pot Covers

Crepewood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

Mention the American Florist when writing.

One Piece Flower Boxes

One piece; one size; One price.
24x4x3.....\$2.00 per 100
Sample box sent on request.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing.

FANCY FERNS

Best of Stock. Satisfaction Guaranteed.

Orders filled promptly
at lowest market prices.

Vermont Fern Co.

WILMINGTON, VT.

Address till June 1st:

238 Dwight St., SPRINGFIELD, MASS.

New Crop Ferns

NOW READY FOR SHIPMENT

Fancy Ferns.....\$1.50 per 1000
Dagger Ferns..... 1.25 per 1000

E. A. BEAVEN, EVERGREEN, ALA.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

HEAVY MEMORIAL DAY SUPPLY

Peonies -- Roses -- Carnations

Make up a list of what you need and let us have your order as early as possible. Do it now.

MEMORIAL DAY PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	1.00 to 1.50
Short stems	1.00, 4.00 to 6.00

MRS. CHAS. RUSSELL Per 100	
Special	\$25.00
Select	\$15.00 to 20.00
Medium	8.00 to 12.00
Short	5.00 to 6.00

ROSES.	
Richmond, special.....	\$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Milady, special	\$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00

Killarney Brilliant, special.....	\$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Ophelia, special	\$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00

ROSES—Continued Per 100	
White Killarney, special.....	\$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Killarney, special	\$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00

Mrs. Ward, special.....	\$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00
Sunburst, special	\$10.00
" select	8.00
" medium	5.00 to 6.00
" short	4.00

Cecile Brunner	2.00 to 3.00
Elgar	2.00 to 3.00
Baby Doll	2.00 to 3.00
ROSES, OUR SELECTION.....	5.00
Extra special roses billed accordingly.	

CARNATIONS. Per 100	
Fancy	\$6.00
Good	5.00

PEONIES.	
Fancy	\$8.00
Special	6.00
Good	5.00

ORCHIDS. Per doz.	
Cattleyas	\$9.00
EASTER LILIES. Per 100	
Select	\$12.50 to \$15.00

MISCELLANEOUS. Per 100

Valley	\$6.00
Spanish Iris	per doz. 75c to \$1.50
Calendulas	3.00 to 4.00
Daisies	1.00 to 2.00
Snappedragons.....	per bunch .75 to 1.00
Mignonette	4.00 to 8.00
Callas.....	per doz. 1.50 to 2.00
Sweet Peas75 to 1.50
Jonquils	2.00 to 4.00
Tulips	2.00 to 4.00
Daffodils	2.00 to 4.00
Cape Jessamines	1.50 to 3.00

DECORATIVE.	
Plumosus strings	\$0.50 to \$0.75
Plumosus	per bunch .35 to .50
Sprengeri35 to .50
Adiantum, fancy long.....	per 100 1.00
Smilax	per doz. 2.50
Ferns	per 1,000 4.00
Galax	" " 1.25
Mexican Ivy	" " 5.00
Leucothoe sprays	75c
Boxwood, per lb.....	25c; cases 7.50
Pussy Willows.....	per bunch .35 to .50

Mention the American Florist when writing.

Peonies--Roses

CARNATIONS IN LARGE SUPPLY FOR MEMORIAL DAY

BEAUTIES, CALLAS, VALLEY, SWEET PEAS,
LILIES, IRIS, SNAPDRAGONS, GREENS, ETC.

We have Quality, Quantity and Variety, so place your order with us.

You can rely upon our honesty to treat you right in regard to prices on all stock ordered from us.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Mention the American Florist when writing.

Decoration Day Special Last Explosion!

—*you may not notice this advertisement, but you will sit right up when you notice the difference in that firm, solid substance that our growers surely cultivate into their flowers.*

—*is it luck or is it art?* They tell us it costs more for this intensive and extra attention, yet we are meeting the price and expect to make up by getting larger orders.

—*remember it is quite safe to wire your order to us late if you have to, as we carry a large volume at all times, but, safer yet, to not forget to come along with the crowd if possible.*

A. L. RANDALL COMPANY
180 NORTH WABASH AVE. CHICAGO

Milwaukee.

LIGHT SUPPLY AND GOOD PRICES.

Due to the great demand up to the last minute for Mothers' day, most growers cut their stock very tight, consequently the receipts the forepart of the week were so light that all stock still brought good prices. Numerous orders for funeral work, including a large share for Dr. Louis F. Frank, a local physician of national reputation, who was buried May 13, took care of all that came in. On Thursday, the weather again became extremely warm, and with it the increased cut of all lines. Strange to say, the demand slackened up, also with the result that prices took a decided drop. From present indications, there will be an ample supply for the Memorial day business unless very unfavorable weather conditions prevail in the mean time.

NOTES.

Henry J. Benz, a Milwaukee boy, who got his start in the flower business at the Holton & Hunkel Co's. wholesale rooms a few years ago, but of late in business for himself under the name of Rehl & Benz at Racine, Wis., expects to join the colors the latter part of this month. Julius Newbeck, for many years with the M. A. McKenney Co., as designer and decorator, will look after Henry's affairs during his absence. He was good natured and made many friends among the younger set.

Fred Bliese, proprietor of the Waukesha Floral Co., who was a visitor last week, said that they expected business for Mothers' day to come up to that of the past Easter, but to their great surprise it was far better, and that is going some for the Easter trade was the best ever.

The rain and hail storm which

passed over our city, May 19, according to reports did damage to the amount of \$400 to Fred Kaiser's greenhouses on the south side. Apparently the most hail fell on the south side, the storm traveling from southwest to northeast.

Mrs. Ella V. Kitzerow, who opened a flower store at 38th and Lisbon avenue under the name of Miss Ella Voelze in the spring of 1915, sold all the stock and fixtures and discontinued business, May 18.

The A. T. Kellner Co., who had the decoration and the arranging of the flowers at the home of the late Dr. Frank, comment on the numerous large and artistic sprays and designs.

The Edlefsen-Leideger Co. had the family order for the Dr. Frank funeral, which consisted of a casket cover of greens, orchids and lily of the valley.

E. O.

Pueblo, Colo.

NOTES.

This thriving city of between 50,000 and 60,000 inhabitants, which has as its main support the immense smelters of the Colorado Fuel & Iron Co., boasts of a number of good florists' establishments, several with attractive downtown stores in connection with well conducted ranges. Among these may be mentioned G. Fleischer and the Bolt Floral Co. The former establishment, now in existence 25 years, is the oldest and largest in the city, covering an entire block. Mr. Fleischer is very successful with roses and carnations, especially since his son, Waldemar, who has spent considerable time in large growing establishments in the east, took charge of the greenhouses. The Bolt Floral Co. also has an extensive range on North Grand avenue.



IN CHICAGO

KENNICOTT BROS. CO.
WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.
J. E. POLLWORTH, Sec'y and Gen'l Mgr.

Mention the American Florist when writing.

George Bolt, Sr., has for many years enjoyed the reputation of a successful business man in this community, and, while his activities in the florists' sphere date from more recent years, his establishment has shown a healthy growth. His specialties are sweet peas and antirrhinums. In South Pueblo, the well kept range of Oscar Tweed, as well as that of J. Wallace, on the East Pueblo plains, both do an excellent business.

Two well kept estates, namely, those of M. D. Thatcher, in charge of Charles Mann, and of J. A. Thatcher, with Jacob Pistorius as gardener, are at all times well stocked, the plants showing careful culture, while at the city's greenhouses, which have been in charge of George Lane for 15 years, the extensive park system's requirements are well looked after.

The local craft are banded together in the Park and Greenhouse Employees' Union, No. 15,654, having for its object the mutual help of its members, together with social features that make it an interesting organization.

For Memorial Day

If you want good stock and good treatment
SEND YOUR ORDERS TO US. DO IT NOW.

Roses, Carnations, Peonies

Valley, Sweet Peas, Lilies, Callas, Snapdragons, Stocks, Tulips, Mignonette, Lupines, Iris, Jonquils, Cape Jasmines, Daisies, Pansies, Forget-me-nots and all other seasonable stock; also Greens such as Ferns, Asparagus, Sprenger, Green and Bronze Galax, Leucothoe Sprays, Adiantum, Mexican Ivy and Boxwood. We have fine home-grown Asparagus—hence never a shortage.

Also a large supply of our famous **Blue Ribbon Valley**, which is recognized by city buyers to be the best Valley on the Chicago market. Order some and be convinced.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

Quality
Speaks
Louder
Than
Prices.

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

ROSES, VALLEY
and CARNATIONS
A Specialty.....

WHOLESALE
Grower of

CUT FLOWERS

Prices
As
Low
As
Others.

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits.

Topeka, Kan.

BUSINESS UNUSUALLY GOOD.

Mothers' day surely holds its place as one of the four heavy days of the year, crowding Easter very closely, and still room to grow. The carnation idea is still in the minds of many, and of course this flower had the most calls, with an unfilled demand for red and pink, and nearly enough white to go 'round, except that hundred lot orders were turned down in most cases to help out the counter trade. Roses moved well, shorts selling for 10 cents each. Better stock up to fancy grades brought from \$1.50 to \$5.00 per dozen. American Beauties \$6.00 to \$12.00 per dozen. The first peonies and cape jessamines arrived just in time, and were soon lost among their friends. Plant sales were good, ranging from the 20-cent geranium up to the well finished hydrangea. Made-up plant baskets sold well in the moderately priced grade—\$5 and less. Many of these, filled with geraniums, vinca, and other spring stock, were "sent to mother" with the idea of practical adaptability for planting into her

porch box, etc. "Father" and the kiddies made many such deals, and father may find his way into the flower shop again, now that flowers are become a family matter. The volume of business was probably 20 per cent heavier than for Mothers' day last year, with stock in general in almost adequate supply, or at least in quantity equal to the capacity of the store forces. The month of April showed a good volume of business, and, without Easter, will total about as great as April of last year, which included that big day.

NOTES.

W. H. Culp & Co. closed their doors Saturday p. m. for an hour and a half to enable the force to straighten up stock and clear the decks for further action. The waiting crowd nearly blocked the sidewalk.

Frank Mueller, chief mogul in the order department for Charles P. Mueller, says Mothers' day reached almost the limit of endurance and capacity. Their carnations were in fine crop.

C. A. Rose, the dean of the craft in Wichita, was ready to cry "enough" on Sunday morning.

W. M. Reid, of the A. L. Randall Company, Chicago, was a visitor May 13.

F. Kuechenmeister cleaned up nicely on a heavy cut of white carnations.
C.

ROCK ISLAND, ILL.—J. R. Takis has moved his flower shop to 1616 Second avenue.

BROOKLYN, N. Y.—A charter has been issued to T. N. McCloskey, Inc., of the borough of Queens, with a capital stock of \$10,000. The incorporators are Elizabeth R. and T. N. McCloskey and Frank Fellhauer of Richmond Hill.

BEACON, N. Y.—The Fishkill Standard of this city in its issue of May 11, published an interesting article by Benjamin Hammond, well-known manufacturer of insecticides and greenhouse paints, on the progress made by the city's school children in home gardens.

CAPE JESSAMINES, THE QUEEN OF ALL FLOWERS

Better place your orders early for Memorial Day, as the crop promises to be short. Our buds will be earlier than usual this year. We have some ready for shipment now. Beg to quote as follows:

Long Stems.....	12 to 18 in.,	\$1.75 per 100;	\$15.00 per 1000
Medium Stems.....	8 to 12 in.,	1.25 per 100;	10 00 per 1000
Short Stems.....	4 to 8 in.,	6.00 per 1000

Terms Cash or C. O. D.

THOS. C. EDWARDS, ALVIN, TEXAS

Boston.

WHOLESALE BUSY.

Business was extremely quiet during the past week, which allowed the storekeepers to prepare for the Memorial day rush and save a few sleepless nights. Flowers have been reasonable in price, but manage to clean up each day, so there is no surplus on the market. The wholesale houses are the busiest of all stores, working night and day, trying to keep ahead of the holiday orders. Primulas and Francis King and America gladioli are arriving in abundance and selling at \$1.50 and \$2 a dozen. Indoor sweet peas are about at their end, and what are arriving are short stemmed and poor. Peach Blossom and Blushing Bride gladioli are arriving in large numbers and selling at 50 cents a dozen. Larkspurs, columbines and swainsonas are selling well, and the growers have a hard time filling wants. Spanish iris is on the wane, and it will be several weeks before the outdoor stock will be ready.

NOTES.

William Nicholson is having very good success this season with Primulinus hybrid gladioli, columbines, feverfews, Spencer sweet peas, gypsophilas and carnations. He also manages to find time to play a game or two of golf each day. He is the proud owner of several trophies won during the past two years.

The New England Supply Company is having one of its best years, and the whole force is working night and day filling orders for Memorial day. This young firm has been progressing very rapidly, and two members of the firm are in Class 1A, which will surely demoralize the working force.

Paul Richwagon, of Needham, still continues to cut his new Snapdragon Virginia with good success. He also is the proud father of three husky sons who are serving the country; two are at Camp Upton and one at Camp Devens.

Penn, The Florist, who is a member of the Pilgrim Publicity Association, purchased \$1,000 worth of War Saving Stamps through that organization, May 8.

Welch Bros. Co. reports business good, and is greatly pleased with the way orders are arriving for the holiday trade.

At Silverman's Flower Store business has been very good, and the outlook for Memorial day is satisfactory.

Thos. F. Galvin's two stores report a good business and anticipate a large holiday trade.

S. K. G.

BUFFALO, N. Y.—Policemen of this city have been asked to work on nearby farms during their vacations.

MENOMINEE, MICH.—Sergeant Walde-mar Schultz, with the aviation section in Texas, has been visiting his parents, Charles L. Schultz and wife, well-known florists of this city.

Two Raedlein Specials



You will need these soon. Order now so as to have some on hand.

No. 313.

FRENCH BRIDESMAID BASKET

Made of Braided Straw.

Size	Width Inches	Height over-all inches	Natural each	Stained each	Enameled each	Two-tone each	Liner extra
2	9	22	\$0.45	\$0.50	\$0.55	\$0.60	\$0.10
3	10½	24	.50	.60	.65	.75	.10
4	12	26	.65	.80	.85	.95	.15

No. 313½.

THE SAME STYLE AS No. 313

But Beautifully Made of Willow

Size	Width inches	Height over-all inches	Natural each	Stained each	Enameled each	Two-tone each	Liner extra
2	9	22	\$0.60	\$0.65	\$0.70	\$0.75	\$0.10
3	11	24	.70	.75	.85	.95	.10
4	13	27	.80	.90	.95	1.05	.15
6	16	35	1.30	1.45	1.55	1.70	.15

RAEDLEIN BASKET CO.

713 Milwaukee Avenue,

CHICAGO, ILL.

Mention the American Florist when writing.

Cleveland, O.

GENEROUS SUPPLY AVAILABLE.

Business has been good and the outlook for Memorial day business is the best ever, as local peonies will be available. All other outdoor stock is very much ahead of former years. Lilac is in and practically done for already. Snowballs, too, are in fine shape. The market is supplied with a great variety of all seasonable flowers, both indoor and outdoor stock being plentiful and in good form. Outdoor lily of the valley has killed the sale of the better grade. There are plenty of carnations, snapdragons, tulips, roses, sweet peas, and calandulas, and prices have dropped to a much lower level than last week. Street fakirs are again busy, nearly all the wholesalers having an oversupply of some kind of stock. Funeral work is the main avenue of disposal.

NOTES.

Albert and Geo. Wilhelmy, known as

"Wilhelmy's," 3824 Lorain avenue, have dissolved partnership, both going into businesses of their own. Albert opened a new store on Clark avenue and West 25th street while George stayed at the old stand.

Geo. Schaub, of Smith & Feters Co., and Bob Rupp, of C. B. Wilhelmy's force, will enter the national forces this week. Mr. Rupp goes to the navy at Newport News.

George W. Smith, of the Cleveland Florists' Exchange, left for Denver, Colo., May 20, and will return about the middle of June.

C. F. B.

TORONTO, ONT.—The annual outing of the florists' club will be held July 17.

WASHINGTON, D. C.—Adolph E. Gude, son of Adolph Gude, of Gude Bros. Co., has been appointed a second lieutenant in the aviation corps.

John Kruchten Co.

162 North Wabash Avenue,

WHOLESALE FLORISTS

L. D. Phone Central 8016-8017.

CHICAGO, ILL.

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HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.5

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Per bag (100 square feet).....\$1.75

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WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention, Try us.

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The Largest, Best Equipped,
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Chicago.

MEMORIAL DAY PRICE LIST.

Roses, Beauty, specials.....	\$6.00
" " 48-in.	5.00
" " 36-in.	4.00
" " 30-in.	3.00
" " 24-in.	2.50
" " 18-in.	1.50
Mrs. Chas. Russell.....	1.00@ 4.00

100

" Hoosier Beauty	6.00@12.00
" Killarney Brilliant	5.00@12.00
" Killarney	5.00@12.00
" White Killarney	5.00@12.00
" Richmond	5.00@12.00
" Rhea Ried	5.00@12.00
" My Maryland	5.00@12.00
" Mrs. Geo. Shawyer.....	5.00@12.00
" Milady	6.00@12.00
" Sunburst	5.00@12.00
" Mrs. Aaron Ward	5.00@12.00
" Hadley	6.00@12.00
" Ophelia	5.00@12.00
" Double White Killarney.....	6.00@12.00
" Mrs. Moorefield Storey.....	5.00@12.00
" Champ Welland	5.00@12.00
" Stanley	5.00@12.00
" Tipperary	5.00@12.00
" Francis Scott Key	5.00@12.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 4.00

Fireflame	6.00@ 8.00
Our Selection	5.00
Carnations	4.00@ 6.00
Cattleyas	per doz. 7.50@ 9.00
Daisies	1.00@ 2.00
Lilium Harrisii	12.50@15.00
Peonies	5.00@ 8.00
Valley	6.00
Ferns	per 100, \$4.00
Tulips	2.00@ 4.00
Sweet Peas75@ 1.50
Jonquils	2.00@ 4.00
Snappedragons75@ 1.00
"	per bunch 3.00@ 4.00
Calendulas	3.00@ 4.00
Mignonette	8.00@ 8.00
Daffodils	2.00@ 4.00

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of..\$4.50

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PEONIES

For quality we never had a better Peony season. We have had plenty of rain and the weather being right, the buds are of a good size. You will make no mistake in adding some Peonies to your next order. We will send them to you partly in bud form, so that if necessary you can keep them in splendid condition for several days. For immediate use fully developed flowers. If you can use a large quantity of Peonies, a thousand or more, we suggest that you get our quotations before placing your order.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

DEMAND SLOW BUT IMPROVING.

Business the past week has been seasonable, not much demand for the first few days, but winding up with a really good sale for all good stock. There are plenty of roses, but they are beginning to show the effects of the long winter campaign, which together with the hot spring days, bleaches out the color and takes away the substance. The fringed American Beauty is seen and in the special classes. This will soon have to give way to the eastern stock. There have been quantities of carnations, the surplus of which in the clean up of Friday and Saturday, went to the street men for 5 and 10 cents a bunch. Sweet peas are now between crops, the last of those in the houses being short stemmed, soft and hardly salable the second day. Growers who can contrive to have a crop in at this time, would find a ready market at good prices for their product. Lily of the valley is over for the season. There is a good supply of cattleyas, which are in good demand. Easter lilies are none too plentiful, selling up close every day. There is plenty of outside shrubbery. The first local peonies were cut May 15, a week to 10 days earlier than usual. If it were not for the cold storage facilities, it is doubtful if there would be any of this popular flower for Memorial day, but the market will be so full that it is now feared that returns will be far from satisfactory. Considerable Maryland grown stock has arrived the past week, and has not sold any too well.

SALTING CARNATIONS.

Of course it will not make any difference how much is said in protest against the holding of stock at a holiday season for high prices. It will go on just the same. There were a great many complaints about the white carnation stock of the past Mothers' day, which will interfere sadly with estimated returns. It is a great pity that damages cannot also be assessed on the growers guilty of this practice, which does so much to discredit the retail florist and his flowers.

LABOR DIFFICULTIES.

Enlistments and the draft, together with the great demand for men and women from the various industries that have large government contracts in and about this city, are making such an inroad on skilled and handy employees, that the situation is becoming serious. The Aladdin like wages offered are certainly alluring; \$35 to \$45 per week is quite common for unskilled labor. With a little mechanical knowledge, \$50 and \$60, with overtime running the amount up at times to \$80 per week is not at all unusual. Fred Bender, for 25 years an employe of Robert Crawford, Joseph ("Joe"), the very capable chauffeur of the H. A. Dreer store truck, Alfred D. Hoag, an artist of the H. H. Battles force, and Wm. Mahler, from Charles Grakelow's—all left the past week for shipbuilding plants. Mr. Hoag makes the seventeenth employe of Mr. Battles who has gone in the army or for other war service since the struggle began.

WITH THE WHOLESALESALEERS.

The Jos. Heacock Co. reports business a trifle slow, but seasonable. Their

EDWARD REID

American Beauties, Orchids, Valley, Peonies. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, May 22. Per 100		
Roses, Killarney	2.00@	8.00
" Mrs. Chas. Russell	4.00@	12.00
" Ophelia	3.00@	8.00
" Richmond	2.00@	8.00
" Sunburst	2.00@	8.00
Lilium Giganteum	8.00@	10.00
Carnations	2.00@	3.00
Sweet Peas	.35@	1.00
Peonies	4.00@	8.00
Antirrhinums	2.00@	6.00

BOSTON, May 22. Per 100		
Roses, Beauty	25.00@	75.00
" Killarney Queen	6.00@	12.00
" White and Pink Killarney	8.00@	12.00
" Double White Killarney	6.00@	12.00
" Killarney Brilliant	2.00@	10.00
" Hadley	4.00@	20.00
" Cardinal	2.00@	12.00
" Mock	2.00@	8.00
" Mrs. Chas. Russell	3.00@	15.00
" Sunburst	4.00@	20.00
" Taft	2.00@	12.00
" Milady	2.00@	12.00
" Ward and Hillingdon	2.00@	12.00
" My Maryland	2.00@	8.00
Carnations	2.00@	4.00
Violets	1.00@	1.50

BUFFALO, May 22. Per 100		
Beauty Special	25.00@	35.00
" Fancy	20.00@	25.00
" Extra	15.00@	20.00
" 1st	6.00@	10.00
Roses, Killarney	3.00@	8.00
" My Maryland	3.00@	8.00
" Sunburst	3.00@	8.00
" Ward	3.00@	6.00
" Ophelia	5.00@	10.00
" Russell	6.00@	12.00
" Stanley	3.00@	8.00
" Mock	4.00@	8.00
" Shawyer	5.00@	10.00
Lilies	8.00@	10.00
Cattleyas	40.00@	50.00
Carnations	1.00@	2.50
Asparagus Sprengerii	.35@	.50
Ferns	per 1,000,	3.00
Smilax		20.00
Sweet Peas	.50@	1.00
Tulips	1.00@	2.00
Calendulas	2.00@	3.00
Peonies	5.00@	8.00
Narcissus Poetica	.50@	1.00
Daisies	1.00@	1.50

large stock of roses are handled without much difficulty. A very good demand is found for Scottii ferns in six to eight-inch pots. They are putting all the money they are allowed to in diamonds, black diamonds, and will soon have their quota housed away.

The craft from out of town are here looking up peonies for Memorial day. B. S. Slinn, Albert Futterman, and A. Polykranas, of New York, were recent visitors looking the market over. Chas. E. Meehan spent the week end at his summer home in Ocean City, which will be opened up in a couple of weeks.

It is thought that quite a large delegation of the trade will go to Washington to be present at the hearing on the bulb embargo, the effort to get a greater allowance of coal for the small

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Central Market

Roses, Orchids, Peonies

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

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116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

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H. Bayersdorfer & Co.

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House of America...

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Wholesale Florists' Supplies

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Staple Baskets and Seasonable Novelties
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Send for our Catalogue.

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Everything in the
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HOLTON & HUNKEL CO.

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Choice Cut Flowers and Greens

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

florist, and also attend the meeting of the American Rose Society and opening of the Arlington rose gardens.

Leo Niessen reported far too many flowers for the demand. Peonies, carnations, roses and gladioli were seen in quantity. He hoped for cool weather next week, when from advance inquiries and orders, a great business is expected.

Edward Reid spent several days the past week looking up his Pennsylvania trade, by aid of his trusty Packard. Carnations, choice roses and sweet peas were large items in this stock. Choice Kaiserin roses are also a feature.

"A fair week," was the good word of the Berger Bros. A great many peonies are expected next week, with probably low prices. Very good Maryland roses, carnations and Maryland peonies are features.

A slow week with a good windup, was the condition as Manager Miller of the Philadelphia Wholesale Florists' Exchange saw it. A large stock of roses and sweet peas were headliners.

"We managed to get through somehow, but it is hard work with so much stock about," said Eugene Bernheimer. Ophelia roses were a feature of his Saturday stock.

M. Rook, recently with Frank Ross in charge of his Sixtieth street store, is now with Charles Grakelow.

K.

Minneapolis.

NOTES.

Wm. Holmes, formerly in his own store, on South Seventh street, and recently acting as local representative for the A. L. Randall Co., Chicago, has returned to Pittsburgh, his old home.

The Swanson Co., Inc., report business good, and are well satisfied with their recent move and their store presents a far more attractive appearance than at their old location.

Rice Bros. report business good. The shipping or country demand holds up well. This concern is handling a complete line of supplies.

C. R. F.

HAMILTON, ILL.—The business of the Montebello Gardens is showing excellent growth under the direction of C. P. Lindsey.

GUST. RUSCH & CO.

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C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florists'" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, May 22. Per 100	
Roses, Beauty, special	30.00@40.00
" " fancy	10.00@20.00
" " extra	5.00@10.00
" " shorter grades	2.00@ 5.00
" Mrs. Chas. Russell	6.00@20.00
" Killarney	3.00@ 8.00
" Hadley	4.00@15.00
" Sunburst	4.00@ 8.00
" Wards	2.00@ 4.00
" Ophelia	2.00@ 8.00
Carnations	1.50@ 3.00
Cattleyas..... each	\$0.35@ .50
Valley	6.00@ 8.00
Lilium Rubrum	5.00@ 6.00
Easter Lilies	6.00@ 8.00
Snappdragons	6.00@12.50
Callas	6.00@ 8.00
Daffodils	1.50@ 3.00
Lilacs	per bunch 1.00
Calendulas	1.00@ 2.00
Sweet Peas	.75@ 2.00
Asparagus.....string or bunch,	.35@ .50

PITTSBURGH, May 22. Per 100	
Roses, Beauty, special	\$15.00@20.00
" " fancy	10.00@12.00
" " extra	6.00@10.00
" " No. 1	2.00@ 4.00
" Killarney	2.00@10.00
" My Maryland	2.00@10.00
" Sunburst	2.00@10.00
" Mrs. Aaron Ward	2.00@10.00
Cattleyas	50.00@100.00
Lilium Giganteum	12.00
Adiantum	1.00
Asparagus Sprenger, bunch, 35@40	
New Crop Green Galax per 1000	\$1.25
Carnations	1.00@ 3.00
Sweet Peas	.20
Valley	4.00
Calendula	1.00
Iris	4.00
Snappdragon	4.00
Daisies	1.00
Peonies	4.00@ 6.00

MILWAUKEE, May 22. Per 100	
Roses, Killarney, W. Killarney	3.00@ 8.00
" Ward	3.00@ 8.00
" Mrs. Chas. Russell	6.00@25.00
" Ophelia	4.00@10.00
" Hoosier Beauty	3.00@ 8.00
" Bon Silene, per bunch	.75
Carnations, assorted	3.00@ 4.00
Valley	5.00
Sweet Peas	.50@ 1.00
Cattleyas	per doz. 6.00

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EUGENE BERNHEIMER

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ROSES

Prima Donna, September Morn and Ophelia,
Carnations,

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Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, May 22. Per 100	
Roses, Hadley	2.00@ 5.00
" Killarney	2.00@ 4.00
" White Killarney	2.00@ 4.00
" Hoosier Beauty	3.00@10.00
" Russell	4.00@15.00
" Sunburst	3.00@10.00
" Ward	3.00@ 6.00
" Mrs. Sawyer	2.00@ 8.00
" Ophelia	4.00@10.00
Ferns	per 1,000 3.50
Violets	.20@ .30
Carnations	4.00

New York.

MARKET IN UNSETTLED CONDITION.

Business continued in a rather unsettled condition in the wholesale district during the past week. The Mothers' day surplus left the carnation market in a particularly bad condition, and Sam, the pushcart man, rose to the opportunity, secured an automobile, and hauled away loads of them. Of course, it is not agreeable to the proprietor of a retail store, who pays high rent and taxes, to have an automobile load of flowers peddled out within a block of his place of business, but this is a free city—particularly for fakirs—we sometimes think. On Saturday morning, May 18, there was considerable activity in the wholesale district in stocking up for Sunday. A great Red Cross parade in the afternoon made it dull for the retailers, particularly on Fifth and Madison avenues. However, the grand spectacle more than repaid for any inconvenience it may have caused. President Wilson was in the city and marched at the head of the parade from Sixty-sixth to Twenty-fifth street, arousing great enthusiasm. In the Red Cross drive of this week, the florists, from present indications will "go over the top." Relating to the arrival of stock, American Beauty roses continue plentiful, the best specials going at \$25 per 100, but a large amount of fairly good stock was sold at from \$12 to \$15. In tea roses, a considerable amount of stock arrives in poor condition, which necessarily goes cheap, but good specials of Ophelia and roses of that class bring \$8 and sometimes \$10 per 100. In orchids, an excellent quality of C. gigas is now on the market, and the best have sold as high as 75 cents per flower, but the ruling price is now 50 cents. The inferior varieties have been going as low as 10 and 15 cents per flower. Peonies are now real factors of the market, though the best stock is not yet arriving. Red is selling as low as 50 cents per dozen, wholesale, but good stock of pink and white brings \$1. In various minor stocks, there is an abundant supply which sells cheap.

May 20.—Business continues slow and nearly every stock is cheap. Good tea roses are holding firm, with an upward tendency for very special stock, but poor stock, of which there are quantities on the market, goes cheap.

NOTES.

Go to work or go to jail! Stripped of legal verbiage, that is the order that confronts the loafers—both rich and poor of this state; for the law, which has been made effective by the signature of the governor, provides a penalty of \$100 fine or three months in jail, or both, for men convicted as idlers. Sheriffs Knott of New York county, Griffin of Kings, (Brooklyn) and Donnelly of Bronx county; also, Police Commissioner Enright, will joyfully take in hand the work of rounding up the tango lizards—a modern order of reptiles somewhat resembling the human family—and the great army of loafers who prey on the public, or their relatives.

President Vincent, of the American Dahlia Society, was in this city May 15-16, looking quite husky. The purpose of his visit was to attend the meeting of the society, held at the Hotel Grand, May 16. The society will hold an exhibition of dahlias in connection with the American Institute of this city, September 24-26; also in New Haven, with the Horticultural Society September 11-12 and in Boston, in connection with the Massachusetts Horticultural Society, September 14-15. Preliminary schedules will soon be printed and distributed. George L. Stillman, of Westerly, R. I., vice-president of the society, was also in attendance.

From Cold Storage

LILIUM GIGANTEUM

7-9 (300 bulbs per case). Write for prices.

LILY OF THE VALLEY

Best quality. Write for prices.

Chas. Schwake & Co., Inc., 90-92 W. Broadway, New York

Mention the American Florist when writing.

Charles A. Dards, the well known retailer of Madison avenue and 44th street, has been appointed chairman, for the florist sections, in the Red Cross drive which opens, May 20. Wednesday, May 22, has been designated as the day on which all the florists of Manhattan, (Old New York), are expected to contribute 10 per cent of their gross sales to the Red Cross fund.

J. K. Allen went to Ridgewood, N. J., May 20, to attend the funeral of Mrs. A. V. D. Snyder, wife of a well known florist and seedsman of that place, who died May 18, after a lingering illness.

The retail firm of Malandre Brothers, who have three stores, have decided to give 10 per cent of the proceeds of their gross sales at all their stores, every day of Red Cross week.

Waldron M. Bishop has retired from the firm of Badgley & Bishop, 34 West 28th street, and is now with the Burroughs Adding Machine Company.

J. G. Leikens goes to Newport, R. I., May 25, to open his store for the Memorial day business, and will continue there until September.

Jos. J. Lane, for a number of years with Doubleday, Page & Co., as advertising manager of the Garden Magazine, has joined the army.

W. S. Allen is receiving a fine quality of Cattleya gigas.

A. F. F.

Nassau County Horticultural Society.

The monthly meeting of the above society was held in Pembroke hall, Glen Cove, N. Y., May 8, there being the largest attendance of the season. Arthur Smith, of Glen Cove, was elected an active member and nine petitions were received. After the business session there was a tulip show and a fine display of flowers and vegetables was also staged. John F. Johnston, J. W. Everitt and Robert Marshall acted as judges and the awards were as follows: Twenty-four pansies, Thos. Twigg, first; vase of bulbous flowers, Frank Petroccia, first; also, cultural certificate for bunch of asparagus, a like honor being also awarded to Jos. Mastraoni. Ed. Harris captured first honors for a collection of Darwis tulips, six varieties, three blooms of each, while Thomas Twigg was first for six red and six pink. James McDonald was first with a collection of Cottage tulips, three varieties, three of each and 12 mixed. A very interesting essay was read by Sam. J. Trepass on "Horticulture as a Profession," written by John Donald, of Massachusetts, and a vote of thanks was ordered sent to the author. M. C. Ebel was present and spoke a few words regarding the activities of the National Association of Gardeners. A short discussion followed, after which Mr. Ebel was given a vote of thanks. The next meeting will be held June 12 and will be known as "Rose night."

HARRY GOODBAND, Cor. Sec'y.



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Nicholas G. Pappas & Co.

Wholesale Florists

112 W. 28th St.

NEW YORK

Ulrich Brunner Roses a Specialty.

Mention the American Florist when writing.

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.



Hackensack, N. J.

Henry Weissman, proprietor of the House of Flowers, Main and Bridge streets, has just completed extensive improvements which make his store one of the finest in this state. He leased the adjoining store, and taking out the partition, his shop is now twice as large as formerly. With a new front, two large plate glass show windows were put in. The interior has been handsomely decorated and refurnished. He reports an excellent season, and is now doing a good business in all plants suitable for outdoor planting. In designing and decorating, he is a first class artist.

A. F. F.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

NEW YORK CITY

Telephone:
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3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
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Snapdragons	.20@.75	
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Lancaster County Florists' Association.

May 16 was designated by the programme committee as "Fuel Night" and about three-fourths of the members responded by attending the meeting. Remarks were made by a number of the members, with the consensus of opinion that there was nothing to be done except to comply with the law and make the best of the situation. Some advocated the planting of chrysanthemums, and then either allowing the houses to lie idle until spring or planting them to some crop that would require little or no heat. After considerable discussion, this was pronounced as a doubtful proposition, as the likelihood was that so many would be doing this all over the country that the market for chrysanthemums would be swamped. One grower said that he had, at considerable expense, equipped his place to burn screenings and that he could not run his range excepting as a 100 per cent proposition without serious loss to his plant, which represents a big outlay of money. He did not think it a just ruling, when he had his coal in the bins and on the road that would run his place, to be allowed to burn only 50 per cent of it. Another large establishment replied to this, saying that they had found the past winter that running houses at a lowered temperature was not as serious a proposition as most people were inclined to think; that they had better carnations with a temperature of 40° the past winter than in many previous years at a temperature of 50° to 55°, the crop being a little short on production, but now making up for that end of it. They intended following the law to the letter and would plant part of the place to crops that would at least live with a temperature just high enough to prevent actual damage to the structural work of the houses by frost. The fuel saved here would be used for part of the establishment that could not be run excepting to full capacity, and in this manner they proposed to fully meet the situation without loss to the range and hoped, by careful management, to keep from any large loss in returns.

Several of the smaller growers decided not to attempt to run their places until conditions change, and it was suggested that we send a communication to Washington asking for a reconsideration, but after some discussion it was thought better to leave this in the hands of the Society of American Florists and its committee.

The feature of the programme for the next meeting is our friend, Richard Vincent, Jr., of White Marsh, Md., with an illustrated lecture on Scotland, and arrangements are being made to have Donald Frazier, a noted Scotch singer, render a number of selections along with this lecture.

Chas. B. Herr and J. Wade Galey, of Strasburg; Ralph Hess, of Gap; Walter Denlinger, of Vintage, and Ira Landis, of Paradise, were appointed a committee to make arrangements for a picnic to take the place of the July meeting



GREEN CEMETERY VASE

Made of durable earthenware and stained permanent Green. The best Vase for cemetery use.

Per doz., \$2.50; 3 doz., \$7.00.

Vaughan's Seed Store
CHICAGO NEW YORK

of the club at the home of B. Frank Barr, who invited us last meeting and at whose place a picnic was held several years ago. This committee will act in conjunction with the ladies' auxiliary, and we are anticipating some picnic.

Albert M. Herr, the secretary, reported having attended the meeting of the Philadelphia Florists' Club to get a line on parcel post shipments, and gave a short talk on the information there received.

A few of the ladies met previous to the meeting and started an auxiliary to the club, which will be completed soon, and when this is done Lancaster will be more than on the map—it will monopolize the whole geography.

ALBERT M. HERR.

Rochester, N. Y.

FAIR CALL FOLLOWS MOTHERS' DAY.

Following the Mothers' day demand which was all that could be expected, and if anything better than last year, business during the past week has only been fair, although the shops were busy on Friday, and Saturday with funeral work, and the sale of bedding plants and seedlings was also quite a factor. Large quantities of bulbous stock such as daffodils, tulips, poeticus, narcissi, etc., still hang on and are a drug on the market. Roses are overabundant and the same is true of carnations. Snapdragons, larkspurs, calendulas, etc., are of good quality. Pansies, daisies, cornflowers, outdoor lily of the valley, myosotis and sweet peas are much in demand. Calla lilies are overabundant. Asparagus plumosus and Sprengeri are both scarce and hard to obtain.

NOTES.

The lilac display in Highland park, May 19, attracted large crowds, the collection being representative of numerous sections of the United States, as well as Great Britain and France together with numerous other shrubs and trees. Ellwanger & Barry, of this

city, presented a display of nearly 100 varieties which were planted on the slopes of the park. The first display was held in 1896, and since that time hundreds of visitors from western New York have made pilgrimages on this occasion each year. There are now included in the collection over 310 varieties, said to be the largest of its kind in the world.

Kussman & Hilderbrandt have opened a retail store at East Main and Franklin streets. They have a fine line of bedding and vegetable plants and flower and vegetable seeds, and will soon handle a line of cut flowers.

In a collision that wrecked the auto of the J. B. Keller Sons and a large touring car, James Whitmore was killed and two others injured. The driver of the touring car, David Gillespie, is held for manslaughter.

The florists' association held a meeting May 13, at which the advisability of discontinuing the organization, due to lack of interest, was discussed. It was decided, however, to continue with increased vigor.

H. E. Wilson has been very busy during the past week with outdoor planting.

George B. Hart had one of the greatest Mothers' day trades in his history.

H. P. Neun and George Boucher both report good Mothers' day sales.

Chester Ament is marketing good pansies.

CHESTER.

JACKSONVILLE, ILL.—Joseph Heintz & Sons report a complete cut flower cleanup for Mothers' day.

CLEVELAND, O.—A meeting for the purpose of reorganizing the Avenue Flower Shoppe, successor to the Schoen Floral Co., was held May 15. It is understood that stockholders will shortly pay into the concern a partial payment to be distributed among creditors, it being the desire to have the old obligations cleaned up as soon as possible.

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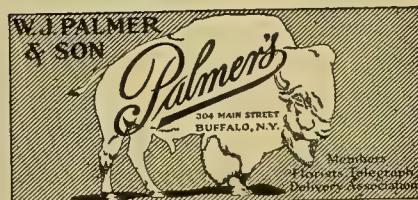
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Omaha, Neb.

Alfred Donaghue

1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers All New England Points.

**KANSAS CITY,
MISSOURI.**

**Rock's
FLOWERS**

Members Florists' Telegraph Delivery Ass'n.

C. H. FREY Wholesale
and Retail
Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

C. Trauenerfeldt
FLORIST

3343 W. MADISON ST.
NEAR OAKFIELD PARK

CHICAGO

Mention the American Florist when writing.

For Wisconsin Delivery
OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN,
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Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.



**WASHINGTON
D. C.**

Gudes'

Members of Florists' Telegraph Delivery.

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Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.

Member of Florists' Telegraph Delivery.

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DES MOINES IOWA
ALFRED LOZIER ROSERY

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

LEIKENS,

Madison Ave. and 55th St.,
New York

Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

New York.

Gilbanks
Flowers of Quality

50 Broadway

New York

Malandre Brothers

2077 Broadway, near 72nd Street
'Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.

Orders from other cities receive our personal
attention.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

A. MEYER,

Boston, Mass.

Penn
The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

Mention the American Florist when writing.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Mention the American Florist when writing.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great
Northwest. Daily deliveries to Superior, Wis

Mention the American Florist when writing.

Newark, Ohio.

CHAS. A. DUERR.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

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NEW YORK

1062 Madison Ave., near 80th St.

Phones, Lenox 2352-7019

Satisfaction Guaranteed.

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
85 Broadway, DETROIT, MICH.

Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD
GREENHOUSES

Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.
Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

POP CORN seed of good germination is practically unobtainable.

THE Henry Field Seed Co., Shendoah, Ia., is running a side line of flags.

ARNOLD RINGIER, Chicago, is at his desk again after a protracted attack of shingles.

A STRIKE of union teamsters at Chicago held up the seed trade for a day or two last week.

EARLY reports indicate that favorable weather is bringing corn forward with quite good field germination.

GEO. W. KERR, with W. Atlee Burpee & Co., Philadelphia, Pa., expects to start on a California trip this week.

MT. PLEASANT, MICH.—Harris Bros. Seed Company is reported to have placed their affairs in the hands of their creditors.

RETAIL counter trade is holding up fairly well, although it is understood that May business to date is behind that of last year.

DOYLESTOWN, PA.—Howard M. Earl, of W. Atlee Burpee & Co., Philadelphia, has been appointed justice of the peace by the governor.

THE Wholesale Seedsmen's League met in New York, May 16, routine business only being taken up. No schedule of prices could be suggested.

JOHN LEWIS CHILDS, Floral Park, N. Y., has been prevented by pressure of business from making his usual California trip, but expects to leave about June 1.

MRS. GOODWIN, wife of A. H. Goodwin, of the W. W. Barnard Co., Chicago, arrived in this country recently from France and was met by Mr. Goodwin.

VISITED NEW YORK: Chas. H. Breck of Joseph Breck & Sons Corporation, Boston, Mass.; A. T. Ferrell, of A. T. Ferrell & Co., Saginaw, Mich.; S. F. Leonard, of S. F. Leonard Seed Co., Chicago.

VISITED CHICAGO: A. J. Brown, of the A. J. Brown Seed Co., Grand Rapids, Mich., and wife, Mr. Brown enroute to his western seed fields; J. Courtine, representing A. & L. Bremond, Ollioules, France.

PRESIDENT C. C. MASSIE, of Northrup, King & Co., Minneapolis, Minn., says he has not had a single day's vacation in eight years and is planning to spend a large part of the summer in California with his family.

THE stir in the print paper market keeps catalogue firms and allied tradesmen active nowadays. J. Horace McFarland, the horticultural printer of Harrisburg, Pa., and W. F. Therikildson, of W. Atlee Burpee & Co., Philadelphia, Pa., both made a trip to the Wisconsin paper mills this week to arrange for their supplies a year or more in advance.

American Seed Trade Association.

The thirty-sixth annual convention of the American Seed Trade Association will be held at the Hotel Sherman, Chicago, June 18-20. The opening session will be called to order at 10:00 o'clock a. m., the following programme having been announced: "Seed Reporting," by W. A. Wheeler, United States department of agriculture, Washington, D. C.; "Persistent Varietal Character in Garden Vegetables," by Dr. W. W. Tracy, United States department of agriculture; Addresses by Osborn Monnett, member of the fuel conservation committee for Illinois; James A. Davis, speakers' bureau, national war savings committee of Cook county, Chicago; and R. A. Oakley, United States department of agriculture; "Community Building in War Times," by A. K. Lovrien, Agricultural Publishers' Association, Chicago.

Notice is given that an amendment to the by-laws has been filed with the secretary, permitting a change in the dues and initiation fees.

Upon order of the executive committee, the official badge this year will bear the name of the wearer instead of only the number of the firm he represents. To make this plan a success, each firm having membership in the association is urgently requested to send the name of its accredited representative not later than June 13 to Secretary A. C. Kendall, 2010 Ontario street, Cleveland, O., in order that as many badges as possible may be inscribed before the convention opens.

Hotel rates are announced as follows: Single room, with bath, \$2 per day and upward; double, with bath, \$3 per day and upward.

French Bulbs.

Jacques Courtine, representing Bremond Freres, Ollioules, France, who recently arrived in this country, reports the railroads still congested at the time he left the south of France, but hopes conditions will be improved when he returns which will permit bulbs to be shipped to Marseilles in the usual manner, otherwise they will have to be transported from Toulon by boat, as gasoline for motor trucks is hard to obtain. A month ago it was impossible for jobbers to obtain their usual supply of lumber for cases, also nails and strapping, owing to the inability to secure cars to carry them from the places of production to the consumers.

The crop of French bulbs seems to be normal as regards Paper White narcissus, while Roman hyacinths are decreasing in quantity every year. There were good rains in April and May, which were very beneficial. The French growers, however, do not realize what the conditions are on this side. Their information is very limited, and they appreciate only that everything is advancing in price and labor is scarce. Wine is selling at good prices, and unless the grower receives a satisfactory figure for his bulbs he will let

them remain in the ground and care for his grapes.

If someone well informed tries to explain existing conditions in America, what the growers here have to contend with, such as the shortage of coal, high wages, transportation difficulties and reduced orders as the result of poor sales, the French peasant will call this nonsense, and only a way to get his bulbs at a lower price. Mr. Courtine expects, therefore, the bulb business will be reduced about 50 per cent, compared to previous years, and he fears, should the war continue in 1919, it will be entirely suspended.

The hope is expressed that with the aid of the American forces, which is greatly appreciated, just as the services rendered by the American Red Cross have been lauded, that the war will soon be won, and that this cooperation will revive and intensify the brotherly feeling in both nations.

Agricultural Act Adds Eleven Million.

The new agricultural bill reported to Congress, May 6, carries an appropriation of \$11,712,283, and in addition makes available as a revolving fund during the war the \$2,500,000 appropriated by the food production act for the purchase and sale of seeds to farmers for cash at cost, as well as the \$4,000,000 for the same purpose appropriated by the urgency deficiency act of 1918. Included in the provisions of the bill are the following sums for the purposes indicated for 12 months:

For the prevention, control and eradication of insects and plant diseases injurious to agriculture, and the conservation and utilization of plant products, \$811,300.

For co-operative agricultural extension work with the state agricultural colleges, \$6,100,000.

For extending and enlarging the market news service, preventing waste of food in storage, in transit or held for sale, giving advice concerning the market movement, and inspecting and certifying perishable agricultural products, \$1,685,528.

For special work in crop estimating, extending the bureau of chemistry, en-

Alfred J. Brown Seed Co.

Growers of

Peas and

Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

GLADIOLUS

Regular Grades

	1st Size 1½ in and up	2nd Size 1¼-1½ in.
America Per 1000, \$16.00	\$13.00	
Mrs. F. King	15.00	12.00
Augusta	15.00	12.00
Chicago White	22.50	17.00
Scarlet Shades	14.00	11.00
Pink Shades	15.00	12.00
Standard Mixed	13.00	10.00

Planting Stock

We offer the following for immediate planting:

Prices are per 1000.	No. 3 1-1¼ in.	No. 4 ¾-1 in.	No. 5 ½-¾ in.	No. 6 ½ ins. under
America	\$ 8.50	\$6.00	\$4.00	\$2.50
Mrs. F. King	8.00	5.50	3.50	2.00
Augusta	8.50	6.00	4.00	2.50
Chicago White ..	12.50	9.00	7.00	5.00
Panama			7.00	5.00

BLACK BULBLETS

America, \$4.00; Chicago White, \$6.50; King and Augusta, \$3.00 per Peck.

Special prices on bushel lots or over.

Vaughan's Seed Store

31-33 W. Randolph St., - CHICAGO
41-43 Barclay St., - NEW YORK

THE

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale
Farm.

Bristol, Pa.

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

larging the informational work of the department of agriculture, \$1,105,980.

For aiding agencies in the various states in supplying farm labor, and to enable the secretary of agriculture, in co-operation with the secretary of labor and other agencies, to secure the voluntary mobilization and distribution of farm labor, \$662,000.

Also, as above stated, as a revolving fund available during the period of the war, \$6,500,000 for the purchase of seeds to be sold to farmers at cost.

LOS ANGELES, CALIF.—To meet the requirements of its fast growing business, the Germain Seed & Plant Co. will move to more commodious quarters at South Main and Sixth streets, July 1.

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS, "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

Mention the American Florist when writing.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application.

ENGLISH CORRESPONDENCE.

Mention the American Florist when writing.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS LANGPORT, Eng.

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

Mention the American Florist when writing.

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - - NEBRASKA.

Mention the American Florist when writing.

We Make a Specialty in Grass Mixtures

FOR

The Lawns, Shady Spots or under trees,
The South, The Seashore, The Terrace
and Restoring old Lawns, Polo Grounds,
Tennis Courts, Putting Greens, Fair
Greens, Meadows and Pastures.
All of the finest re-cleaned seeds.

J. M. THORBURN & CO.
53 Barclay Street, - New York

MICHELL'S Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed
100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10,000 seeds, \$30.00,
25,000 seeds, \$72.50

Also all other seasonable Seeds, Bulbs
and Supplies.
Wholesale Price List Free.

HENRY F. MICHELL CO.
518 Market St., Philadelphia, Pa.

Asparagus Plumosus Nanus Seed

New crop, cleaned, lath-house grown.
Now ready to ship.

1000 or more seeds.. \$2.25 per 1000
5000 " " " 2.00 " "
10,000 " " " 1.75 " "
25,000 " " " 1.60 " "

Delivered free anywhere in the U. S.
or Canada upon receipt of remittance.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

Mention the American Florist when writing.

We carry a reserve stock of the important varieties of Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

I. N. Simon & Son

Garden Seeds

438 MARKET STREET
Philadelphia, - Pa.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

Seed Packets for 1919

ORDER NOW

for early delivery, and avoid delays, freight congestions,
express charges, shut downs and loss of business. We can
fill your orders promptly now, but not next December.

THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

James Vick's Sons

Seedsman, Nurserymen,
Florists.

ROCHESTER, - N. Y.

Mention the American Florist when writing.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato,
Vine Seed and Field Corn.
Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

Mention the American Florist when writing.

Before Placing Orders for

SWEET PEAS, Spencers, Grandi-
floras, etc., ASTERS and FLOWER
SEEDS in general; TOMATO, LIMA
and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing.

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

CONTRACT GROWERS OF
HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

EDGAR F. HURFF

SWEDSBORO, N. J.

Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash, Pumpkin,
Cucumber and Watermelon Seed and Field Corn,
on Contract.

CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Tur-
nip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists
and Market Gardeners.

Robert Craig Co...

High Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

COLUMBIA

May and early June delivery guaranteed
on the later Grafts of COLUMBIA.

A LATE shipment of **Manetti** and splendid **Scions of Columbia** make it possible to offer fine stock for immediate delivery to florists not yet fully supplied with this grandest grower among roses.

This stock planted now will give high grade blooms early this Autumn; the quality is fine and this Rose holds the record for "going over the top" in record breaking time.

Own Root, \$30.00 per 100; \$250.00 per 1000.
Grafts, - 35.00 per 100; 300.00 per 1000.

THE JOSEPH H. HILL CO.
Richmond, Ind.

THE E. G. HILL CO.
Richmond, Ind.

Mention the American Florist when writing.

Rooted Carnation Cuttings

	Per 100	Per 1000
Thenanthos.....	\$2.00	\$18.00
Beacon.....	2.50	20.00
Alice, (Light Pink).....	2.00	18.00
Herald.....	2.00	15.00

	Per 100	Per 1000
Ward.....	\$2.00	\$15.00
White Enchantress.....	2.50	20.00
Rose Pink Enchantress.....	2.50	20.00

ROSE PLANTS, 2½ in. Pots

	Per 100	Per 1000
Champ Welland.....	\$3.50	\$30.00
Pink Killarney.....	3.50	30.00
Ophelia.....	5.00	45.00

	Per 100	Per 1000
Richmond.....	\$5.50	\$30.00
My Maryland.....	4.00	35.00

PETER REINBERG

WHOLESALE FLORIST

2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

CHICAGO, ILL.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St, NEW YORK
and ORANGE, CONN.

Mention the American Florist when writing.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing.

GERANIUMS

ROOTED CUTTINGS.

Summer Prices—Ready now, and fresh lot every two weeks. **S. A. Nutt**, per 1000, \$10.00. **Ricard and Poitevine**, per 1000, \$12.50. If wanted by Parcel Post add \$1.00 per 1000 to above prices.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

POTATO flour is being made at Watsonville, Calif.

TEXAS has passed a strict law for grading potatoes by growers.

BOSTON, MASS.—The use of Horticultural hall as a vegetable market has been suggested to the Massachusetts Horticultural Society.

ROCK ISLAND, ILL.—The grounds of the International Harvester Company are being beautified under the direction of C. P. Frey, the company's florist.

NEWPORT, R. I.—In addition to the state appropriation of \$1,000 to encourage planting of war gardens, the Rhode Island Horticultural Society will offer a number of special prizes.

Canned Goods Dating Advocated.

Consul Fred C. Slater reports from Sarnia, Ontario, that the principle of putting the date of canning on canned goods has been agitated in Canada of late. The public is looking for remedies to frustrate the hoarding of food. It is supposed that if the date appears on each can it will prove an incentive to dispose of them within a reasonable time.

Truck Crops Condition.

From schedule returns made to the United States department of agriculture by regular correspondents the following condition of truck crops is reported May 1: Cabbage, 61; lettuce, 82; early Irish potatoes, 76; tomatoes, 78; asparagus, 100; snap beans, 74; cucumbers, 70; green peas, 79; green peppers, 75; watermelons, 76; cantaloupes, 71; strawberries, 76.

Vegetable Markets.

According to reports of the bureau of markets, United States department of agriculture, carlot shipments of vegetables for the period May 14-20, showed a tendency toward reduced volume in the leading lines. Shipments of old potatoes and onions are drawing to an end, and while new stock has been improving gradually, prices remain lower than last year's unusually high levels. In northern potato shipping sections, the situation is dull, though firm. New southern potatoes, chiefly Floridas, recovered to a range of \$3.25-\$4.25 per barrel for jobbing sales in northern markets. South Carolina Cobblers ranged \$3-\$3.75 f. o. b. shipping points. Shipments last year at this time were generally heavier. At Texas shipping points, the onion market weakened 10 to 15 cents. Sales in northern consuming markets also ranged weaker. The northern cabbage market improved greatly in tone with less evidence of an oversupply. For best stock prices ranged from \$1.25-\$1.75

per crate. Florida tomatoes advanced in shipping sections and were active at \$4 per 6-basket carrier. In northern markets the range was \$3-\$5, offerings including considerable overripe stock. The demand was generally good.

Vegetables in Bermuda.

The acting director of agriculture, after saying that exact information regarding the probable yields of vegetables during the current season was impossible to obtain, made the following statement:

"Up to and including the shipments on February 3, green vegetables to the amount of 3,000 crates have been shipped this season. During the like period of last year 41,839 crates were shipped. It is estimated that in March and April there will be available for shipment from 44,000 to 48,000 crates of vegetables. In the corresponding months of 1916 (the figures for 1917 are not just now available) the exports of vegetables amounted to 111,530 crates. The small crop of this season is due almost entirely to inadequate shipping facilities. If better transportation accommodation is provided before the close of the season the quantity exported will be larger than the present estimates for March and April, but the exports cannot be other than the smallest during recent years."

The principal vegetable crops of Bermuda are beets, carrots, kale, lettuce and parsley. The acreage planted to these crops was considerably smaller this season than last, for the reason that at planting time great uncertainty existed as to whether there would be adequate steamship facilities for the transportation of the crops to New York. The present state of the crops is good, and with suitable weather, the vegetables ought to reach the market in good condition.

Canners' Maximum Margins Fixed.

Basing its action on views of the federal trade commission, the food administration, April 25, announced the following maximum margins between cost and selling price to be allowed licensed canners per dozen cans: Corn—No. 2, standard, 19 cents; No. 2, extra standard, 22 cents; No. 2, fancy, 30 cents. Peas—Average, all sizes, No. 2, substandard, 15 cents; average, all sizes, No. 2, standard, 22 cents; average, all sizes, No. 2, fancy, 31 cents. Tomatoes—No. 2, standard, 18 cents; No. 2½, standard, 22 cents; No. 3, standard, 27 cents; No. 3, fancy, 31 cents; No. 10, standard, 90 cents; No. 10, fancy, \$1.

Mechanical Potato Planting in Scotland.

According to a recent issue of the Glasgow (Scotland) Herald, the Highland and Agricultural Society made successful trials of mechanical potato planting on a farm near Edinburgh. The serious shortage of labor, and coming as they did at the start of the potato planting season, the trials were received with special interest. Further information regarding the machines used in the trial will be given on application to the United States Bureau of Foreign and Domestic Commerce, Washington, D. C.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St.,

CHICAGO

TWENTY MILLIONS FROST-PROOF CABBAGE PLANTS READY

Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier.

From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Early Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OSARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

TO SEEDSMEN ONLY

R. A. van der SCHOOT, Hillegom, Holland

Begs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

Inquiries and quotations may be addressed to the undersigned, who is the American representative of the House, and ready to furnish all information.

No retail trade solicited. We believe we are the only Holland House whose business in the United States is "STRICTLY WHOLESALE."

A. M. van der SCHOOT

Room 1600, Consumers Building,

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JOSEPH HEACOCK CO., Wyncote, Pa.

Offers The Following

HOME GROWN PALMS

Well Established, Strong and Healthy.

Areca Lutescens, 3 plants in pot.

6 inch pot, 24-30 inches high.....	\$ 1 00
6 inch pot, 30-36 inches high.....	1.50
6 inch pot, 36-42 inches high.....	2.00

Kentia Forsteriana, made-up, 4 plants in tub.

11 inch tub, 4½ feet.....	10.00
11 inch tub, 5-5½ feet.....	15.00
11 inch tub, 6 feet.....	18.00

Clbotium Schiedel

9 inch tub, 4½-5 foot spread.....	5.00
-----------------------------------	------

Kentia Belmoreana, 6 to 7 leaves.

6 inch pot, 22-24 inches high.....	\$ 1.00
6 inch pot, 26-28 inches high.....	1.60
6 inch pot, 28-30 inches high.....	2.00
7 inch tub, 34-36 inches high.....	3.00
9 inch tub, 40-42 inches high.....	5.00
9 inch tub, 48-54 inches high.....	8.00
9 inch tub, 4½-5 feet high.....	10.00



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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DAISIES

Our Stock Has Been Carefully Selected.

Mrs. F. Sander, 2-in.	Per 100 \$2.00
Boston Yellow, 2-in.	3.00
Alyssum, Giant Double, 2-in.	2.00
Geraniums, Labeled, 2-in.	2.00
Vinca Variegata, 2-in.	1.75

ELMER RAWLINGS, Allegany, N. Y.

Seasonable Stock You Will Need

	Per 100	Per 1000
Asparagus Sprengeri, 2½ in.....	\$3.00	\$27.50
Acalypha Sanderi and Triumphans, 2½ in.....	4.00	
Ferns, Aspidium Tsussimense, Cyrtomium Falcatum, Pteris Tremula and Pteris Wimsetti, 2½ in.....	3.50	30.00
Begonia Gracilis Luminosa, Prima Donna, White Pearl and Erfordia Superba, 2 in., at.....	3.50	30.00
Chrysanthemums, Pompon, in 30 standard varieties...	3.00	27.50
Chrysanthemums, single, in variety.....	3.50	
Roses, Pink and White Mamon Cochet, grand for summer cutting, field grown plants, now in 4 in. pots, \$12.00 per 100; 2½ in pots.....	3.50	
Palms, Kentia Belmoreana, 2½ in., \$10.00 per 100; 3 in., \$15.00 per 100; 4 in., \$40.00 per 100. Fine dwarf clean stock to grow on.		
Cocos Weddelliana, 2½ in., \$12.00 per 100.		

THE STORRS & HARRISON CO.
PAINESVILLE, OHIO



ASPARAGUS Plumosus Nanus

ASPARAGUS

Plumosus Nanus SPECIAL OFFER

We have on hand a splendid lot of this Seed, plump and of high germinating quality, Northern Greenhouse grown, the same high class strain as supplied by us for the last 15 years. Spring is the ideal time for sowing this seed.

Per 100 seeds, 50c; 250 seeds, \$1.00; 1000 seeds, \$3.00; 5000 to 10,000 seeds at \$2.75 per 1000.

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NEW YORK CITY

Vaughan's Seed Store,

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CHICAGO

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

"FUMIGATION of Citrus Trees" is the title of Farmers' Bulletin 923, recently issued by the United States department of agriculture.

Early-Flowering Hawthorns.

The earliest hawthorn this year to bloom was Crataegus nigra from western Europe. This is a handsome tree with pale bark and deeply lobed leaves. The flowers have 20 stamens with anthers faintly tinged with pink and are arranged in compact clusters; they are followed by handsome black shining fruits which give greater value to this tree than the flowers which are less beautiful than those of many American hawthorns. There is a large plant of Crataegus nigra in the old hawthorn collection at the end of the willow collection. Several American hawthorns of the mollis group, distinguished by their large flowers, large leaves and large scarlet fruit, have been in bloom during the past week. The most conspicuous have been C. Arnoldiana, C. mollis, C. arkansana and C. submollis. These trees have never flowered more profusely. C. Arnoldiana, which was first found growing wild in the arboretum, has been especially handsome. The fruit of this tree begins to ripen late in August or early in September and this makes C. Arnoldiana valuable also for the decoration of the summer garden. The largest plants of this tree in the arboretum are on the left-hand side of the road near the Centre street entrance. There are a number of good trees in the old crataegus collection and on the Valley road in front of the white oaks. Large plants of the other early-flowering mollis species can be seen at the South street entrance. In the crataegus collection on the eastern slope of Peter's hill many plants are already in bloom and for the next six weeks it will be possible to see in the arboretum hawthorn flowers of many native and foreign species.—Arnold Arboretum Bulletin, May 16, 1918.

Nurserymen's Market Development.

Early in January, a few nurserymen decided to make a canvass of the trade to ascertain how many firms would give financial support to a campaign, national in its scope and educational in character, to develop the market for nursery products and encourage their more general and generous use. A committee was drafted to correspond with the trade for the purpose of ascertaining the sentiment toward such a movement. The response has been prompt and generous, as indicated by the list of subscribers already secured.

The committee has limited itself to a bare statement of the general proposition; they have not tried to present any plan or to work out any details in advance, recognizing that a cut-and-dried, hand-me-down plan of campaign

would be without any merit. It should be the privilege of all the subscribers to such a fund to help prepare their campaign or to pass upon it. And it is further recognized that the plan must follow a careful study of the needs of the subscribers, their identity, their location, and their equipment with relation to the entire field. Obviously, the plan cannot be made until it is determined whom it is for. A tailor might as well attempt to cut out a suit of clothes for a man he had never seen, and with whose size and shape he was unacquainted; nor would any publicity man or merchandising expert of any standing attempt to map out a plan for clients unknown.

The problem of the nurserymen is not so simple as that of the florists, who use large displays in advertising for immediate results. The work of the nurserymen must necessarily be along the lines of educational publicity or propaganda, cumulative in effect and without expectation of immediate results. For example, it is not hoped that the nurserymen's campaign can be started inside of a year at best, and conditions other than present ones must be carefully considered. The nurserymen may be said to be looking ahead some years.

	Per Year for 5 Yrs.
Adams Nursery Co., Springfield, Mass.	\$100.00
American Nurseryman, Rochester, N. Y.	10.00
Andorra Nurseries, Chestnut Hill, Pa.	250.00
Angustine & Co., Normal, Ill.	25.00
Aurora Nursery Co., Aurora, Ill.	50.00
Barr, B. F., Lancaster, Pa.	25.00
Beaudry & Co., W. E., Chicago	25.00
Bernardin, E. P., Parsons, Kan.	50.00
Bobbink & Atkins, Rutherford, N. J.	250.00
Brand Nursery Co., Faribault, Minn.	50.00
Brandley, James, Walpole, Mass.	25.00
Breed, E. W., Clinton, Mass.	25.00
Bryant & Son, A., Princeton, Ill.	50.00
Burr & Co., C. R., Manchester, Conn.	250.00
Chase Nursery Co., Chase, Ala.	250.00
Clinton Falls Nur. Co., Owatonna, Minn.	150.00
Conard & Jones Co., West Grove, Pa.	250.00
Connecticut Nurserymen's Association	50.00
Corn Belt Nu. & For. Ass., Bloom'ton, Ill.	50.00
Deerfield Nursery Co., Medford, Minn.	25.00
Elm City Nurs. Co., New Haven, Conn.	100.00
F. & F. Nurseries, Springfield, N. J.	250.00
Farr, E. H., Wyomissing, Pa.	25.00
Framingham Nurs., Framingham, Mass.	500.00
Franklin Nursery Co., Hankinson, N. D.	50.00
Harrison & Sons, J. G., Berlin, Md.	500.00
Harrison Nursery Co., York, Neb.	50.00
Heurliu, Julius, South Braintree, Mass.	50.00
Hicks & Son, Isaac, Westbury, N. Y.	250.00
Hillemeyer & Sons, Lexington, Ky.	25.00
H. L. & V. Nur. Co., Howard Lake, Minn.	25.00
Hobbs & Sons, C. M., Bridgeport, Ind.	100.00
Holsinger Bros., Rosedale, Kan.	50.00
Hoopes, Bro. & Co., West Chester, Pa.	250.00
Hunt & Co., W. W., Hartford, Conn.	25.00
Ilgentrit & Sons Co., Monroe, Mich.	250.00
Ingels, Irvin, Lafayette, Ill.	25.00
Jackson & Perkins Co., Newark, N. Y.	250.00
Jewell Nursery Co., Lake City, Minn.	150.00
Kelsey, Harlan P., Salem, Mass.	100.00
Keystone State Nur. Co., Pittsburgh, Pa.	25.00
Klehm's Nurseries, Arlington Heights, Ill.	50.00
Kohnke, Martin, Painesville, O.	25.00
Leesley Bros., Chicago	50.00
Littlefield & Wyman, N. Abington, Mass.	20.00
Lovett, J. T., Little Silver, N. J.	100.00
Marshall Bros. Co., Arlington, Neb.	50.00
Massachusetts Nurserymen's Association	100.00
McColgan Nurseries, Red Bank, N. J.	10.00
McFarland Co., J. H., Harrisburg, Pa.	250.00
McManmon, J. J., Lowell, Mass.	25.00
Meehan Co., Thos. B., Dresher, Pa.	250.00
Momm's Sons, Irvington, N. J.	10.00
Moon Co., Wm. H., Morrisville, Pa.	250.00
Mount Arbor Nurseries, Shenandoah, Ia.	250.00
Mount Hope Nurseries, Lawrence, Kan.	50.00
Muller, Adolf, Norristown, Pa.	50.00
Naperville Nurseries, Naperville, Ill.	50.00
National Nurseryman, Hatboro, Pa.	50.00
Nelson & Sons Co., Swain, Chicago	50.00
New England Nursery Co., Bedford, Mass.	25.00
Northwest Nurs. Co., Valley City, N. D.	50.00
Pfaender, William, New Ulm, Minn.	25.00
Pierson, A. N., Inc., Cromwell, Conn.	100.00
Plainfield Nurseries, Scotch Plains, N. J.	25.00
Prairie Nursery Co., Estevan, Sask., Can.	100.00
Princeton Nurseries, Princeton, N. J.	250.00
Reed, W. C., Vincennes, Ind.	50.00
Roehrs Co., Julius, Rutherford, N. J.	100.00
Root, J. W., Manheim, Pa.	10.00
Rose Hill Nursery, Minneapolis, Minn.	50.00
Saddler Bros., Bloomington, Ill.	50.00
Shenandoah Nurseries, Shenandoah, Ia.	250.00
Sherman Nursery Co., Charles City, Ia.	100.00
Simson & Sons, H. M., Vincennes, Ind.	20.00
Smith Co., W. T., Geneva, N. Y.	250.00
Sonderegger Nurseries, Beatrice, Neb.	50.00

Stark Brothers, Louisiana, Mo.	250.00
Stein, Geo. E., Wrightsville, Pa.	5.00
Storrs & Harrison Co., Painesville, O.	150.00
Texas Nursery Co., Sherman, Tex.	250.00
Thomas & Son, Jos., King-of-Prussia, Pa.	25.00
Thurlow's Sons, T. C., Westbury, Mass.	100.00
Tolleson Nursery Co., Lake City, Minn.	25.00
Ueck, Robert C., Harvard, Ill.	10.00
U. S. Nursery Co., Rosemead, Miss.	100.00
Vanicek, V. A., Newport, R. I.	100.00
Van Lindley Nur. Co., J., Pomona, N. C.	250.00
Waxahachie Nurs. Co., Waxahachie, Tex.	100.00
Weber & Sons Nur. Co., Nursery, Mo.	50.00
Wedge Nursery, Albert Lea, Minn.	150.00
Welch, E. S., Shenandoah, Ia.	250.00
Westover Nursery Co., Clayton, Mo.	50.00
Willis & Co., A., Ottawa, Kan.	50.00
Wohlert, A. E., Narberth, Pa.	25.00
Wright, Geo. B., Chelmsford, Mass.	25.00

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

Mention the American Florist when writing.

Specialists in Specimen Stock FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.

EUREKA, CALIFORNIA.

Mention the American Florist when writing.

2 1/4 and 4-inch Pot-grown. ROSES Hardy Climbing Field-grown

See ad. page II, May 18, or send for complete list of

THE LEEDLE FLORAL COMPANY, SPRINGFIELD-OHIO

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown June, N. J.

Mention the American Florist when writing.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

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Robert Pyle, Pres.



WEST GROVE PENNA.
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Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO



D. HILL.
The Evergreen Specialist.

HILL'S CHOICE EVERGREENS

For Immediate Selling.

A most satisfactory and profitable line for you to handle.

We have especially prepared a sufficient supply of Hill's high-class Evergreens suitable for summer tubbing and window-box work to take care of our florist friends

The demand is for fine specimens, full foliated and well shaped stock of good color that holds up well. All will satisfy your customers and build business for you. So it is important to YOU that

We are prepared to supply you with high quality stock at very reasonable prices.

Hill's High Class Evergreens for Tubbing.

With the growing scarcity of Boxwoods, Bay Trees and other decorative material, Hill's High Class Evergreens for Tubbing easily rank first in the class of plants available for outside summer decoration. Push Hill's Evergreens now.

Variety	Color	Description	Size Feet	Matched Each Pairs
Thuya Occidentalis Pyramidalis (Pyr. Arbor Vitae)	Dark Green	Pyramidal	2	\$1.75 \$3.00
" " " " " " " " " " " "	"	"	2½	2.00 3.50
Abies Tsuga Canadensis (Hemlock)	Light	Glob'r-Feathery	2	2.25 4.00
" " " " " " " " " " " "	"	"	2½	2.50 4.50
" " " " " " " " " " " "	"	"	3	2.75 5.00
Juniperus Pfitzeriana (Pfitzeriana Juniper)	Silvery	Japanese Type	2	2.50 4.50
" " " " " " " " " " " "	"	"	2½	2.75 5.00
Thuya Occidentalis (Am. Arbor Vitae)	Deep	Conical	3	1.15 2.00
" " " " " " " " " " " "	"	"	3½	1.25 2.25
" " " " " " " " " " " "	"	"	4	1.50 2.75
" " " " " " " " " " " "	"	"	4	1.50 2.75
" " " " " " " " " " " "	Clipped Solid	Ball Shaped	1½x1½	2.25 4.00

If sound, light, wooden containers painted green are wanted, add 75 cents per tree. To cut down weight and save transportation charges, trees and tubs are shipped separately.

NOTE—After tubbing, water thoroughly, keep soil moist and spray foliage once each week.

Hill's Evergreens for Summer Window-Boxes.

A Few Practical Suggestions for Planting Evergreen Window-Boxes.

No. 1. High at the ends and low in the center, produces with a little clipping, a graceful curved effect. See illustration.

No. 2. Evergreens planted close together, all same height, give a hedge-like appearance

No. 3. Each tree planted so as to show its individuality is another plan.

No. 4. Tall, pyramidal plants at the ends, with a lower compact line straight across, presents a good appearance.

ASSORTMENT No. 1—Price \$12.50
Suitable to carry out Suggestion No. 1.

40 Am. Arbor Vitae 12 in.
20 " " " 18 in.
15 " " " 24 in.
2 Pyr. " " 30 in.

77 trees as specified above.

ASSORTMENT No. 2—Price \$10.00
Suitable to carry out Suggestion No. 2.

75 Am. Arbor Vitae 12 in.

ASSORTMENT No. 3—Price \$20.00
Suitable to carry out Suggestion No. 3.

100 Am. Arbor Vitae 24 in.

ASSORTMENT No. 4—Price \$15.00
Suitable to carry out Suggestion No. 4.

100 Am. Arbor Vitae 18 in.
4 Pyr. " " 30 in.

104 trees as specified above.

All are of the usual Hill quality.



HEMLOCK.
Shapely, Full Foliaged.

TERMS:

Net cash. First orders from all firms not having an account with us, should be accompanied by full cash remittance, which earns 3 per cent discount and boxing free. To customers of approved credit, or who supply satisfactory references, 30 days net and boxing at cost.

The D. Hill Nursery Co.

INC.

Box 404.

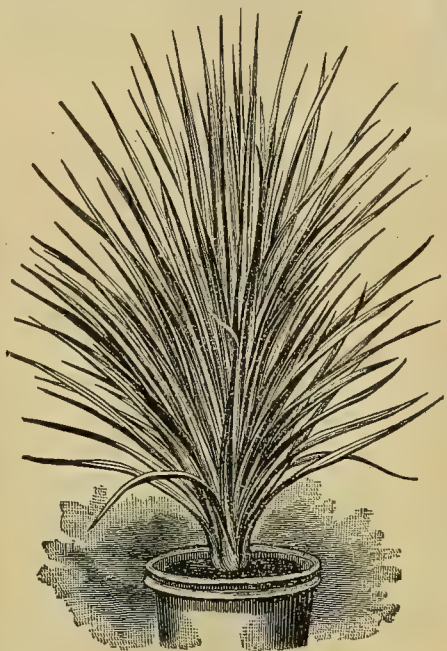
DUNDEE, ILL.

Evergreen Specialists.

Largest Growers in America



American Arbor Vitae planted in accordance with Suggestion No. 1 makes a very attractive summer Window-Box. Stands clipping well and holds its fresh green color. This box was designed by Mr. Robert Kift, Philadelphia, well known window-box authority and correspondent for The American Florist.



Dracaena Indivisa

2-inch, \$25.00 per 1000; 5-inch, \$25.00 per 100.

Vinca Variegata

3-inch, \$5.00 per 100; 4-inch, \$8.00 per 100.

4-inch, (strong) \$10.00 per 100; 5-inch, (strong) \$15.00 per 100.

English Ivy

4-inch\$1.50 per dozen

George Wittbold Co.

745 Buckingham Place, CHICAGO

L. D. Phone: Graceland 1112.

Fort Wayne, Ind.

DEMAND AND SUPPLY BOTH LIGHT.

There has been a big scarcity in cut flowers all last week, due to the tremendous demand on Mothers' day. The call has been light, so there was no great loss, especially during the forepart of the week. Funeral work, however, was quite heavy the latter part, including a number of casket blankets, and other large funeral pieces. The bedding plant season is in full swing, and the call is very heavy this year. Vegetable plants are going very well. All florists are preparing for Memorial day, and from the present outlook, there will be plenty of flowers with which to meet the call. Peonies will be in good supply, and greenhouse flowers will be quite plentiful.

NOTES.

The Flick Floral Co. recently made a donation of 2,000 roses to the Red Cross, where they were sold in the Red Cross gift shop. This firm also donated thousands of roses during the Red Cross drive, through which the Red Cross plans to make \$1,000. Mrs. Ruth Flick Blossom, of the Flick Floral Co. was one of the workers in the Red Cross drive. This firm had several casket blankets last week, and a large amount of other funeral work.

W. J. & M. S. Vesey are cutting some exquisite cattleyas in the gigas and Mossiae varieties. Their cut of roses is also very good. Bedding plants are about completely sold out here.

The Freese Floral Co. is having a very active sale of vegetable and bedding plants. Peonies in the pink and red varieties, the first of the season, are being shown here.

A. J. Lanternier is showing some fine sweet peas in quantity, also snapdragons and narcissi. Funeral work has been heavy here. H. K.

HOUSTON, TEX.—Local florists have the matter of a fall show under consideration.

LOUISVILLE, KY.—Herbert Walker, of the F. Walker Co., had his hip broken, May 12, by the falling of a barn door.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

"Horticultural Advertiser"

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, \$1.00.

As the H. A. is a purely TRADE medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

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LOWDHAM, NOTTS, ENGLAND.

Spring Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEK N, ILL.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

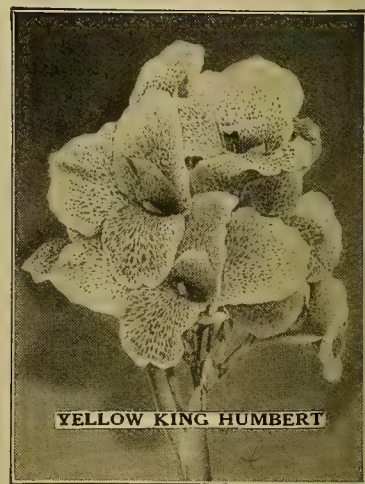
Chrysanthemum Novelties my Specialty

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist April 6, page 612. Correspondence solicited.



YELLOW KING HUMBERT

Yellow Humbert

The New Giant Yellow Canna
Best in Years

Started Plants, per 100 \$5.00, per
1000 \$45.00.

VAUGHAN'S SEED STORE,
New York Chicago

Trade Directory

OF THE

Florists, Seedsmen and Nurserymen

United States and Canada

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

Ready Reference Section.

10 CENTS PER LINE, NET.



ADIANTUM.

Adiantum Croweanum, 6-in., \$20 per 100; \$150 per 1,000; 3-in., \$10 per 100. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

AGERATUMS.

Ageratum, 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

ALTERNANTHERAS.

ALTERNANTHERAS. Fire red and yellow varieties, 2½-inch pots, \$2.50 per 100, \$22.50 per 1,000. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

ASPARAGUS.

Asparagus Sprengeri, 3-in., \$6.00 per 100; 4-in., \$12.00 per 100. Asparagus Hatcherii, 2-in., \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

Asparagus plumosus, 2½-in., \$3.50 per 100; 6-in., made-up, \$4.20 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

ASPARAGUS SPRENGERI, heavy 4-inch, \$15.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Asparagus Sprengeri, 200 4-in., good plants, \$10.00 per 100. Cash please. EDGAR EASTERDAY, Nokomis, Ill.

Asparagus Sprengeri, 2½-in.; \$3.00 per 100; \$27.50 per 1,000. The Storrs & Harrison Co., Painesville, O.

ASPLENIUM

Asplenium Nidus Avis (Bird's Nest Fern). We offer fine well furnished plants at 50c, 75c, \$1.00 and \$1.50 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

ASTERS.

ASTERS. Henderson's Invincible (one of the finest for cut flowers), white, shell pink, rose, lavender and purple. Strong plants, \$5.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Transplanted aster Queen of the Market, white, pink and purple, 75c per 100. WM. H. HERTEL, Kirksville, Mo.

ASTERS, transplanted, Queen of Market, separate colors, 75c per 100. ODOR GREENHOUSES, Iola, Kan.

BEGONIAS.

Now ready for delivery. Begonia Gloire de Lorraine, \$120.00 per 1,000; Glory of Cincinnati, \$150.00 per 1,000; Melior, \$200.00 per 1,000. Strong, young plants, all propagated from leaf cuttings. J. A. PETERSON & SONS, Westwood, Cincinnati, Ohio.

BEGONIAS.

Begonias, tuberous, single mixed, \$2.50 per 100; in colors, \$3.00 per 100. Double mixed or in colors, \$5.00 per 100. James Vick's Sons, Rochester, N. Y.

Begonia Prima Donna, 2-in., \$4.00 per 100; 3-in., extra strong, \$7.00 per 100. Begonia Vernon, 2½-in., \$4.00 per 100. Begonia Verdun, 2-in., \$10.00 per 100. ERNEST ROBER, Wilmette, Ill.

Begonias, Gracilis Luminosa, Prima Donna, White Pearl and Erfordia Superba, 2-in., \$3.50 per 100, \$30 per 1,000. The Storrs & Harrison Co., Painesville, O.

BULBS.

Lily Bulbs. For immediate use or later delivery. Liliun Giganteum, L. Auratum, L. Album and L. Rubrum. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Bulbs. Lil. Giganteum, 7-9 in. (100 to case), \$7.50 per case; (300 to case), \$20 per case; 8-10-in. (225 to case), \$20 per case; 9-10-in. (200 to case), \$23 per case. Wm. F. Kasting Co., 568-570 Washington St., Buffalo, N. Y.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, 4-inch in bud and bloom, \$20.00 to \$25.00 per 100. ERNEST ROBER, Wilmette, Ill.

CANNAS.

Cannas. Fine stock of 3-in., in good assortment, standard sorts such as Florence Vaughan, Mme. Crozy, Queen Charlotte, Souv. de Antoine-Crozy, President Meyer, etc., at \$3.50 per 100, \$30 per 1,000; King Humbert, \$4 per 100, \$35 per 1,000. R. Vincent, Jr., & Sons Co., White Marsh, Md.

CANNAS. Best bedding kinds, 3-inch, \$6.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Canna Yellow Humbert, new giant yellow, started plants, per 100, \$5.00; per 1,000, \$45.00. Vaughan's Seed Store, Chicago and New York.

Canna King Humbert, 4-in., \$10 per 100; Florence Vaughan, 4-in., \$8 per 100. ERNEST ROBER, Wilmette, Ill.

CAPE JESSAMINE.

Cape Jessamines, the queen of all flowers. For sizes and prices see advertisement elsewhere in this issue. Thos. C. Edwards, Alvin, Texas.

CARNATIONS.

CARNATION PLANTS.

2½-in. pots.

	Per 100
Alice	\$3.00
Belle Washburn	7.00
Matchless	3.00

BASSETT & WASHBURN,
178 N. Wabash Ave., Greenhouses
Chicago. Hinsdale, Ill.

Rooted carnation cuttings. Thenanthos and Alice, \$2 per 100, \$18.00 per 1,000; Beacon, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2 per 100, \$15 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

ROOTED CHRYSANTHEMUM CUTTINGS.

Large supply of fine healthy stock, ready for immediate shipment. We have all the best commercial varieties and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

White	100	1,000
Mrs. Chas. Razer	\$2.50	\$20.00
Mrs. Buckbee	2.50	20.00
Oconto	2.50	20.00
Smith's Ideal	2.50	20.00
Yellow		
Major Bonnafon	2.50	20.00
Marigold	2.50	20.00
Pink		
Pink Chieftain	2.50	20.00
Edwin Seidewitz	3.00	25.00

POMPONS.

White		
Diana	\$2.50	\$20.00
Lula	2.50	20.00
Mensa	2.50	20.00
Yellow		
Golden Wedding	2.50	20.00
Golden Climax	2.50	20.00
Quinola	2.50	20.00
Pink		
E. D. Godfrey	2.50	20.00
Buckingham	2.50	20.00

WIETOR BROS.

162 N. Wabash Ave., Chicago.
L. D. Phone Randolph 2081.

2½-INCH CHRYSANTHEMUM PLANTS.

	100	1,000
White Chadwick	\$4.00	\$35.00
Yellow Chadwick	4.00	35.00
Nagoya	3.00	25.00
Seidewitz	3.00	25.00
Harvard	3.00	25.00
White Razer	3.00	25.00
Yellow Razer	3.00	25.00
Turner	3.00	25.00
Matchless	3.00	25.00
Buckbee	3.00	25.00
Smith's Ideal	3.00	25.00
Unaka	3.00	25.00

PETER REINBERG.

30 East Randolph St., Chicago.

POMPON CHRYSANTHEMUMS IN 2½ POTS.

Price \$3.00 per 100.

Western Beauty, the best pink.	
Peter Pan	} Best yellow
Gold Nugget	
Eugene Laugerlant	
Carrie, early yellow.	
Nordi	} All are now ready.
Mensa	
Zora	

BASSETT & WASHBURN,
Office and Store, Greenhouses,
178 N. Wabash Ave., Chicago. Hinsdale, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CHRYSANTHEMUMS

FINE CLEAN STOCK OF BEST KINDS FOR FLORISTS' USE. Send Us List of Wants. Catalogue Free.

ELMER D. SMITH & CO., Adrian, Mich.

COLEUS.

COLEUS. Best bedding kinds, \$2.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus, 2-in., mixed, \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

CROTONS.

Crotons. All well colored. 3-in., \$4 per doz., \$30 per 100; 4-in., \$5 per doz., \$40 per 100; 5-in., \$10 per doz., \$75 per 100. Vaughan's Seed Store, Chicago and New York.

CYCLAMEN.

Cyclamen, Wandsbek type, transplanted seedlings, \$7.00 per 100, \$60.00 per 1,000. Seedlings, \$4.00 per 100; \$35.00 per 1,000. Salmon and Rocco, repots, \$1.00 extra; 2½-in., \$8.00 per 100, \$75.00 per 1,000. Six varieties, equally divided. Cyclamen bulbs, mixed, first size, \$10.00 per 100; second size, \$6.00 per 100. ERNEST ROBER, Wilmette, Ill.

DAHLIAS.

Dahlias. Finest assortment of 2-in. pot plants at from \$2 to \$25 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct. N. J.

DRACAENAS.

DRACAENA INDIVISA, 4-in., \$12.50 per 100. 5-in., 20c and 25c; 6-in., 50c. ERNEST ROBER, Wilmette, Ill.

Dracaena Indivisa, 5-in., \$25 per 100. George Whitbold Co., 745 Buckingham Place, Chicago.

Dracaena Indivisa, very fine, 5-in.; \$25 per 100. HARRY HEINL, W. Toledo, O.

Indivisa, 2-in., \$3 per 100; 3-in., \$6 per 100. ERNEST ROBER, Wilmette, Ill.

FERNS.**—FERNS—**

	Per 100
Roosevelt, 2¼-in.	\$ 4.50
Boston, 2¼-in.	4.50
Teddy, Jr., 2¼-in.	5.00
Scholzeli, 2¼-in.	4.50
Scholzeli, 4-in.	18.00

THE REESER PLANT COMPANY, Springfield, Ohio.

Ferns for Fern Dishes. Good strong plants, in 2¼-in. pots. Aspidium, Holly, Mayil, Wilson and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2¼-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. All bushy, well furnished. Boston, Teddy Junior and Bird's Nest. For sizes and prices see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Ferns. Table, good assortment, 2¼-in. pots, \$3.00 per 100; Holly ferns, Cyrtomium Rockfordianum, 4-in., \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Fancy ferns. Best of stock. Satisfaction guaranteed. Orders filled promptly at lowest market prices. Vermont Fern Co., 238 Dwight St., Springfield, Mass.

Ferns. Boston, out of bench, \$15.00 and \$20.00 per 100. Verona, 2-inch, \$8.00 per 100; 5-in., \$35.00 per 100. Japanese Fern bulbs, started, 50c each. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FEVERFEW.

Feverfew. Strong transplanted, per 100, \$1.00. ODOR GREENHOUSES, IOLA, KANS.

FUNKIAS.

Funkias, variegated, divided roots, single eye, \$2.50 per 100. CHAS. FROST, Kenilworth, N. J.

GERANIUMS.

GERANIUMS. Special this week. 10,000 Poitevine, 2½-in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks, \$2.50 per 100, \$25.00 per 1,000. Other standard varieties same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

Geraniums, variegated, 2-in., \$5 per 100; 4-in., \$12 per 100; S. A. Nutt, 2½-in., \$4 per 100; 4-in., \$8 per 100. Madam Salleri, 2-in., \$3 per 100; 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

Geraniums, 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons. Co., White Marsh, Md.

Geraniums, red, \$10 per 100. Ricard and Poitevine, \$12 per 100, without pots, for cash. H. W. ALLERSMA, Grand Rapids, Mich.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums, red, 4-in., 9c each. NICK REDING, 6731 Ridge Ave., Chicago.

GLADIOLUS.

Gladioli. Regular grades; also stock for immediate planting. For varieties and prices, see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladioli; strictly first size. For varieties and prices see advertisement on front page of this issue. A Henderson & Co., 211 N. State St., Chicago.

GLOXINIAS.

Gloxinias, blue, white, red, spotted, \$3.50 per 100, mixed, \$3.00 per 100. James Vick's Sons, Rochester, N. Y.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

IVIES.

English Ivy, 4-in., \$1.50 per dozen. George Whitbold Co., 745 Buckingham Place, Chicago.

English Ivy, very fine, 4-in.; \$15 per 100. HARRY HEINL, W. Toledo, O.

English ivy, rooted cuttings, \$1.10 per 100, prepaid. CHAS. FROST, Kenilworth, N. J.

LANTANAS.

Lantanas, mixed varieties, pink, yellow and red, 2-in., strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelocattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, nicely variegated, large specimens only, at \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

Pandanus Veitchii, 5-in., 75c each; 8-in., \$3 and \$3.50 each. Poehlmann Bros. Co., Morton Grove, Ill.

PANSIES.

100,000 extra fine giant pansies, good, stocky, transplanted plants, in bud and bloom, \$1.00 per 100, \$8.00 per 1,000. Cash with order. M. A. Hough, Pansy Specialist, Milan, O.

PRIMULAS.

PRIMULA OBCONICA. Fine plants, best colors, 2¼-in. pots, \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

PRIVET.

California Privet, 6-12 in., \$6 per 1,000; 12-18 in., \$10 per 1,000; 18-24 in., \$12.50 per 1,000. Southern Nursery Co., Winchester, Tenn.

ROSES.**ROSES.**

Bench plants now ready for shipment, 4,000 American Beauties, 1,000, \$70.00; 250 at 1,000 rate.

Ophelia grafted plants, three years old, \$70.00 per 1,000.

Sunburst, two-year-old stock, 1,000, \$50.00.

Pink Killarney and White Killarney, two-year-old stock, 1,000, \$40.00.

Richmond, per 1,000, \$50.00.

Bench plants offered subject to prior sale. These plants shipped 50 plants to the bundle. Orders for less than fifty of one variety cannot be accepted.

Choice young rose plants, own root, ready for benching.

American Beauty.

100	
4-inch choice plants	\$16.00
2½-inch choice plants	10.00
Cecile Brunner, 2½-inch	3.00
Shawyer, 2½-inch	3.50

BASSETT & WASHBURN, Office, 178 N. Wabash Ave. Chicago.

Hinsdale, Ill.

EXTRA FINE 2½-INCH ROSE PLANTS.

	100	1,000
Killarney Brilliant	5.00	40.00
White Killarney	4.00	35.00
Pink Killarney	4.00	35.00
Sunburst	5.00	45.00
Mrs. George Elgar	4.00	

WEITOR BROS., 162 N. Wabash Avenue, Chicago. L. D. Phone, Randolph 2081.

Roses. Own root 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney and Sunburst, \$7.50 per 100, \$70 per 1,000. Milady and Richmond, \$7 per 100, \$65 per 1,000. 3¼-in. stock, \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

YOUNG ROSE STOCK.**CHAMP WEILAND.**

Extra fine 2½-in. stock, \$6.00 per 100; \$50.00 per 1,000.

J. A. BUDLONG, 184 N. Wabash Ave. Chicago.

2-YEAR-OLD BENCH PLANTS.

2500 Pink Killarney, 2500 Killarney Brilliant and 1500 Irish Fireflame, \$6.00 per 100; \$50.00 per 1,000.

CHICAGO FLOWER GROWERS' ASSOCIATION, 182 N. Wabash Ave. Chicago.

Rose Plants, 2½-inch pots. Champ Welland, Pink Killarney, Richmond, \$3.50 per 100, \$30.00 per 1,000. My Maryland, \$4.00 per 100, \$35.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses. Pink and white Mamon Cochet, field grown plants, 4-in., \$12 per 100; 2½-in., \$3.50 per 100. The Storrs & Harrison Co., Painesville, O.

Roses, in bud and bloom, 50c, 75c and up to \$2.00 each. ERNEST ROBER, Wilmette, Ill.

SALVIAS.

SALVIA. Fine, bushy, 2-in. stock from cuttings, \$2.25 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Salvia, 3-in., 5c each; \$50 per 1,000. NICK REDING, 6731 Ridge Ave., Chicago.

SALVIA. Bonfire, 2½-in., 2½c each. ODOR GREENHOUSES, Iola, Kan.

Salvia Tricora, 2-in., \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SANTOLINA

Santolina, rooted cuttings, per 100, \$1.20.
ODOR GREENHOUSES, Iola Kan.

SEEDS.**ASPARAGUS PLUMOSUS NANUS SEED.**

New crop, California lathhouse-grown, now ready:

Per 1,000 seeds\$1.50
ASPARAGUS SPRENGERI SEED.
Per 1,000 seeds\$0.75
ASPARAGUS ELONGATUS SEED.
Per 1,000 seeds\$5.00
Write for prices by the pound.

H. N. GAGE CO., INC.
MONTEBELLO, CALIFORNIA

Seed. Asparagus plumosus nanus, northern greenhouse grown, 100 seeds, 50c; 250 seeds, \$1.00; 1,000 seeds, \$3.00; 5,000 to 10,000 seeds, \$2.75 per 1,000. Vaughan's Seed Store, Chicago and New York.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade; Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. American grown Cyclamen seed. Peterson Strain for quality. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

Seeds, wholesale field and garden seeds. J. Boigiano & Son, Light, Pratt & Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds, specialties; beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

SEEDS.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

SPHAGNUM MOSS.

High grade Sphagnum Moss. Wholesale only. Send for price list. O. F. Mundt, 774 St. Anthony Ave., St. Paul, Minn.

VERBENAS.

VERBENAS. Bushy 3-inch in bud and bloom, \$4.00 per 100. Cash.
JOSEPH BANCROFT & SON, Cedar Falls, Ia.

VERBENAS, separate colors, 2½-in., 2½c each. ODOR GREENHOUSES, Iola, Kan.

Verbenas, mixed. 3-in., \$5.00 per 100. ERNEST ROBER, Wilmette, Ill.

VEGETABLE PLANTS.

Field-grown plants, ready now. Fine tomatoes (24 varieties), 40c per 100, \$1 per 500, \$1.50 per 1,000, sweet and hot peppers (10 varieties), egg-plants (4 varieties), 75c per 100, \$2.50 per 500, \$3.50 per 1,000. F. O. B. Navasota. Prompt shipment. No orders under \$1.00 accepted. If wanted by parcel post add 10c postage for each 100 plants. Send no personal checks. SCOTT FLORAL CO., Navasota, Tex.

3,000,000 fine field-grown cabbage plants, all leading varieties, Postpaid, 500, \$1.75; 1,000, \$2.75. By express, 1,000, \$2.00; 10,000, \$15.00. Ready now. Superior to hothouse plants; well packed; shipped anywhere. We also grow tomato, sweet potato and other plants.
TIDEWATER PLANT CO.
Franklin, Va.

Tomato, strong seedlings, Earliana, Stone, Ponderosa and Kausas Standard, per 1,000, \$2.00; transplanted, per 1,000, \$3.00. Peppers, Chinese Giant and Ruby King. Strong seedlings, per 1,000, \$2.50. ODOR GREENHOUSES, IOLA, KANS.

CELERY PLANTS. Golden Self-Blanching (French strain), also the grand new Easy Blanching which is easy to grow; fine plants ready for the field, \$2.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cabbage plants, frost-proof Jersey, Charleston, All-Head, Sure-Head and Early Flat Dutch varieties at \$1.30 per 1,000 in 5,000 lots and up. Ozark Seed & Plant Co., Nashville, Ark.

50,000 transplanted tomato plants, Acme, Matchless, Earliana, New Stone, Ponderosa, 60c per 100. WM. H. HERTEL, Kirksville, Mo.

VINCAS.

Vinca variegata 3-in., \$5; 4-in., \$8 per 100; 4-in., strong, \$10; 5-in., strong, \$15 per 100. George Wittbold Co., 745 Buckingham Place, Chicago.

Vinca Variegata, strong 2-in., \$4 per 100, extra heavy, 4-inch long vines, \$12 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

VINCAS. Variegated, 2-inch, extra strong, \$2.50 per 100; 4-inch, \$12.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Vinca variegata, 2-in., \$3.50; 3-in., \$6; 4-in., \$12 per 100. ERNEST ROBER, Wilmette, Ill.

Vincas, variegata, 2½-in., 2½c each. ODOR GREENHOUSES, Iola, Kan.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co. Okmulgee, Okla.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros. 61-73 Metropolitan Ave., Brooklyn, N. Y.

Hill's specimen evergreens. Every one is band dug. Large and complete stock always on hand. For list of varieties, sizes and prices, see advertisement elsewhere in this issue. The D. Hill Nursery Co., Box 404, Dundee, Ill.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Florists' supplies and wire designs of all kinds. Joseph Ziska, 151 N. Wabash Ave., Chicago.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

One-piece flower boxes, 24x4x3 in., \$2.00 per 100. The John Henry Co., Lansing, Mich.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Grave Myrtle Clumps, \$10 per 100. ERNEST ROBER, Wilmette, Ill.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

MISCELLANEOUS.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Cigar Plants, 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Neponset Flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Red pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

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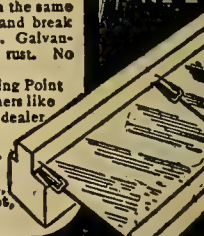
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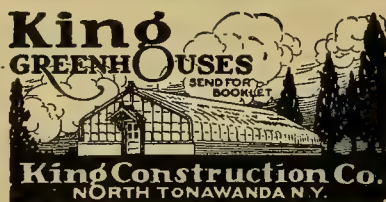
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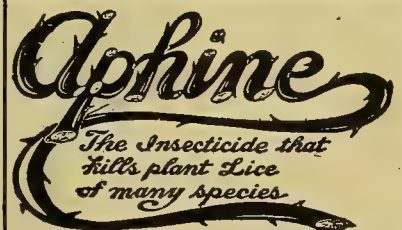
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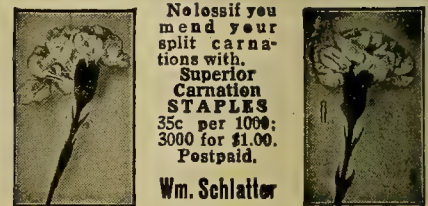
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Vol. L.

CHICAGO AND NEW YORK, JUNE 1, 1918.

No. 1565

THE AMERICAN FLORIST

ESTABLISHED 1885

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COAL CONFERENCE AT WASHINGTON.

Fuel Order Amended in Favor of Small Growers.

All Urged to Buy Promptly.

A hearing before United States Fuel
Commissioner P. B. Noyes in regard
to the recent coal order was held in the
Fuel Administration building, Wash-
ington, D. C., May 27, a representative
body of florists, nurserymen and im-
porters being present at the capital to
take part in this, in the hearing on the
Weeks bill for the embargo on nursery
stock, and also interests that are af-
fected by the embargo placed on bulbs
from the Orient.

Those interested in the coal question
met in the rooms of the chamber of
commerce at 9 a. m., the session being
called to order by President Charles
H. Totty of the Society of American
Florists, and after considerable dis-
cussion a committee of six was ap-
pointed, consisting of F. R. Pierson,
Wallace Pierson, F. C. W. Brown, Ir-
win Bertermann, W. H. Siebrecht, Jr.,
and C. S. Honaker. President Totty
and Secretary John Young, accom-
panied by William F. Gude, Washing-
ton representative of the society, head-
ed the party, which at once proceeded
to the Fuel Administration building,
where, at 10 a. m., Fuel Commissioner
Noyes received them and gave every at-
tention to their requests. President
Totty acted as chief spokesman, and his
remarks were afterward supplemented
by other members of the committee,
and the situation was gone over very
thoroughly and presented from every
angle. The plight of the small grower
was brought to the attention of the
administration, which had the matter
under consideration.

It was finally decided to have the
committee draw up an amendment to
the fuel order so that growers with
10,000 feet of glass, or less, would be
allowed to purchase 40 tons of coal.
This was done, and the amendment
reads as follows:

Rule 3 to be amended as follows:
"Excepting such florists whose average
coal consumption during the past three
years has not been in excess of 40 tons
may use 100 per cent of such coal con-
sumption. This order to apply to com-
mercial florists only. This order shall
not apply to the consumption of wood
or peat which is available without rail-
road transportation, excepting that
in such cases florists shall notify their
respective state fuel administrators,
by registered mail, that they are using
such fuel."

Commissioner Noyes stated that he
had no doubt the amendment would
be made effective. The committee also
obtained the concession that if wood,
or fuel other than coal, could be ob-
tained without railroad transportation
growers would be allowed to burn this
in addition to their 50 per cent allow-
ance. They must, however, inform
their local fuel administrators of such
extra fuel. Mr. Noyes stated that it
had been estimated that, due to war
industries and extra shipping, it would
require at least 2,000,000 tons more
coal than was mined last year, and he
urged all who had not secured their
50 per cent allotment to obtain it im-
mediately. The New England states will
be the most difficult to serve, and all
in that section should leave no stone
unturned to get their supply at once.
Many other industries, in addition to
the florists, are affected, and all must
adapt themselves to the conditions,
conservation being necessary to speed
up the production of ships, munitions
and other war materials. The point is
clear. We must win this war. If we
do not, one's business will count for
nothing.

The committee was satisfied that this
was final; also that the man who at-
tempted to burn more than the 50 per
cent allowed would have cause to re-
gret it while serving a prison term—
after paying a heavy fine.

Plant Embargo Special Hearing.

WASHINGTON, D. C., MAY 28.

The special hearing before the federal horticultural board in reference to the embargo on plants and nursery stock of all kinds, was held in the chapel of the Epiphany church, a splendid room for the purpose. The chairman, in opening the meeting, gave a short account of its purpose, mainly that of getting information from practical men whose business would be influenced by the action of the board in the matter. William F. Gude introduced John K. M. L. Farquhar, of Boston, Mass., who called attention to the fact that there were delegates in the room from more than 30 states. He referred to the work of the board, which he felt must protect the country, and even go beyond the letter of the law if necessary, but should be sure of its ground and see the actual necessity of so doing before shutting out the articles in question. He expressed the opinion that the board should send experts to Surrey, Eng., Boskoop, Holland, and to Belgium to study the conditions in those localities, which if found satisfactory would enable growers to produce azaleas, rhododendrons, boxwood and many other plants, that cannot be shipped except with balls of earth. "For the safeguarding of the country," he said, "we are with you, and will do all we can to help." With regard to apple stock and other fruit tree seedlings, these were not, it was said, grown much better in France than in the United States. Wm. Pitkin, Rochester, N. Y., spoke at length on this subject, and Dr. Fairchild of the department of agriculture described the danger of insects and disease from imported plants. A number of scientific experts from various experiment and forestry stations gave interesting and important information regarding insect pests, moths, blights and cankers of various kinds. Wallace R. Pierson spoke of the poor results obtained from American grown rose stocks, which were affected with crown gall to the extent of nearly 100 per cent, while the French stocks were practically free of this disease. J. J. Karins, representing Henry A. Dreer, Inc., Philadelphia, Pa., told of the length of time required to grow decorative plants, also bay trees, much of the latter stock handled being 20 years old.

At the adjournment of the meeting at 2 P. M., it was announced that all the information presented would be compiled and acted upon by officers of the department of agriculture, who would make the final rulings in the case, which as soon as completed, would be published.

Hearing on Oriental Bulb Embargo.

WASHINGTON, D. C., MAY 28.

The hearing before the United States shipping board, to endeavor to secure a 50 per cent moderation in the embargo on bulbs from the Orient, was held in the board's building before J. W. Slocum. There were but five of the committee present, Wm. F. Gude, F. R. Pierson, C. B. Knickman, Wallace R. Pierson and Charles Schwake. Mr. Slocum outlined the great difficulty in getting sufficient ships for war service, Secretary Baker holding the board responsible for securing vessels for the transportation of men, war materials and food. Ships have also been furnished by Japan to transport wool and wheat from Australia. This had cut down their tonnage, so that all but the most essential items had to be eliminated, and that it could hardly be

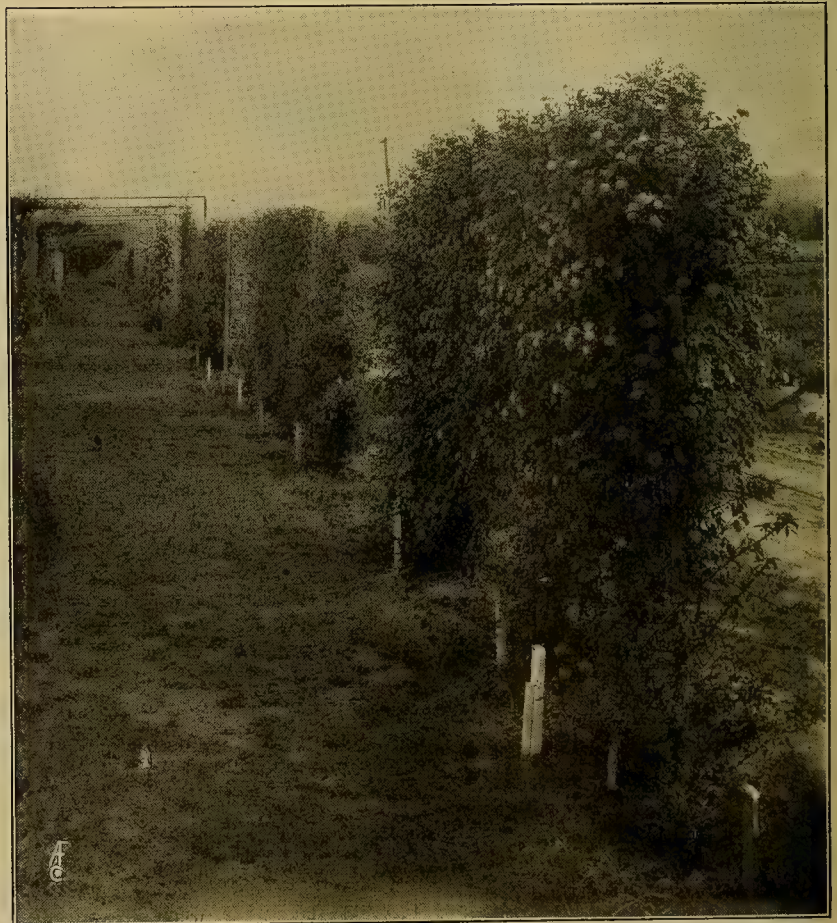
said that bulbs would help win the war. In France, the situation was somewhat different, as there was room available in returning vessels, which it was at times possible to devote to freight, provided it did not delay the sailings.

The matter of licenses, or permits, which issued on this side, require that the sailing time of the vessel and the size of the boxes or cases to be shipped be given, which at present it is impossible to determine, was also discussed. Wallace R. Pierson stated the case plainly, calling attention to the fact that foreign importers, being on the ground, had a great advantage over the American importers, who while willing to take their medicine, hated to drink out of the same cup with the others. He expressed the hope that the board would issue regulations in reference to importations that were equitable here and abroad and so plain that a child could understand them. The point made was new to Mr. Slocum, who said he would take the matter up at once.

Arlington Rose Garden Inspection.

The visit to the rose test garden at Arlington Farms was made May 27, the party being conveyed in automobiles, starting from the establishment of Gude Bros. Co., the ride on the government military road being a short but most enjoyable one. After an hour's delightful inspection of the many roses, the return trip was made, the route being along the Potomac river speedway, through Rock Creek park, and the beautiful grounds of the

Soldiers' Home, thence into the city to the luncheon at the Ebbitt House. This was an enjoyable affair. Z. D. Blackstone, president of the florists' club, welcomed the visitors and introduced President Charles H. Totty of the Society of the American Florists, who outlined the result of the hearing before the fuel administration, adding that he felt sure the florists were 100 per cent loyal and would meet the government's requirements. Wm. F. Gude told of his efforts before the authorities in this matter, and as in other things of interest to the trade, he had at all times found the chiefs of departments big, able men, who had always met him more than half way in their efforts to be of assistance. He said that any attempt to evade the law would result disastrously, as examples would certainly be made of offenders. Dr. Corbett told of the enthusiasm for the rose, crested by the beautiful hybrids of Dr. Van Fleet, which were the bright spots of the garden, and also called attention to the immense cold storage plant in which the government is conducting experiments in retarding plant growth, the results of which would prove very useful to the trade. Wallace R. Pierson extended an invitation to visit the Hartford rose garden on a date between June 20 and 25, when the flowers in both the old section and the new addition would be at their best. Robert Pyle voiced the sentiment of the visitors in moving a vote of thanks for the splendid reception by the Washington florists, and this was passed with a will.



ARLINGTON ROSE TEST GARDEN.

View Along West Border Walk.



ARLINGTON ROSE TEST GARDEN.

Climbing American Beauty.

The great majority of the roses, even of the more tender varieties, have withstood the extreme rigor of the past winter and were, with their great array of buds and flowers, at their best. With the exception of the later flowering ramblers of the Wichuriana type, the various sections were all at the height of their blooming. The ramblers, which are planted to arch the entire outside wide, grassy path of the garden, are decorative and most interesting. A mass of color that at once caught the eye were two large plants of Climbing American Beauty, which were exceptional in their wealth of flowers. This variety is certainly the best of its class. Countess M. H. Chotek is also a fine variety of this type, darker in color, but with heavier canes, and does not cover up so well. Bess Lovett is of this class—a bright, vivacious, deep pink, with perfectly formed flowers that at once attract attention. It is also a strong grower and very free. Ramblers of the Trier type were full or just past. The Trier is one of the best of its class, being a mass of flowers. Wartburg might be called a pink Trier, being so free. Rubin, a violet red, is very distinct. Other noticeable varieties were Flower of Fairfield, Oriole, Arberic Barbier, Gardenia, Zepherine Drouhin, Count Zeppelin, Tausendschon, Anna Maria, Climbing Clothilde Soupert, Climbing Hugh Dickson, and Goldfinch. Walsh's Wichuriana hybrids, Excelsa, Lady Gay, Coronation, Minnehaha, Wedding Bells, Evangeline, Mrs. M. H. Walsh, and others, were for the most part still in bud. American Pillar, very robust and full of great clusters of buds, was just

opening, as was Longwood, a pink, which it closely resembles in flower and foliage. Dorothy Perkins, Crimson Rambler and others of this type were heavy with buds, but not open.

The baby ramblers are at home here, showing masses of bloom, Mrs. Cutbush being particularly fine; in fact, all in this section were at their best.

The hybrid tea section, while very interesting, is not as full or representative as it should be, so many of the varieties being killed in the winter of 1916-17. Last year's plants came through the past severe season very well and were full of bloom. White Killarney was very full of fine flowers, as was Bessie Brown, a fine white. La Tosca was very showy; also Ophelia, which was full of flowers, but lacked color. Wakefield, Christy Miller and many other favorites were doing their best.

The hybrid perpetuals could not be better. The plants are large, of compact form and covered with masses of fine flowers.

The rugosa hybrids have become too large for their beds, being a mass of interwoven foliage. With their great variety of coloring, they were full of interest to the visitor. The sweet briars, old garden favorites, are also outgrowing their quarters. This is a large collection.

From the pagoda on top of the mound a view of the entire garden is obtained, which presents a harlequin of color. The iron framework of the pagoda supports the rose, Dr. Van Fleet, which has grown vigorously, but was not open enough to be effective.

Professor F. L. Mulford is to be congratulated on the progress made here. Each year shows a substantial gain. A number of plants of new and old varieties have been set out this spring, and are making a good growth. Catalogues with the names of all the varieties in the garden, so tabulated and numbered that they can be found at once, are hung in each section, which is a great convenience to all visitors.

In Attendance at Washington.

Charles D. Ball, Philadelphia, Pa.
 Irwin Bertermann, Indianapolis, Ind.
 F. C. W. Brown, Cleveland, O.
 Albert H. Burki, Pittsburgh, Pa.
 W. R. Cobb, New York.
 John Dayton, Painesville, O.
 J. K. M. L. Farquhar, Boston, Mass.
 E. A. Fellers, Detroit, Mich.
 F. G. Giblin, Utica, N. Y.
 Adolph Gude, Washington, D. C.
 Wm. F. Gude, Washington, D. C.
 Benjamin Hammond, Beacon, N. Y.
 George W. Hess, Washington, D. C.
 C. S. Honaker, Lexington, Ky.
 J. Karins, Philadelphia, Pa.
 Robert Kift, Philadelphia, Pa.
 C. B. Knickman, New York.
 Thomas B. Meehan, Dresher, Pa.
 Henry Meuschke, Pittsburgh, Pa.
 A. L. Miller, Brooklyn, N. Y.
 F. R. Pierson, Tarrytown, N. Y.
 Wallace R. Pierson, Cromwell, Conn.
 Wm. Pitkin, Rochester, N. Y.
 Robert Pyle, West Grove, Pa.
 Anders Rasmussen, New Albany, Ind.
 Milton A. Reimers, Louisville, Ky.
 Julius Roehrs, Rutherford, N. J.
 Winfried Rolker, New York.
 G. E. Schulz, Louisville, Ky.
 W. H. Siebrecht, Jr., New York.
 Curtis Nye Smith, Boston, Mass.
 Charles H. Totty, Madison, N. J.
 Richard Vincent, Jr., White Marsh, Md.
 A. Colyn Voorhout, Holland.
 Heber J. Ware, New York.
 W. C. Wright, Chicago.
 John Young, New York.
 Henry Van Zormeld, Surnheim, Holland.

American Rose Society.

EXECUTIVE COMMITTEE MEETING.

A meeting of the executive committee of the American Rose Society was held in the office of the Pennsylvania Horticultural Society, Philadelphia, May 10, 1918. A request was received from the Flower Show Association of the Main Line, Philadelphia, for one

Mr. McFarland suggested that the society should in the immediate future, prepare a rose catalogue which should include all roses in commerce and that the society should also send to its members, a manual of rose cultivation.

The following exchange of membership was voted: "That the American Rose Society extend to the International Garden Club, honorary member-

The secretary stated that at the present date there are 1,256 paid memberships and 56 life memberships, and the treasurer reported a balance on hand of \$1,800.

The committee governing the Washington, D. C., rose test garden at Arlington, of which Robert Pyle, West Grove, Pa., is chairman, announced an inspection of the gardens to be held in Washington, Monday, May 27.

E. A. WHITE, Sec'y.



ARLINGTON ROSE TEST GARDEN.

General View of the Garden.

silver and two bronze medals from the American Rose Society for their amateur rose show. The Flower Show Association of the Main Line has not affiliated with the American Rose Society for 1918. The following action was taken:

"Resolved, that in cases where there are not less than five annual members of the American Rose Society included in the membership of a local organization, the secretary may supply a set of one silver and two bronze medals for use at a rose show, provided that the judging at the show is conducted according to the rules of the American Rose Society, and provided also that \$20 is paid in advance for such medals and for their engraving."

J. Horace McFarland presented a financial statement regarding the cost of the 1918 Annual. Taking into consideration the advanced cost of all material, together with the increased number of pages, the cost of the 1918 Annual compared very favorably with the cost of the previous editions. The committee voted to accept the bill of the J. Horace McFarland Company for the 1918 Annual and the treasurer was instructed to pay part of the account immediately, the remainder to be paid after the receipts for advertising have been received. The members of the committee expressed their appreciation of the splendid work Mr. McFarland has done for the society, both in editing the Annual and in advancing the scope of the work of the society, especially with amateur members. It was the general feeling that Mr. McFarland has been most liberal in donating his time for the work and it was voted that he be elected editor of the Annual for the next three years. Arrangements with the J. Horace McFarland Company for publishing the 1919 American Rose Annual were discussed, but in view of the absence of important members of the executive committee, it was decided to postpone definite action until the next meeting of the committee.

ships for the president, vice-president and editor in exchange for honorary memberships in the International Garden Club for the president and secretary of the American Rose Society and for the editor of the American Rose Annual."

It was suggested that there should be a definite campaign to get members for the American Rose Society, particularly among the nurserymen and florists and J. Horace McFarland was requested to present at the convention of the American Association of Nurserymen at Chicago, June 26-27, a paper on "A greater interest by the nurserymen and florists in the American Rose Society and the work that they are doing."

Soft Coal Output Increases.

The Fuel Administration, May 23, issued the following:

"The total production of bituminous coal for the week ended May 11, as reported by the United States geological survey, was 11,806,000 net tons, an average per day of 1,968,000 tons, compared with 11,554,000 tons for the week ended May 4 and a daily average for that week of 1,926,000 tons. The gain for the week of May 11 over the preceding week was 2.2 per cent. The production slightly exceeded that of the record week ended April 27.

"Throughout the week of May 4 the bituminous mines produced 75.6 per cent of their full-time output. Of the total loss 13.1 per cent was due to car shortage and 5.4 per cent to labor shortage. The loss reported from the far western fields on account of no market was less than 1 per cent.

"The most severe losses on account of car shortage are reported from the Somerset county district of Pennsylvania, where the percentage loss is given as 59.5 per cent; New River and Winding Gulf districts of West Virginia, 20.8 per cent; High Volatile fields of southern West Virginia, 16.2; Fairmont district of West Virginia, 34.5; Cumberland Piedmont, 24.8; northern and central Pennsylvania, 17.1; western Pennsylvania, 15.5; Hazard field, Kentucky, 22.1; northeastern Kentucky, 22.2; western Kentucky, 14.6; Illinois fields, 13.2; Indiana, 14.8.

"While the record for bituminous production shows a slight increase over the previous week, that for the anthracite fields shows a decrease of more than 5 per cent. During the week the shipments declined from 40,570 carloads for the week ended May 4 to 38,314 carloads for the week ended May 11."



ARLINGTON ROSE TEST GARDEN.

The Seedling Rose Mary Lovett, one of Dr. Van Fleet's Best.



ARLINGTON ROSE TEST GARDEN.

View in the Hybrid Section.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

In the Store.

With the warm weather setting in, and the doors open, stocks soon get dusty and will require constant watching to keep clean. Goods for certain seasons, such as red wreaths for Christmas, Valentine novelties, etc., should immediately after the occasion, if any are left, be put away carefully for next year. As the season wanes and the summer days come on, much of the choice basket and other wares should be wrapped or packed in cases or boxes, safe from dust and fly specks. Palms and ferns should be taken out frequently, at least once a week, and given a good hoseing. This takes off the dust and little colonies of red spiders which multiply rapidly in hot weather.

Keep the chute or rubbish bin cleaned out; refuse, flowers and other waste soon begin to heat and smell badly. It is very easy to let matters of this kind go too far. Waste paper and boxes should always be kept separate. A baling press for this material, while a matter of expense at first, will pay for itself in a year, in the sale of the material. If waste paper is allowed to go into the rubbish bin, it soon fills this up, and in being carted away, is an expense instead of a means of revenue.

Nice looking screen doors should now be erected. They have a cool look to them and keep out much of the dust and the flies. Doors that are well made and properly hung, will last for several years. Use the best metal netting.

The customers' card desk, or table, should receive daily attention; new blotting pads, new pens and clean stationery are much appreciated by those who have occasion to use them. A small vase or basket of flowers as an ornament is worth while.

In some stores, they change the furniture at this season; a rattan chair or two, a table, on which is a magazine or two, a porch or veranda box filled with plants, also pedestals with plants, give a summery atmosphere. The large stand for a palm or ferns, with a lamp shade for an electric light, overhead, is an efficient ornament, of which quite a number are being used for porch decoration.

Now is the time to plan the summer vacations. With the schedule prepared in advance, after a consultation with the various employees, these pleasure trips will come along automatically, the anticipation giving almost as much pleasure as the realization.

Beginning in July the custom in many shops is to let a portion of the force go alternately, or every other day, at four p. m. Those left in charge are sufficient to care for the light demands of the late afternoon, while the men relieved find this spare time very useful.

Mothers' Day Successfully Featured.

Elbert Hubbard said: "The way to have good neighbors is to be a good neighbor yourself." Everybody wants to do a good business, but some want it much more than others, judging from the efforts they put forth to invite or encourage new trade. To be able to say, "Business is fine," one must make their store a fine place for business. Bees will gather round the flowers that have honey, and customers will frequent the well stocked store,

one which is inviting and always to the front with the first and best the market affords.

The live wires see the possibilities of Mothers' day, and do all they can to encourage the use of plants and flowers for this occasion. They do not stand around with a grouch and complain that "Mothers' day is no good any more; they are not going to pay \$6 to \$10 a hundred for white carnations that go to sleep before the day is over, and get in bad with their customers." When asked what they are doing to feature the day the reply is, "Nothing—what's the use? These extra flower days are no good, anyhow. Look at McKinley's day—it all went to nothing." Of course the business fire would not burn here; the chimney was not high enough to make it draw.

That featuring the day pays, one has only to look to the large communities of the middle west, where in such cities as Cleveland and Detroit florists feature the day in the papers, and are prepared with large stocks, both of blooming plants and cut flowers to supply the demand which they undoubtedly have built up by their progressive business methods.

A feature in Detroit this year was standard geraniums, with large crowns on a three foot stem. These were well clothed with foliage and carried from four to six good heads of bloom and a lot of buds. They were handled in some stores by the hundred pots. These were a very attractive novelty, and readily brought, with a touch of ribbon, from \$4 to \$5.00 each. Rambler roses were also good sellers, as well as other blooming and foliage stock. Cut flowers, also, were in great demand.

In Cleveland, the story was much the same. Plant racks or stages were put up, as at Easter, in all the stores.

Ramblers that had not made Easter, were brought in and sold well. It was a banner day in every respect.

Pittsburgh had its biggest Mothers' day. Randolph & McClements made a great hit with plant boxes. These are about 18 inches in length by four and five in width, painted in blue and other colors, and filled with small ferns and flowering begonias of the Vernon type, lantanas, etc. Artistic color effects were produced in the filling and touches of ribbon, that kept them moving almost faster than they could be arranged. Other stores were equally busy.

Now, right now, is the time to plan for next year's Mothers' day by publicity, boosting and encouraging the use of flowers through the newspapers, with educational matter followed by well worded advertising, all of which should be outlined now when the present experiences are fresh in mind.

The love of mother is no greater in Cleveland or Detroit than anywhere else in this great country, but the trade there have so featured the day, and associated the business with it, that to "Say it with Flowers" has become almost compulsory.

Funeral Flowers for Captain Resnati.

Funeral processions in honor of many notable men have, in the past, traversed Fifth avenue, New York, but in the funeral of Captain Resnati, late of the Royal Italian Flying Corps, who was killed at the Mineola, N. Y., aviation field, May 17, there were unusual—we might say spectacular features. When the remains reached the Pennsylvania station, New York, from Mineola, on the afternoon of May 21, the procession formed and moved up 32nd street to Fifth avenue, thence to St. Patrick's cathedral at 50th street, where the services were held. Two aviators, each in a giant machine, had flown from the Mineola field. As the procession was forming, like great eagles they soared in wide circles over the station, and as it moved toward the cathedral they, in turn, flew low above, occasionally dropping flowers.

Fourteen automobiles were required to convey the floral designs from the station, where by request of those in charge of the arrangements, they had all been sent. In addition, there were several fine wreaths carried by men on foot. It seemed as though the Italian societies of the city had vied with each other in the size and volume of floral tributes to their late compatriot. Practically all the blooms in commercial floriculture were represented in thousands. From boxes of loose flowers, sprays and pillows, up to wreaths and emblems 10 feet high, there was striking variety in form and color, with an appropriate blending of our own national colors and the red, white and green of Italy.

Through the Italian ambassador, the king of Italy sent a wreath. Among the societies represented, were the Sons of Italy, the Mazzini Society, the Guardia Colombo, the Italian Naval League and the Florence Association. A number of fine designs were sent by the men of our own flying fields.

PUTNAM, CONN.—C. S. Andem has discontinued the retail branch of his business and will specialize in carnations.

TORONTO, ONT.—Mothers' day business was exceptionally good, some of the stores reporting a heavier demand than at Easter.

Publicity Via Red Cross.

If the florists of the entire nation had carried out a programme of publicity in each city as the Lancaster County Florists' Association did on May 25 for the benefit of the second Red Cross war fund, a lot of the talk about flowers being non-essential would die. Mrs. Albert M. Herr conceived, and with the cooperation of the association, carried to execution the sale of donated flowers at various booths, placed at vantage points on the streets, the success being so great that our most sanguine expectations were exceeded.

The booths were decorated with Red Cross posters, and conspicuously displayed was the slogan, "Say It With Flowers." The amount of cash realized was over \$700, which would have been much larger had our supply of flowers been adequate. Long before the demand was satisfied, the stock was exhausted, and repeated calls to headquarters had to be turned down.

This puts our industry—as far as Lancaster is concerned—squarely before the city authorities and officials conducting this great campaign of mercy, as no other method of advertising could do. Had each city in the United States carried to so successful an end a similar campaign, the flower industry would be so thoroughly in the limelight that the Society of American Florists committee could undoubtedly have the recently issued fuel order greatly modified at the conference of May 27.

There were other methods of raising money galore, though most of it was begging, pure and simple, while the Red Cross girls at our booths received five cents for a daisy or two sweet peas, 10 cents to 25 cents for a carnation, and 25 cents and up for roses.

florist's trade suffered somewhat. This was inevitable and was borne cheerfully, as what business they lost was in a manner their contribution to the Red Cross.

I would not wish to suggest that florists should not give cash to these campaigns, as we should give as much as it is possible for us to afford; but in addition to cash, any florist body whose members would each give a few hundred or thousand carnations, sweet peas, roses, or any small flower that will serve as a boutonniere, would be giving in a way that his dollars would be multiplied 10, or even an hundred fold. Nor should giving the flowers be the end of your efforts. That is only the beginning. There should be an efficient organization, willing and eager sales girls, runners to keep the supply equalized on the various booths, a study for the proper location for the booths, and the proper flowers for the different sections, etc. This we found very important as certain flowers as peonies, iris, etc., could not be sold in some sections nearly as well as in others. This plan of campaign, nation wide, would command the attention of all the big men and women of the entire country, and would—I firmly believe—put our industry on a basis of necessity and value as no other action or advertising could do.

If Lancaster, with 50,000 inhabitants, could raise \$1,000 in this manner, and we would have gone over this had there been more stock on hand, the amount that could be raised throughout the entire country would be hundreds of thousands of dollars. Such an amount of money being raised by the unselfish efforts of this industry would likely bring much new business to the florists. Many workers for the same cause would see the value of flowers, others their beauty, and still others would buy flowers in a spirit of



ARLINGTON ROSE TEST GARDEN.

The Baby Ramblers.

We did not notice any competition on the streets by other so-called non-essentials, such as confectioners offering to pin a bon bon on a man's coat, or the saloons offering to decorate him with a glass of beer, although the effects of the latter decorations were evident in the crowds. However, these and other industries were doing a fine business, but the Red Cross did not receive all the proceeds. The retail

reciprocity for our unselfish efforts in helping a great cause.

And as a result, it is improbable that the fuel administration in the future will ask us to cut our business in two, or greatly restrict it to conform to the present ruling. We would be demonstrating the value of our profession to the nation in a manner that few, or no other industries could do.

ELMER J. WEAVER, Ronks, Pa.

NEW YORK FLORISTS' PATRIOTISM.

Members of the National League For Women's Service Collecting Flowers in the Wholesale District of New York.

—Courtesy of New York Herald.



LEFT TO RIGHT—MRS. CHARLES
YOUNG, MRS. EDWARD McVICKAR,
MRS. J. CLARK CURTIN AND
MISS GRACE DURKIN

New York Florists' Patriotism.

The New York Florists' Club is figuring prominently in war work, having taken Liberty Loan bonds to the amount of \$10,000, and subscribed \$2,000 to the American Red Cross. At its last meeting it donated an automobile for the service in France of the American Fund for French Wounded.

In addition, the club is co-operating with the National League for Women's Service in the distribution of flowers to the wounded and sick soldiers in the base hospitals in and around New York, and to those arriving at the port of New York. A committee of the club collects all the surplus flowers available from the daily flower market arrivals, cares for them properly, and puts them up in convenient packages for distribution by the ladies of the league, who have a number of motor cars at their disposal for this purpose. The slogan of the ladies having the work in hand is "Say It With Flowers," and this will appear on all the cars used in the service.

The work of the league is not confined to the neighborhood of New York, but is to go on wherever the organization has a branch or allied interests.

The Society of American Florists, through its secretary, John Young, has issued an appeal to florists at all points where there are military hospitals to donate all their spare flowers to the work.

The ladies of the league have discovered that sick soldiers greatly appreciate gifts of flowers. While there is no lack of other comforts in the hospitals, flowers until now have played no part among things calculated to give a home touch to the general surroundings.

RANDOLPH, MASS.—Mann Bros., florists, have filed a petition in bankruptcy, with liabilities, \$18,845 and assets, \$12,150.

PHOTOS BY
STEFANO

LEFT TO RIGHT—MISS HELEN
CURTIN MISS ROSE NORTON

Boston.

HEAVY MEMORIAL DAY DEMAND.

Business, the past week, has been very quiet with the Red Cross drive on. The market accumulated a large surplus, and through the generosity of several of the large growers a flower day was held for the benefit of the Red Cross, on the Common. Messrs. Arnold, Evans, McAlpine, Hastings, and Sloane auctioned off flowers to the amount of \$2,000. Carnations, the first of the week, sold as low as 75 cents a hundred, but Friday and Saturday took a jump to \$3. Gardenias are about at their end, and the growers are planning to discontinue growing another year. Candytuft, feverfew, and stocks are arriving in good supply and a large number will be used for the holiday. Yellow marguerites are very plentiful and the best are \$1 a hundred. Sweet peas are poor. Iris is fair with no demand. Roses are a drug on the market but will pick up for the holiday trade. Gladioli are arriving in large number and selling slowly. Snapdragon is about through. Easter lilies are abundant but find few buyers. Larkspur and columbine are scarce, and it would be good policy for the growers to plant some for another year, for the market cannot supply the demands.

NOTES.

Fred Pettit, salesman at Carbone's, is sporting a nice coat of tan. He spent two weeks at Cape Cod planting a garden, and his few spare moments were spent fishing, for which he holds a record.

This is one of the largest and most successful Memorial day businesses in history. Every store is rushed with heavy orders piling up and it will take many a hard day's work to fill the demands.

W. H. Ward, of Montvale, is bringing to market baby gladioli such as The Bride, Peach Blossom and Blushing Bride which sell readily at 50 cents a dozen.

Wheeler & Co., orchid growers, have decided to close up four of their houses this winter. Therefore, they throw out all gardenia plants and some of their cattleyas.

Snyder Bros. are seen buying heavily each day and their large trade is receiving the finest selections of flowers in the market.

Welch Bros. Co. is having the busiest Memorial day trade and expect to go ahead of other years.

Elliott Filson, salesman for Pierce Bros., is back at the market after his auto accident.

S. K. G.

San Francisco.

STOCK FINEST IN YEARS.

It is seldom that this market is supplied with finer or better grown stock than is now coming in. The weather has been excellent for nearly all kinds of flowers, both under glass and outdoor stock. Roses of all kinds are in large supply. Russell is now at its best, and so is Ophelia. Radiance and Richmond are in heavy cut, but American Beauties are not over plentiful, owing to the limited planting of this old time favorite. Cecile Brunner was never in greater supply than now. The best quality of stock of this rose is from outdoors. Baby Doll is off crop at present. Among bulbous stocks, Spanish iris and gladioli are the leaders. Both of these popular flowers are being offered in various colors and of the very best quality. Quite a few peonies are coming along, especially white and pink, and are meeting with ready favor. There is still a heavy cut of giganteum, which is chiefly used for funeral work. Carnations are in large supply as is usual at this time of the year. Prices remain nominal. There has probably never been a greater selection of Spencer sweet peas to choose from than that which is now being received daily. The lavender and pink shades are the most popular, closely followed by such varieties as Barbara, Robert Sydenham and the President. The prices being received are very satisfactory. Gardenias are in large supply, and the demand is steady. Cattleyas are rather scarce and will probably be so for some time. Violets are now practically out of the market after the most successful season in years. Nearly all varieties of fruit blossoms and flowering shrubs are over also. The demand for Mothers' day was the most extensive ever experienced by the florists of this city. The attention of the public was called to this occasion by liberal advertising of most of the prominent retailers in the daily papers. The outlook for Memorial day is very encouraging, judging from the heavy amount of advance orders booked. There is a sufficient number of flowering plants on hand to supply all demands. Some grand calceolaria hybrids in pots are being shown and are meeting with ready sale. The green men have plenty of stock for all and say business is steady with the shipping call as usual.

NOTES.

Many scientists and horticulturists were present at the opening of the fourth annual wild flower show at the Hotel Vendome, San Jose, May 15. The show lasted three days and was a great success. Among the prominent speakers were Luther Burbank, of Santa Rosa; Prof. L. H. Abrams, of the department of botany of Stanford University; Dr. P. E. Kennedy, of the department of botany of the University of California. The show was so arranged that it covered the flower and plant life of the whole state. The United States department of forestry made an extensive exhibit of cloth, twines and paper all made out of various kinds of plants. The government exhibit was under the direction of R. F. Hammatt and W. Maxfield of the department.

Some splendid Spencer sweet peas were shown at the last regular meeting of the Menlo Park Horticultural Society. President David V. Tuttle, who captured so many first honors at the 1917 show, exhibited many of the latest novelties, all in fine form. John M. Daly and John Aitken showed finely grown roses, as did David Bassett and David Patterson. The display at the June meeting promises to be very large and varied and will be awaited with much interest by lovers of this popular flower.

The Lynch Nursery Company, of Menlo Park, reports a heavy demand

for all the newer chrysanthemum novelties. This firm, one of the largest growers in the west, has completed its plantings for the coming season. Among the newer sorts which are to have a commercial test outdoors are Nag-ir-roo, W. H. Waite, and October King. All this stock is grown under cheese cloth houses and is intended for eastern shipments.

Edwin Hoff, manager of the MacRorie-McLaren Co.'s store, on Powell street, tells us that his firm finds no difficulty in disposing of well grown stock of any description. The beautiful ericas and azaleas that this firm has on display are the product of the company's greenhouses at San Mateo. They have a very fine cut of gardenias and cattleyas, all of which find a ready market. The landscape department is still busy.



Jacques L. de Vilморin.

Eldest Son of the Late Maurice L. de Vilморin.

The Dahlia Association of California is preparing to make very extensive trials of all the newest and best dahlias at its trial grounds in San Rafael this coming season. The society proposes to hold its shows as usual, owing to the popular demand for these exhibitions. There seems to be no abatement in the popularity of this flower and the shows this coming season promise to be as fine, or better, than any preceding ones.

The sympathy of the trade goes out to Martin Poss, of San Mateo, past president of the Pacific Coast Horticultural Society, in the tragic death of his only daughter, Naomah. While crossing the street in front of her home, the child was struck and killed by an inter-urban electric car. A year ago little Naomah was adjudged the perfect child in a contest held in San Mateo. She was the only child of her parents.

Manager P. Vincent Matraia, of the Art Floral Co., is well satisfied with the amount of business done for Mothers' day. He says it is fast becoming one of the prominent days of the year in the florists' trade, and this year's sales show a heavy increase over those of 1917. He reports himself as well satisfied with trade conditions in general, and is planning for a banner Memorial day.

Henry Goertzhain, of the Redwood City Nursery, is sending in a very fine line of carnations to this market. His stock is always regarded as the best obtainable and commands the highest figures. He says trade is excellent at his new store on the state highway at Redwood City. He is already planting out his chrysanthemums for the coming season.

Charles Stathenback, the American Florist, has been displaying Lilium longiflorum largely the past week. He will have a large stock for Memorial day work. He is also receiving some extra fine Ophelia roses. He always carries a very large stock of flowers, plants and supplies of all kinds.

Charles Abraham, proprietor of the Western Nursery, paid a visit to the trade along the peninsula the past week. He says trade is good with him, his only difficulty being to secure experienced help. Mr. Abraham has one of the finest collections of plants in the west.

The monthly meeting of the California State Floral Society was held last Friday. The attendance was large and the final report of the spring floral show was presented. The society is in a very flourishing condition and rapidly gaining in membership.

The Shibley-Mann Co. reports having done a fine business for Mothers' day. They are receiving a very fine lot of outdoor grown Spencer sweet peas and report a steady sale for all good stock. Funeral work keeps up steadily with this firm.

William A. Leslie, who for the past year has been with Howard & Smith, of Los Angeles, is back in town for an indefinite stay. Mr. Leslie is well known to the trade for his fine work at the Panama-Pacific exposition.

George C. Roeding, president and manager of the Fancher Creek Nurseries, of Fresno, is here to confer with the food administrator, as he is a member of the national board, having been appointed by President Wilson.

G. N.

Pittsburgh.

MARKET SUFFERS FROM OVERSUPPLY.

During the past week there have been more flowers on the market than at any corresponding period in the past four years. Business has been very slow, accounted for perhaps by the extremely warm weather. This, however, has been favorable to the plant growers who are pushing their outdoor work. Nearly all dealers are completely sold out of bedding stock. Peonies, roses, carnations and yellow daisies are flooding the market daily. The first named are about two weeks early this year, but from present indications there will be plenty to care for all Memorial day demand. There is so much stock on the market that prices will be low. On May 25, street merchants were on every corner offering flowers at low prices, but even this failed to keep the market clean. There may be a shortage before long, as American Beauties and carnations are on the down grade and will soon be over, which will be earlier than usual. There are very few wedding orders booked for June.

NOTES.

H. L. Thompson donated over 3,000 flowers for a Red Cross sale in New Brighton, May 25. The sale May 18 in his Rochester store netted the same organization over \$360.

It is with deep regret that we report the death of Mrs. Katherine Jones, wife of Joseph M. Jones, who has been in business on Penn avenue for a number of years.

James Higgins, manager of the flower department of the Davis Enterprise Co., has arranged some very elaborate decorations in the Alvin theater.

G. P. Weaklen and the Arcadia Flower Store both had Red Cross sales last week and gave over \$300 to the fund.

John McClements was one of the solicitors in the Red Cross campaign with good results.

Visitor: Paul Berkowitz, Philadelphia, Pa., on his way east.

M.

OBITUARY.

Newton Henry Carpenter.

Newton Henry Carpenter, manager of the Art Institute and treasurer of the Horticultural Society of Chicago, died suddenly of heart failure at his home in Glen Ellyn, Ill., May 27, aged 65 years. Mr. Carpenter was well known to the trade in connection with the many flower shows of various organizations held at the Art Institute since the World's Fair in 1893. He was at all times the champion and friend of horticulture and floriculture, due no doubt in part to his association with Vaughan's Seed Store, where he was for a time employed in the early days of his Chicago career. Mr. Carpenter endeared himself to a host of friends in the trade by his kindly interest in their endeavors and the helping hand which never failed them in exhibition work.

Mr. Carpenter was born at Olmstead Falls, O., in 1853. He graduated from the West Point Military Academy and came to Chicago in 1876 as teacher of drawing in the Academy of Design, which after reorganization in 1881 became the Art Institute, and held the position of secretary for 35 years, the position of business manager being created for him in 1916. He was president of the American Association of Museums and of the Association of Art Museum Directors, treasurer of the American Federation of Arts, director of the Chicago Municipal Art League, and also of the Holiday House for Girls at Boulder, Colo. He is survived by a widow and daughter, his only son having died about 10 years ago.

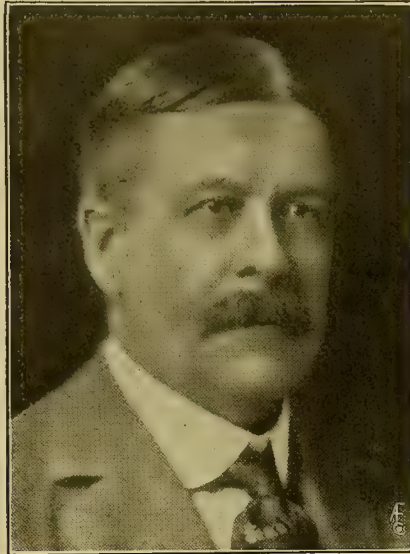
Maurice L. de Vilmorin.

The Vilmorin family has again been sadly stricken. With Philippe's premature passing away still fresh in our memory, the sad news of the sudden death of his uncle, Maurice L. de Vilmorin, which occurred at his country seat, "Les Barres," where he went to enjoy a short rest, has reached us. He was 69 years of age. The day before he left Paris he appeared at the office of Vilmorin-Andrieux & Co., and seemed to be in his usual good health, although the death of his son-in-law, Captain De Lesse, which occurred a short time ago, from disease contracted at the front, had affected him to a great degree. On April 20, after having dined with his family, the deceased retired, as was his custom, to his library to attend to his correspondence. No one gave the matter any thought until several hours later, when, upon entering the room, his daughter found he had died from hemorrhage.

Maurice L. de Vilmorin, a brother of the late Henry de Vilmorin, until he retired two years ago, had been an active member of the seed firm which has borne his name about 40 years. Speaking several languages, he had traveled extensively, and visited the United States on two occasions, as commissioner to the International exposition at Philadelphia in 1876 and at the World's Fair at Chicago in 1893. Like his forefathers, he always took the keenest interest in everything pertaining to agriculture as well as horticulture. He was an authority on arboriculture, and his famous and unique collection of trees and shrubs, located near the state forestry school established by his grandfather at "Les Barres," and which contains the finest set of American oaks to be found in Europe, gave him many opportunities to contribute on dendrological questions to the French and foreign periodicals. Having friendly intercourse with most of the French missionaries in China, Japan and other distant countries, he

introduced many interesting plants, a number of which are described in his illustrated "Fruticetum Vilmorinianum."

Well known to all tree lovers, and a personal friend of Professor Sargent of the Arnold Arboretum, Maurice L. de Vilmorin was a member of the Legion of Honor, past president of the Académie d'Agriculture, the leading agricultural society of France, including half a hundred of the most distinguished agriculturists of that country in its membership; also of the Botanical Society of France, and vice-president of the National Horticultural Society, the National Society of Acclimation, and of the Dendrological Society of France, among other honors. A man of high character, Mr. De Vilmorin commanded the respect of all who knew him. Unassuming to the last degree,



The Late Newton Henry Carpenter.

he was always held in the highest esteem by his employes and everyone with whom he came in contact.

Mr. De Vilmorin is survived by two sons and three daughters. His eldest son, Jacques L. de Vilmorin, 35 years of age, now with the army, has been a member of the firm for 10 years, and is therefore familiar with all the routine work of the business. He has attended, of late years, to the selecting, breeding and crossing. Being in a position to avail himself of the observations and collections of his father, he will in future give particular attention to the scientific part of the business, following in the footsteps of his brilliant ancestors. His younger brother, who has not yet completed his studies, is an officer in the French army at the front.

Other members of the Vilmorin family who are in the army are so far in good health, and we hope they will remain so until the end of the terrible struggle.

Nicholas Armbrust.

Nicholas Armbrust, pioneer florist of Forest Park, a suburb of Chicago, and a highly respected citizen of that community, where he engaged in business more than 40 years ago, died at his home, May 23, at the age of 71 years. The deceased was born in Holstein, Germany, where he served his apprenticeship, and later worked in the Imperial Gardens. In 1866, he came to the United States, located almost immediately in Forest Park, started the business which grew to generous proportions, and became rec-

ognized as an expert in plant propagation. Surviving are two sons, George, a captain in the United States army, and Charles, his wife having died in 1893.

Omaha.

GOOD MEMORIAL DAY SUPPLY ASSURED.

With Memorial day at hand, the florists of this vicinity are looking for a big sale of flowers, and are stocking up in anticipation of this business. Many already have stocks of peonies on ice and others depend on getting the larger supply just before the big day. There was some apprehension, up to 10 days ago, lest the crop might not come on in time for this big event, for the spring was late and the weather remained cold, but the very hot weather that has prevailed for a week or more has brought things out nicely. The trade is looking for a much larger Memorial day business than on Mothers' day, which was a record-breaker. Carnations sold like the proverbial "hot cakes," and out-of-town shipping began several days before. One florist, by way of indicating the rush, said three balls of wrapping twine had been consumed in the shop by Friday night previous to the day itself.

NOTES.

Petersen Brothers have for some time used as a show window decoration a large and handsome American flag made of artificial straw flowers, with a handsome border of magnolia leaves. This has proved one of the most attractive window decorations ever used by a local florist and it constantly attracts the attention of passers-by, who stop to examine it and often enter the store.

Arnold the Florist closed the shop and plugged up the telephone by noon of Mothers' day, in order to get out the orders taken in the forenoon.

C. Rogers sold out before the day was over; in fact, it is said that practically every florist in the city cleaned up completely that day.

A. E. L.

Providence, R. I.

GOOD SUPPLY AT IMPROVED PRICES.

Business the past week has been good with an excellent outlook for Memorial day. Excellent geraniums are seen and prices received are better than in other years. Cut stock is plentiful and prices have improved. The sale of wax flowers and wreaths will be heavy this year as indicated by the displays that are being made, many of the stores making good showings. Department stores and fruit stands are boosting this class of work. The greenhouse men are busy planting urns and porch boxes, but the demand is not as brisk as in other years, as the public seems to be curtailing expenditures. There has been an exceptionally good sale of vegetable plants.

H. A. T.

LONG BEACH, CALIF.—Ten thousand carnations were distributed to soldiers in the training camp here on Mothers' day.

WOODSTOCK, ONT.—A. H. Ewing, for several years secretary of the Canadian Horticultural Society, is now located in Los Angeles, Calif.

LANCASTER, PA.—Women for lighter work are being employed at the range of J. P. Seibold, and are said to be proving very satisfactory.

MONESSEN, PA.—Irwin's Flower Store is doing a splendid business in cut flowers, pot plants and funeral work. A recent improvement at this establishment is a new 12-foot refrigerator.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

"In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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SOME wholesale plant growers have adopted the reasonable plan of charging cost for boxing. Good & Reese charge five cents on each dollar's worth ordered.

Germany Pressing Holland.

London, Eng.—Prohibition of sailings of all Dutch ships from Dutch ports, according to the Rotterdam correspondent of the Daily Telegraph, is connected with a new move by the German government to compel Holland to sign on Berlin's terms the long-pending economic agreement which Holland has declined to do owing to the onerous conditions imposed by Germany. The German government, accordingly, has refused a safe conduct to Dutch shipping through the safe zone and seized the steamship Megrez, which Holland chartered to carry a cargo of wood from Sweden. The seizing was a direct challenge to Holland and, it is added, the prohibition of further sailings is the sequel.

Babson on Credits.

"We do not anticipate any immediate widespread business depression accompanied by great commercial mortality. However, certain lines cannot hope to escape trouble indefinitely, and we believe that every client should begin to exercise keen discrimination when granting credits. As the war continues, there will be increasing handicaps imposed upon those industries which do not contribute directly or indirectly toward the war programme. Middlemen, especially, will be impeded by difficulty in getting merchandise. Many concerns will become disheartened by the increasing hardships and will abandon their business prematurely. This is the type of risk to watch most closely."

Food for Thought.

Just back from a fishing trip at Belgrade Lakes and instead of a big catch of fish, found a big batch of mail upon my return. Among the more interesting data were excerpts from publicity campaigns by the California Associated Raisin Company, Florida Citrus Exchange, California Fruit Growers Exchange, Hawaiian Pineapple Company, Ltd., California Walnut Growers Association, Mutual Service Corporation on the skookum apple campaign; and many others, all attesting to the wonderful results each of the members of these various associations are receiving in their national campaigns due to manner and dispatch which they are able to proceed with their national advertising.

Why our campaign should lack for want of funds is beyond my reasoning power, except that perhaps those who have not as yet contributed let it go by carelessly instead of having the knowledge that we are all reaping the indirect benefits accruing from the good the magazine advertising backed up by the local advertising done by the florists direct. All the above associations by their letters prove the inestimable value their respective campaigns have brought them.

Shall we continue to go on with our work, or must we limit our field? Will the florists who have always been progressive falter now, or shall we continue in our good work? It is up to you. Send your remittance now to John Young, secretary, 1170 Broadway, New York, so that this campaign which is only in its infancy may still prove its merit. There are too many of us who still have faith in our campaign to let it slump.

Glancing through our trade press, note the successful Mothers' day business everybody had. Did this just happen, or was it the constructive work of the florists generally, by making special plans and using printer's ink to recall and remind the public of the day?

Think it over. Will you do your share?

HENRY PENN,

Chairman, Publicity Committee.

American Dahlia Society.

CORRECTION IN PRIZE LIST.

Referring to the list of awards offered in connection with the exhibition to be held under the auspices of the American Institute of the City of New York, September 24-26, announced in last week's issue, page 924, Secretary J. R. Lewis, desires to make a correction in the matter of the prize offered by Mrs. Chapman of Westerville, R. I., which is \$10, instead of \$100 as previously reported.

The executive committee is now engaged in preparing the special premium lists for both the New York and Boston exhibitions to be held in September and it is requested that friends of the society who intend to offer prizes for either of these shows notify the secretary at once, in order that proper classes may be arranged.

Sweet Pea Bulletin.

"The American Sweet Pea Bulletin and Schedule, 1918," the official organ of the American Sweet Pea Society, has been issued, included in its pages being the final and complete list of awards for the tenth annual exhibition, to be held at Wanamaker's Greek hall, Philadelphia, Pa., June 25-26, under the auspices of the Pennsylvania Horticultural Society. The exhibition has been divided into 42 classes, 26 being for private gardeners and amateurs, 11 for amateurs only and five open and miscellaneous.

The Bulletin is also noteworthy for a number of interesting papers, among them the following: "The Sweet Pea Industry in England," by J. S. Brunton, Burnley, Eng.; "Growing Sweet Peas in Tubs," by James Watt; "An Amateur's Experience," by William G. Taylor; "Stray Notes on Sweet Peas," by George W. Kerr, president of the American Sweet Pea Society; "Sweet Pea Notes from California," by Frank G. Cuthbertson, and a report on the Hutchins Memorial Cup fund. The financial report of the society for the year ending January 1, 1918, shows it to be in good condition. Further information regarding the Philadelphia exhibition may be had by writing to William Gray, secretary, Bellevue avenue, Newport, R. I.

Essentials in France.

The following from the The Spur would indicate that the authorities in France take a broader view than does our own war board of the essentials and non-essentials:

"It is interesting to note that W. K. Vanderbilt, who has long been a distinguished figure in French racing, has, despite restricted opportunities since the outbreak of hostilities, maintained his immense Haras du Fresnay breeding establishment unimpaired, and that today he has no less than 49 horses in training at St. Louis de Poissy. It should not be overlooked that a meeting of 26 days has already been arranged, in three divisions of spring, summer and autumn, at Chantilly; so racing in France will be carried on as usual under direct government authorization."

Spirit of 76.

An army officer from the south, recently in New York, told of an incident occurring in a southern recruiting station which resulted in many boys enlisting. One evening in the early stages of the war an elderly mountaineer came forward and stated that he wished to enlist in the army. He was asked his age. "I am 76," he said, "but I guess that don't matter, so long as I can carry a gun. And meals ain't much to me. I ain't had but one meal a day fer years. As a walker, I ain't bad, neither. I walked about 40 miles to get here to sign up." After the age limit had been explained to him, the patriot was induced to return to his farm in the mountains, with assurance that his truck farming was a work of service.—The Wall Street Journal Straws.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By a good, all-around greenhouse man. Address
Key 898, care American Florist.

Situation Wanted—By grower of a general line of plants. Would prefer to work on shares. Address
Key 904, care American Florist.

Situation Wanted—By a competent gardener, experience in all branches of gardening. Illinois or Wisconsin preferred. Address
Key 896, care American Florist.

Situation Wanted — Horticulturist, agriculturist, head gardener, superintendent private estates; Denver, Colorado, preferred; landscape architect, gardener, all branches; experienced, practical, single man; references. Address
Key 894, Care American Florist.

Situation Wanted—By married man with life experience in all branches. Five years on last place. Good wages expected; best of references. Address
Florist,
 Care of A. L. Vaughan,
 Wholesale Florist.
161 N. Wabash Ave., Chicago

Help Wanted—Apprentices for orchids, roses and pot plant department.
Poehlmann Bros. Co.,
Morton Grove, Ill.

Help Wanted—Good designer and decorator for first-class retail store.
 Address **Leikens,**
Madison Ave. and 55th St., New York.

Help Wanted—Good all-around grower. Steady position to right party. Answer at once. Address
Gurney Greenhouse Co.,
Mitchell, S. D.

Help Wanted—General all around florist; must be respectable and able to take charge of small but well equipped establishment. Man with European experience preferred. Willing to pay decent wages and will give interest in the business if suitable. Apply
C. E. DeWever,
St. Louis Co., Clayton, Mo.

For Rent or Sale Cheap—Three large sized greenhouses, with brick boiler room, garage, new five-room flat, all modern improvements, 15 miles north of Chicago. Chance of a lifetime. Act quick. Address
Key 902, care American Florist.

For Sale or To Rent—Eleven greenhouses, five acres of land and orchard at Ridge and Washington avenues, Wilmette. For further particulars call on or write to
Frank Felke,
716 Ridge Ave., Wilmette, Ill.

SITUATION WANTED

By manager and working foreman, 35 years of age, married, life experience in growing high grade cut flowers, pot plants, good Christmas and Easter stock. Able to manage place in up-to-date way. Best of references. State full particulars in first letter. Address
Key 903, care American Florist.

HELP WANTED

Good rose grower to take charge of section at a large range near Chicago. Address
Key 899, care American Florist.

Situation Wanted

An expert storeman above draft age, with seven years of experience in leading Chicago loop stores is open for engagement. Expert designer, salesman and decorator. Capable of taking complete charge. Chicago preferred. For further particulars, address
Key 907, care American Florist.

Help Wanted

Helpers wanted in rose houses. Steady work at good wages. Apply to
ALBERT F. AMLING CO.
MAYWOOD, ILL.

HELP WANTED

Cyclamen grower for our range at Edgebrook. Also competent men for general greenhouse work. Good wages. Address
GEORGE WITTBOLD CO.
745 Buckingham Place, CHICAGO

Lady Bookkeeper Wanted

One who has had experience in a retail flower store. Good wages to the right party. Reference required.

MALANDRE BROS.
Broadway and 72nd St., NEW YORK

Help Wanted

On account of vacancies caused by the draft, the advertiser desires designer, shipping clerk and stock man, all experienced with similar work in this city.
A. LANGE, 25 E. Madison St., Chicago

Situation Wanted

Good all around grower, capable of managing business, is open for engagement. Address
Key 809, care American Florist.

STOREMAN

Expert storeman over draft age is open for immediate engagement.
Key 810, care American Florist.

Help Wanted

Good storeman for work in Chicago. \$20.00 to start.
Key 808, care American Florist.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 1/4 x 5 1/4 inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

WAR CONDITIONS Of Supply and Demand

While there is no doubt the demand for spring bedding and other decorative plants and bulbs will be materially curtailed by the war garden movement, we believe this condition will be fully counterbalanced by the prosperity in the south and the effects of the coal shortage on the greenhouse men of the west, north and east, placing in the market for stock a large number of new buyers not familiar with the sources of supply.

Most of these buyers can be reached at small cost by advertising in **The American Florist**, and we feel that it will be greatly to your advantage to start this campaign with an advertisement in our columns.

Make Your Spring Drive NOW.

JUNE COMMENCEMENT AND WEDDING ACCESSORIES

Try us for an Assortment of
Baskets that will give
satisfaction.



Our supply of this favorite basket is limited; order early and protect your supply.

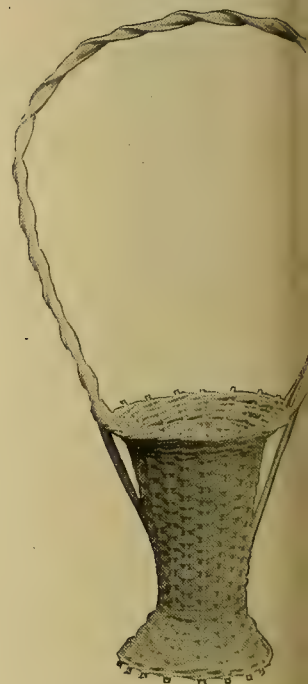
111-1 each..25c	111-4 each..50c
111-2 each..30c	111-5 each..60c
111-3 each..35c	

Decorated
Flower Girls Baskets

75c to \$1.00 each

Tumbler Baskets

25c to 75c each



No. 121—65 cents each

VALLEY CHIFFON

6-inch, per yard, 8½ cents. 10-inch, per yard, 12 cents

Shepherd's Crooks, Bridal Muffs.

No. 2 Shower Gauze, 50-yard Bolt, \$1.00

Orders taken now for Sphagnum Moss
will receive our immediate attention.

Prompt Delivery On All Orders—TRY US

POEHLMAN

72-74 E. Randolph St.,

Fine Supply of Cut Flowers For Weddings and Commencements

ROSES, ORCHIDS, VALLEY, RUSSELL, LILIES, PEONIES

Carnations, Sweet Peas, Spring Flowers, Sprenger, Plumosus, Galax, Leucothoe, Boxwood, Ferns.

Chrysanthemum Stock.

	Rooted Cuttings		2½-Inch Plants			Rooted Cuttings		2½-Inch Plants	
	100	1,000	100	1,000		100	1,000	100	1,000
Razer	\$3.00	\$25.00	\$4.00	\$32.50	YELLOW				
apworth	3.00	25.00	4.00	32.50	Roman Gold	\$3.00	\$25.00	\$4.00	\$32.50
Chieftain	3.00	25.00	4.00	32.50	Marigold	3.00	25.00	4.00	32.50
W					PINK				
olora	3.00	25.00	4.00	32.50	Fatty	3.00	25.00	4.00	32.50
C. C. Follworth	3.00	25.00	4.00	32.50	Dr. Enguehard	3.00	25.00	4.00	32.50
					Loeben	3.00	25.00	4.00	32.50

PLANTS

SINGLE PLANTS.
Forsteriana, 2¼-in. pot, \$12 per 100.
Belmoreana, 2¼-in. pot, \$12 per 100.
Belmoreana, 3-in. pot, \$20 per 100.
Forsteriana, 3-in. pot, \$20 per 100.
Forsteriana, 4-in. pot, \$6 per doz.
Belmoreana, 4-in. pot, \$6 per doz.
Forsteriana, 5-in. pot, \$12 per doz.
Belmoreana, 5-in. pot, \$12 per doz.

Kentia Forsteriana, 6-in. pot, \$2 each.
Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona Rotundifolia, 6-in., \$1.25 each.
Phoenix Robelenii, 5-in., pot, \$1 each.
Dracaena Massangeana, 4-in. pot, \$50 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.

Crotons, 4-in., \$4.80 per doz.
" 5-in., \$9.00 per doz.
" 6-in., \$1 to \$1.50 each.
Pandanus Veitchii, 6-in., \$1.25 each.
Dracaena Indivisa, 4-in., \$15 to \$20 per 100.
Dracaena Indivisa, 5-in., \$25 to \$35 per 100.
Dracaena Indivisa, 6-in., \$6 per doz.
English Ivy, 4-in., \$15 per 100.

2½ Inch Own-Root Rose Plants FOR BENCHING

Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst at \$7.50 per 100, \$70.00 per 1000.
Milady and Richmond at \$7.00 per 100, \$65.00 per 1000.

3½-Inch Stock at \$35.00 per 1000 Additional.

N BROS. CO.

ng Distance Phone, **CHICAGO, ILL.**
Randolph 35.

ROSE CROP NOW ON

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, Shawyer, Brilliants, Ophelia, White Killarney and American Beauties.

GLADIOLI, very fancy, per doz., 50 to 60 cents.

CURRENT PRICE LIST—In Effect June 1.

AMERICAN BEAUTIES—Price, from 50 cents to \$4.00 per dozen, according to length of stems.

RUSSELL—best in this market.

	Per doz.
Specials, extra long.....	\$2.50
Good length.....	1.50
Good medium.....	1.00 to 1.25
Good short.....	.50 to .75

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST, WHITE KILLARNEY—

	Per 100
Long stems.....	\$8.00
Good medium.....	\$5.00 to 7.00
Good short.....	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY, per 100..... 5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGER, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

Choice Common FERNS, per 1,000..... 3.50

BULBS, FLOWERS AND ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

GOOD MEMORIAL DAY DEMAND.

The Memorial day trade was fair this year, but the warm weather of the previous week affected stock in general to such an extent that the wholesaler in many instances refused to place it on shipping orders for fear that it would be refused when the customer received it. Good shipping stock was exceedingly scarce and cleaned up quickly at practically the advertised quotations. Roses, particularly, arrived in poor condition and some of them in such bad shape that they had to be dumped as soon as they were unpacked, which appeared as if they were pickled for a month, especially as far as some of the Mrs. Chas. Russell were concerned. Carnations were also of poor quality and what little good stock was available cleaned up early. Peonies had a heavy call and while some exceptionally fine stock was offered there was a large supply of inferior flowers to be seen which had to be thrown in the garbage barrel. Some of the peonies were affected by the warm weather in transit from the fields to the wholesale houses and had to be sold in job lots at bargain prices to the street fakirs or else thrown away. Several thousand were burned in one day last week to get them out of the way quickly after all the salable stock was selected. A few local grown peonies made their appearance the early part of this week and brought high prices compared to the storage stock. Lilies, gladioli, callas and daisies were in good demand and so were a few late Darwin tulips. Sweet peas were plentiful at low prices and the same holds true for all other miscellaneous stock not already mentioned. American Beauty roses in the fancier grades sold as high as \$5 per dozen with very little stock obtainable. There probably never was a Memorial



M. Weiland and Wife, Evanston, Ill.
Who Celebrated Their Fiftieth Wedding Anniversary, May 12, 1918.

day when stock of inferior quality was so plentiful and high grade flowers so scarce as this year. The demand for fancy stock was exceedingly heavy, but it was impossible to fill anywhere near the orders, especially to out-of-town points. The buyer who received good

stock for his or her Memorial day trade can consider themselves lucky at any price. The weather turned cooler the early part of this week, but too late to have any effect on the shipping trade, consequently the local buyers reaped the benefit. From the wholesaler's standpoint, the total sales for Memorial day, speaking of the market in general, will be considerably below those of 1917.

NOTES.

The flower show held at the Art Institute Thursday, May 23, for the benefit of the Red Cross war fund was a great success and over \$1,400 was realized for the worthy cause. The wholesalers donated the stock and the retailers assisted the society ladies in charge of the sales. A. Lange, Fred Lautenschlager, Arthur Weatherwax, I. Rosnosky, James Morton, Harold Wolff and O. J. Friedman, assisted by several others in the trade, were the active workers and deserve much credit for the splendid results obtained.

Henry Esterlund, of the credit department of the A. L. Randall Co., was drafted for military service this week, and is now at Jefferson Barracks. Herman Bauske, of the supply department, expects to be called in the next draft, as he has received notice to be ready at any time. The Randall Co. has over 20 stars in its service flag.

Phil Weinberg, who is employed in the cut flower department of Poehlmann Bros. Co., will leave for Jefferson Barracks, near St. Louis, Mo., May 31 with the drafted men of his district. Frank J. Lukes, formerly with the E. C. Amling Co., writes that he has safely arrived overseas. He is with the colors and is serving in one of the engineering divisions.

Mrs. Frank Ayers underwent an operation at the Henrotin Memorial hospital May 28.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central } 2846
601

CHICAGO

BIG CROP

ROSES AND CARNATIONS

Lilies, Sweet Peas, Valley, Peonies. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100		ROSES, OUR SELECTION		Per 100	
Specials			\$25.00				\$ 4.00
Select			20.00	Carnations, fancy			3.00
Medium		\$12.00 to	15.00	Harrisli		12.50 to	15.00
Short		6.00 to	10.00	Peonies, fancy		6.00 to	8.00
RICHMOND		Per 100		Valley			6.00
Specials			\$10.00	Sweet Peas		75 to	1.50
Select			8.00	Smilax	per doz, strings		3.50
Medium		\$ 5.00 to	6.00	Adiantum		1.00 to	1.50
Short			4.00	Asparagus, per bunch		.50c to	75c
MILADY		Per 100		Ferns, per 1,000			\$4.00
Specials			\$10.00	Boxwood	per bunch, 35c		
Select			8.00	Galax, bronze and green, per 1,000			\$1.00
Medium		\$ 5.00 to	6.00	Leucothoe Sprays		.75 to	1.00
Short			4.00				
Killarney							
White Killarney							
Killarney Brilliant	Special		\$10.00				
Sunburst	Select		8.00				
My Maryland	Medium	\$ 5.00 to	6.00				
Ophelia	Short		4.00				
Champ Weiland							

2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

EVERYTHING FOR

Weddings and Commencements

RUSSELL		Per 100		KILLARNEY		Per 100		PEONIES		Per 100		PANSIES		Per bunch	
Special		\$18.00 to	\$20.00	Special		\$10.00		Fancy		\$8.00		Per bunch		6c to	10c
Select		12.00 to	15.00	Select		6.00 to	8.00	Special		6.00		PLUMOSUS			
Medium		8.00 to	10.00	Short		4.00 to	5.00	Good		4.00		Strings		50c to	75c
Short			6.00									Per bunch		35c to	50c
RICHMOND		Per 100		WARD		Per 100		CARNATIONS		Per 100		SPRENGERI		Per bunch	
Special		\$10.00		Special		\$10.00		Extra fancy		\$3.00		Per bunch		35c to	50c
Select		8.00		Select		6.00 to	8.00	Fancy		2.00		ADIANIUM			
Medium		5.00 to	6.00	Short		4.00 to	5.00					Fancy long, per 100			\$1.00
Short			4.00					VALLEY		Per 100		SMILAX		Per dozen	
MILADY		Per 100		SUNBURST		Per 100		Per 100		\$6.00		FERNS		Per 1,000	
Special		\$10.00 to	\$12.00	Special		\$12.00		Per 100		\$10.00 to	15.00	GALAX		Per 1,000	
Select		6.00 to	8.00	Select		\$ 8.00 to	10.00	Per 100		\$10.00 to	15.00	MEXICAN IVY		Per 1,000	
Short		4.00 to	5.00	Short		4.00 to	6.00	Per 100		\$5.00 to	6.00	Per 100			\$5.00
BRILLIANT		Per 100		CECILE BRUNNER		Per 100		Per 100		\$5.00 to	6.00	LEUCOTHOE		Sprays	
Special		\$10.00 to	\$12.00	Per 100		\$2.00 to	3.00	Per 100		\$1.00 to	1.50	BOXWOOD		Per lb., 25c; cases	
Select		6.00 to	8.00	Per 100		\$4.00, \$6.00, \$8.00		Per 100		\$2.00 to	3.00	ROSES			
Short		4.00 to	5.00	Per 100		\$4.00, \$6.00, \$8.00		Per 100		\$1.00 to	1.50	BILLED ACCORDINGLY			
OPHELIA		Per 100		FIREFLAME		Per 100		DAISIES		Per 100		Special Roses			
Special		\$12.00		Per 100		\$2.00 to	3.00	Per 100		\$1.00 to	1.50	Order here. You cannot do better elsewhere—often not nearly as good.			
Select		\$8.00 to	10.00	Per 100		\$4.00, \$6.00, \$8.00		Per 100		\$2.00 to	3.00				
Short		4.00 to	6.00	Per 100		\$4.00, \$6.00, \$8.00		Per 100		\$2.00 to	3.00				
WHITE KILLARNEY		Per 100		Per 100		\$4.00, \$6.00, \$8.00		Per 100		\$2.00 to	3.00				
Special		\$10.00		Per 100		\$4.00, \$6.00, \$8.00		Per 100		\$2.00 to	3.00				
Select		6.00 to	8.00	Per 100		\$4.00, \$6.00, \$8.00		Per 100		\$2.00 to	3.00				
Short		4.00 to	5.00	Per 100		\$4.00, \$6.00, \$8.00		Per 100		\$2.00 to	3.00				

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY

Wedding Commencement Flowers

CURRENT PRICE LIST—Subject to Change
Without Notice.

MRS. CHAS. RUSSELL. Per 100
Fancy\$8.00 to \$10.00
Good 5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.
White—KILLARNEY—Pink. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Medium 5.00
Short\$3.00 to 4.00

SUNBURST AND OPHELIA. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Good 5.00
Short 4.00

MINIATURE ROSES.
Baby Doll\$2.00 to \$3.00
Elgar 2.00 to 3.00
ROSES, OUR SELECTION 4.00
CARNATIONS. Per 100
Fancy\$3.00
Good 2.00

MISCELLANEOUS. Per 100
Valley\$ 6.00 to \$ 8.00
Peonies 6.00 to 8.00
Lilies 12.50 to 15.00
Ferns, per 1,000 4.00
Smilax, per doz. strings 2.50
Adiantum 1.00
Galax (bronze and green), per 1,000. 1.50
Asparagus Sprengeri, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35
Other Green Goods Market Rates.

William Rausch, of the American Express Company, who worked under Leo Gannon in the wholesale cut flower market, left May 25 with the drafted men from his district for Macon, Ga. His many friends in the trade presented him with a gold wrist watch and \$20 in cash as a token of appreciation for the splendid services rendered while in the employ of his concern.

Peter Reinberg has donated over 85,000 tomato plants to the National Council of Defense to be distributed free to all those having war gardens and who cannot afford to buy them. Poehlmann Bros. Co. and the A. F. Amling Co. also donated a large quantity for the same purpose, not to mention a long list of other growers who contributed to the worthy cause.

The Bohannon Floral Co. donated its store and stock to the use of the Red Cross, Friday, May 24, when workers from that society had charge and the gross receipts for the day amounting to one cent over \$772 went to the Red Cross war fund. The Bohannon Co. bought and paid for all the stock that the Red Cross could sell and donated it all to that society.

Poehlmann Bros. Co.'s supply department reports that the Memorial day call for made-up wreaths was greater than expected, the late demand being surprisingly brisk owing to the general cut flower market condition the end of last and the early part of this week, when good shipping stock was practically unobtainable.

A. L. Vaughan & Co. report a good Memorial day trade with an exceptionally heavy out-of-town demand for stock. Eugene Paradise, brother of Miss Charlotte Paradise, cashier at this establishment, who is now with the colors, writes that he expects to embark for overseas' service in the near future.

The Central Floral Co., 132 North State street, donated 10 per cent of its gross sales, May 25, to the Red Cross war fund, for which the proprietors received a hearty vote of thanks. Red Cross workers acted as cashiers, and a nice sum was turned over to this worthy cause.

Fred Kraus, of the E. F. Winterson Co., left May 27 with the drafted men from his district for Macon, Ga. "Mickey" is well and favorably known to the members of the trade here, who wish him every success with the colors, and a safe and speedy return.

Percy Jones, Inc., is handling a fine

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

COMPLETE LINE

CUT FLOWERS

For Weddings and Commencements

Van 100% service guarantees you satisfaction.

supply of peonies in addition to all other seasonable flowers, which played a big part in the Memorial day trade this year. Candytuft of fine quality is a leader at this house.

Miss Marguerite McNulty, with Peter Reinberg, reports that her brother, Archie, now with the colors, has arrived safely somewhere over there, and has since been promoted to a corporal. Zech & Mann are more than pleased with their Memorial day business, which exceeded all expectations. The shipping trade was very heavy and the local demand was surprisingly good.

A. T. Pyfer & Co. were strong on peonies for Memorial day and report a brisk demand for same in good shipping stock, which was none too plentiful compared to last year.

The Chicago Flower Growers' Association had its share of the Memorial day trade this year, especially from out-of-town points, the shipping demand being extra good.

O. A. & L. A. Tonner are particularly strong in peonies, including a good supply of home-grown stock which made its appearance at their store the latter part of last week.

Bassett & Washburn had a splendid

cut of roses for Memorial day, considering the general run of stock offered in this market, and cleaned up nicely in this line.

Chas. A. Barker, former office employe of THE AMERICAN FLORIST, is now with the United States forces somewhere on the other side.

L. Hoeckner is back from a tour of the south with a carnival show and is helping out at Peter Reinberg's store this week.

The florists' club will meet at the Randolph hotel, formerly the Bismarck hotel, next Thursday, June 6, at 8 p. m.

Erne & Company are having a good call for miniature gladioli and peonies, which they are handling in quantity.

Luke Schrer, formerly with Kennicott Bros. Co., is now with the American forces somewhere in Europe.

The Batavia Greenhouse Co. cut its first local peonies, May 25, which commanded very satisfactory prices.

Weiland & Risch are featuring a particularly fine grade of candytuft, which is finding ready buyers.

The Grossberg-Tyler-Finnermann Co. has added a line of ribbon and chiffon.

Sam Seligman writes that he will be in this city in the near future.

A. L. VAUGHAN & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave, Chicago

HEAVY SUPPLY

Peonies -- Roses -- Carnations

Make up a list of what you need and let us have your order as early as possible. Do it now.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.		ROSES—Continued Per 100		ORCHIDS. Per doz.	
Extra long stems.....	\$5.00	White Killarney, special.....	\$10.00	Cattleyas	\$9.00
Stems 48 inches	4.00	“ “ select	8.00	EASTER LILIES. Per 100	
Stems 30 to 36 inches	3.00	“ “ medium	5.00 to 6.00	Select	\$12.50 to \$15.00
Stems 24 inches	2.50	“ “ short	4.00	MISCELLANEOUS. Per 100	
Stems 18 to 20 inches	2.00	Killarney, special	\$10.00	Valley	\$6.00
Stems 12 inches	1.00 to 1.50	“ select	8.00	Spanish Iris	per doz. 75c to \$1.50
Short stems	1.00, 4.00 to 6.00	“ medium	5.00 to 6.00	Calendulas	3.00 to 4.00
MRS. CHAS. RUSSELL Per 100		“ short	4.00	Daisies	1.00 to 2.00
Special	\$25.00	Mrs. Ward, special	\$10.00	Snapdragons.....per bunch	.75 to 1.00
Select	\$15.00 to 20.00	“ select	8.00	Mignonette.....	4.00 to 5.00
Medium	8.00 to 12.00	“ “ medium	5.00 to 6.00	Callas.....per doz.	1.50 to 2.00
Short	5.00 to 6.00	“ “ short	4.00	Sweet Peas.....	.75 to 1.50
ROSES.		Sunburst, special	\$10.00	Tulips	2.00 to 4.00
Richmond, special.....	\$10.00	“ select	8.00	Cape Jessamines	1.50 to 3.00
“ “ select	8.00	“ “ medium	5.00 to 6.00	DECORATIVE.	
“ “ medium	5.00 to 6.00	“ “ short	4.00	Plumosus strings	\$0.50 to \$0.75
“ “ short	4.00	Cecile Brunner	2.00 to 3.00	Plumosus	per bunch .35 to .50
Milady, special	\$10.00	Elgar	2.00 to 3.00	Sprengeri	“ .35 to .50
“ “ select	8.00	Baby Doll	2.00 to 3.00	Adiantum, fancy long.....per 100	1.00
“ “ medium	5.00 to 6.00	ROSES, OUR SELECTION.....		Smilax	per doz. 2.50
“ “ short	4.00	Extra special roses billed accordingly.		Ferns	per 1,000 4.00
Killarney Brilliant, special.....	\$10.00	CARNATIONS. Per 100		Galax	1.25
“ “ select	8.00	Fancy	\$4.00	Mexican Ivy	“ 5.00
“ “ medium	5.00 to 6.00	Good	3.00	Leucothoe sprays75c
“ “ short	4.00	PEONIES.		Boxwood, per lb.....	25c; cases 7.50
Ophelia, special.....	\$10.00	Fancy	\$8.00	Fussy Willows.....per bunch	.35 to .50
“ “ select	8.00	Special	6.00		
“ “ medium	5.00 to 6.00	Good	5.00		
“ “ short	4.00				

For Weddings and School Closings

Large Supply of Peonies-Roses-Carnations-Sweet Peas-Lilies-Valley-Greens, Etc.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Wietor Bros. are experiencing a heavy demand for chrysanthemum stock, of which they have a large and fine supply. They grow chrysanthemums on a large scale each year, and their list includes an exceptionally large number of the best commercial varieties.

Carl Netschert, well-known dealer in artificial flowers and foliage, died May 29.

Visitors: J. E. Lapes, Cedar Rapids, Ia.; A. Kinyon, South Bend, Ind.

EVERYTHING IN CUT FLOWERS AND GREENS

A.T. Pyfer & Company

Formerly at 30 Randolph Street
164 N. Wabash Ave., L. D. Phone Central 3373 CHICAGO

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO
CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE**

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits

Mention the American Florist when writing.

Toledo.

BUSINESS THRIVING SINCE MOTHERS' DAY.

Florists' shops ever since Mothers' day have certainly not been affected by any wartime dullness, but rather they have been exceedingly busy with funeral work and spring planting, which is now in full swing. Mothers' day was a great event for all concerned, because favorable weather enabled growers here to send in an abundance of cut flowers. In fact, carnations were never so plentiful and of such uniformly excellent quality. They sold here for \$1.50 per dozen. Business on the whole, according to leading florists, was about 25 per cent better than last year, and had it not been for an almost constant downpour on Sunday, would have broken all records.

SPRING PLANTING BETTER THAN EVER.

Florists with greenhouses in connection, of whom there are quite a few in this city, are working day and night taking care of their planting orders, both in beautifying homes, gardens and grounds and in preparing graves for Memorial day. The prices received for this kind of work have been raised and it is the universal experience that it is easy to get the advance. However, florists are still doing this kind of work at a price that is not very profitable, considering the work and the services rendered. The business transacted in seeds of all kinds has been remarkable.

FLORISTS HOLD COAL CONFERENCE.

In order to get a line on the exact meaning of the 50 per cent coal order, florists held a conference with the local fuel administration, during which it was found out that the order would be strictly enforced, but that if later on conditions improved, the allotment would be increased. However, judging from the outlook at present florists have little hope of this increase, and are making plans accordingly.

NOTES.

Max Spanner will probably discontinue his store at the corner of Summit and Madison at the end of June. The landlord has made a demand for such an increase in rent that Max feels that it will pay him to seek another location. He has been in business there for many years and has always enjoyed a fine patronage. He plans to rest for a few months before he opens up again in another location.

Charles Koelker & Sons, who for many years have conducted a flower shop at 436 St. Clair street, have discontinued the store and from now on



**Buy
Cut Flowers
Rather
THAN GROW THEM.**

What you want, you can get at the price you wish to pay, which is cheaper than to compete as a retail grower against the greatest cut flower producing center in the world—CHICAGO.

Wm. J. Finckh President

KENNICOTT BROS. CO.—CHICAGO

Wholesale Dealers in Cut Flowers for 37 years.

HEAVY SUPPLY—EXTRA FANCY

PEONIES

Snapdragons, Roses, Carnations, Daisies, Sweet Peas, Callas, Calendulas, Spanish Iris, Lilies, Mignonette, Greens, Etc.

SUPPLY DEPARTMENT—Fancy line of Made-up Wreaths, Cut Flower and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies 30 E. Randolph St., CHICAGO, ILL.

Mention the American Florist when writing.


Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175, CHICAGO, ILL.

Mention the American Florist when writing.

For
Your
Supply of
CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Roses and Orchids

DIRECT FROM THE GROWER

Cut Right — Packed Right — Shipped Right

We grow the following varieties of Roses.

Hadley, Ophelia, Richmond, Aaron Ward, White and Pink Killarney.

Joseph Heacock Co., 1526 Ranstead Street,
Philadelphia, Pa.

will conduct all their business at the greenhouses on Phillips avenue. The firm has been enjoying an increasing wholesale trade and plans in the future to concentrate on this end of the business.

Schramm Brothers used a 35-foot banner to boost sales on Mothers' day, which they stretched across their Cherry street front. It bore the slogan: "Today, 'Say It With Flowers'—it's Mothers' day." They also sent out a beautiful folder in colors to a large mailing list.

Metz & Bateman have been very busy with funeral work and have received some big F. T. D. orders. They recently made up a very large wreath which was very artistically designed and brought over \$100 into the cash drawer.

The local war chest campaign is on this week, and the same florists who so energetically worked on the recent Liberty Loan drive, are giving their time to make this a success. This means quite a sacrifice at this busy time.

Mrs. J. B. Freeman's delivery car was damaged in a collision with a street car. John Lambert, her decorator, has originated a wreath to be used where soldiers are buried here. Business has been rushing. A. C. K.

St. Louis, Mo.

MARKET UNSETTLED.

The market has been very erratic the past week. Carnations have greatly deteriorated. Sweet peas are also about done for until the outdoor stock begins to come in. Roses, too seem to have suffered considerably from thrip. Peonies are about the only bright spot for the retailer, although they shortened up considerably by the end of the week. More than likely, a whole lot of peonies have been put into cold storage. Other outdoor stock has been fair. Gladioli are beginning to come in and it is hoped they will soon relieve the conditions. Lilies and rubrum have been rather scarce, but what is on the market is of excellent quality. In greens the market is well supplied.

NOTES.

Jules Bourdet is so busy these days that he cannot spare a few hours from his place to attend the various meet-

ings where he is unquestionably missed. He says in two weeks four of his men quit to join either the army or go into factories. That means a whole lot more work for the boss.

Unless large quantities of peonies are being held in cold storage plants, it looks as though there are not going to be any too many for Memorial day. From all indications, this day should be better than in the past few years, although everybody is a bit pessimistic about it.

Fred Foster says to date he has disposed of about 50,000 tomato plants at his Olive street store. This is going some, when you sell them all in small lots of a dozen or a few dozen at a time.

Quite a few florists have been helping the Red Cross in their drive by donating flowers, which ladies of the organization sell in the theatres and picture shows.

Oscar May, of Sappington, tells us he will be in with a big cut of gladioli in a few days. Let it be soon.

J. J. W.

Rochester, N. Y.

MEMORIAL DAY PROSPECTS GOOD.

All indications point to a good Memorial day business, for trade in general has been good and advance orders have been coming in very satisfactorily. Stock of all kinds is plentiful, and from the present outlook there will be no shortage. Bedding stock, seedlings and cemetery plants have had a good demand. Roses begin to show signs of the warm weather and have poor staying qualities. Francis Scott Key is about the best keeper. There are a few American Beauties on the market, but the quality is none too good. Carnations are over plentiful and the price has dropped. Sweet peas are excellent and the demand for them is very good.

NOTES.

H. B. Stringer and Ambrose Secker have been appointed lieutenants to solicit subscriptions for the war chest to which the local florists are subscribing generously.

Sergeant Tom Sullivan, formerly of George B. Hart's staff, was home recently on a furlough. He expects to be in France in the near future.

Louis Collatos has returned from a business trip to New York.

CHESTER.

Z E C H M A N N & N N

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

Russell

White Killarney

Pink Killarney

Milady

Shawyer

Sunburst

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Nesbit

Cecile Brunner

CARNATIONS.

All Colors in Quantity.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

SWEET PEAS

Our famous high quality stock is positively the best obtainable.

PEONIES

Large quantity of all the seasonable varieties. Order now for Memorial Day.

SPANISH IRIS.

Valley

Callas

Cattleyas

Calendulas

White Daisies

Yellow Daisies

Pansies

SNAPDRAGONS.

Forget-Me-Nots

DARWIN TULIPS.

Cape Jasmines.

Gladioli.

GREENS.

Plumosus.

Sprengerl.

Galax, bronze.

Galax, green.

Ferns.

Mexican Ivy.

Smilax.

Leucothoe Sprays.

Adiantum.

Boxwood.

RAEDLEIN SPECIALS

YOU WILL NEED THESE SOON. ORDER NOW SO AS TO HAVE SOME ON HAND.

No. 313.

FRENCH BRIDESMAID BASKET

Made of Braided Straw.

Size	Width inches	Height over-all inches	Natural each	Stained each	Enameled each	Two-tone each	Liner extra
2	9	22	\$0.45	\$0.50	\$0.55	\$0.60	\$0.10
3	10½	24	.50	.60	.65	.75	.10
4	12	26	.65	.80	.85	.95	.15



No. 313½.

THE SAME STYLE AS No. 313

But Beautifully Made of Willow

Size	Width inches	Height over-all inches	Natural each	Stained each	Enameled each	Two-tone each	Liner extra
2	9	22	\$0.60	\$0.65	\$0.70	\$0.75	\$0.10
3	11	24	.70	.75	.85	.95	.10
4	13	27	.80	.90	.95	1.05	.15
6	16	35	1.30	1.45	1.55	1.70	.15

25 TUMBLER BASKETS with Paraffine Liners. All Colors..... \$6.50

25 TUMBLER BASKETS with Metal Liners. All Colors..... 8.50

RAEDLEIN BASKET CO., 713 Milwaukee Avenue, CHICAGO, ILL.

Cincinnati.

LARGE SUPPLY FOR MEMORIAL DAY.

The supply in the market is very large and will be able to satisfy all Memorial day wants. Shipping business is excellent. Prices have been at a low point. The supply of peonies seems to be without a limit. They have crowded in the market until it is glutted with them. Roses are in a good supply. Carnations are not as plentiful as they were at the last writing. Easter lilies are in good supply. Snapdragons may be had. Outdoor sweet peas are available and at this time they are better than the indoor cut. Excellent gladioli are coming into the market. Other offerings include cornflowers, delphiniums, feverfews, callas and rubrum lilies.

NOTES.

L. H. Kyrk was the first in the market to get in delphiniums this spring. They were excellent and sold well.

C. E. Critchell has been getting some fancy America gladioli from Louis Pfeiffer & Sons at Ft. Thomas.

Walter Gray is cutting some excellent Kaiserin roses. They are from his second crop this spring.

E. G. Gillett has booked some heavy out-of-town orders for peonies for Memorial day.

Mrs. J. A. Peterson had a choice display of peonies and irises in her garden last week.

C. J. Jones turned over his store to the Red Cross for a day, May 21.

H.

Cleveland, O.

MARKET WELL SUPPLIED.

Stock is more than plentiful in the local market. Peonies are arriving in quantity, but the extreme heat the past few days has had its effect on the flowers. Shipped stock arrives from two to four days late, and the blooms are heated in transit, causing many to fall. Every grower of carnations has gone to the extreme in producing white flowers, with the result they are now too plentiful and colors are scarce. Sweet peas are in good supply, as are snapdragons, bachelor buttons, field daisies, calendulas, iris, yellow daisies and calla lilies. Roses are in large supply, with only a limited demand. Kaiserin are again arriving for summer.

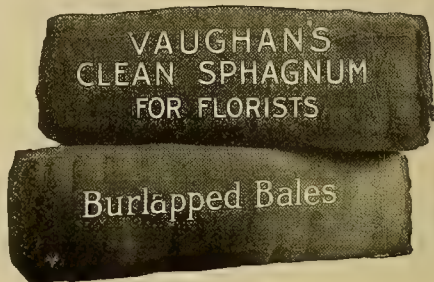
NOTES.

Arba Fowls, of the Cleveland Florists' Exchange, has returned to Oberlin, O., where he expects to go into the bee raising business, producing extracted honey for the wholesale market.

Walter Rokusek is the proud father of a baby girl, which arrived a short time ago. Congratulations.

Boys in the draft age, working for florists who have been exempted by

CAR LOADS ARRIVING



**Wired Bales
Cheaper**

SPHAGNUM MOSS

For Florists

For Nurserymen

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph St. NEW YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

being married men or otherwise are worried for fear General Crowder's new rule to get a job at essential work, will affect them.

C. F. B.

Toronto.

BUSINESS SHOWS INCREASE OVER 1917.

Trade keeps up exceptionally well and the season's sales are much better than in the past three years. Although there is little doing in the call for decorations, the general demand keeps the market fairly well cleaned up. The quality of the stock was never better at this time of the year. Perhaps keeping the houses at low temperature during the past winter is responsible for this. In roses, American Beauty, Ophelia, Shawyer and Richmond seem to take the lead. The quality of the carnations also holds up well. Orchids are plentiful, but the supply of lily of the valley is limited. The past winter has been hard on all outdoor stock and many of the herbaceous flowers show the effects.

CLUB MEETINGS.

The retail florists' May meeting held in Dunlop's hall was well attended, the "box social" feature proving very enjoyable and the bidding was keen, resulting in the ladies being greatly pleased at this recognition of their cooking. W. Hill, of Yonge street, who has been ordered to report for service, was presented with a wrist watch by President Geraghty on behalf of his fellow club members.

The gardeners' and florists' association held its monthly meeting in St. George's hall and it was decided to hold a chrysanthemum show. The assistance of the retail florists will be enlisted.



Flower Pot Covers

Crepe wood is a flexible paper-thin wood, artistic and waterproof, color green. See Xmas number of "The American Florist," for prices, or send 40c for sample roll 30 feet long, postpaid, U. S.

Expanded Wood Co., Evansville, Ind.

Mention the American Florist when writing.

One Piece Flower Boxes

One piece; one size; One price.
24x4x3.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.

LANSING, MICH.

NOTES.

Some of the growers have reduced carnation prices to \$6 for No. 1's and \$5 for No. 2's, stating that there should be an equalization between roses and carnations. As far as appearances are concerned this is a matter of opinion and is determined by the flower buying public, and they usually prefer the rose.

R. Jennings, of Brampton, was a recent visitor. He is looking hale and hearty after his long illness. He says the damage done to his carnations in the March flood seems to have been a fortunate check, for they are now coming better by 50 per cent than most of the stock now offered.

H. G. D.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS

L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

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Wholesale Cut Flowers
Growers of

Telephone: Randolph 2758

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Store: 162 N. Wabash Ave.

Chicago

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Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

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HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.5

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

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Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

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TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

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E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones

CENTRAL 1977 and 1978.

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Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$6.00
" " 48-in.	5.00
" " 36-in.	4.00
" " 30-in.	3.00
" " 24-in.	2.50
" " 18-in.	1.50
Mrs. Chas. Russell.....	1.00@ 4.00
100	
" Hoosier Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" Rhea Reid	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Sawyer.....	4.00@10.00
" Milady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward.....	4.00@10.00
" Hadley	4.00@10.00
" Ophelia	4.00@10.00
" Double White Killarney.....	4.00@10.00
" Mrs. Moorefield Storey.....	4.00@10.00
" Champ Weiland	4.00@10.00
" Stanley	4.00@10.00
" Tipperary	4.00@10.00
" Francis Scott Key.....	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 4.00
" Fireflame	6.00@ 8.00
" Our Selection.....	4.00
Carnations	2.00@ 4.00
Cattleyas	per doz. 7.50@ 9.00
Daisies	1.00@ 2.00
Lilium Harrisii	12.50@15.00
Peonies	5.00@ 8.00
Valley	6.00
Ferns	per 100, \$4.00
Tulips	2.00@ 4.00
Sweet Peas75@ 1.50
Snappedragons	75@ 1.00
Calendulas	3.00@ 4.00
Mignonette	6.00@ 8.00

FANCY "TWO-TONED" Handle Baskets

(With Metal Liners Included).

These baskets can be had in various colors as Gold, Silver, Pink, Green, Blue, etc. Each basket handsomely embossed with wreath of roses of appropriate colors to match. They are something for your better trade. Sample of six baskets sent for the special price of..\$4.50

Geo. H. Angermueller Co.

Wholesale Florists

1324 Pine Street, ST. LOUIS, MO.

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HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

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EVERGREEN, ALA.

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AUTOMOBILE SUPPLIES

Have you received our catalogue?
Mailed upon request.CHICAGO AUTOMOBILE SUPPLY HOUSE
Dept. A.

1349-51-53 S. Michigan Ave., CHICAGO, ILL.

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ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

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Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St.,

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PEONIES

For quality we never had a better Peony season. We have had plenty of rain and the weather being right, the buds are of a good size. You will make no mistake in adding some Peonies to your next order. We will send them to you partly in bud form, so that if necessary you can keep them in splendid condition for several days. For immediate use fully developed flowers. If you can use a large quantity of Peonies, a thousand or more, we suggest that you get our quotations before placing your order.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

WORST OVERSUPPLY OF YEAR

The past week has been a nightmare to the handlers of flowers. In oversupply it has been one of the worst weeks of the season. Roses, carnations, Easter lilies, callas, daisies, irises, in fact, everything, has fairly flooded the market, on top of which came the great influx of peonies, which are from a week to 10 days earlier than usual. They found a resting place in the cold storage houses until an embargo was placed on any further business for flowers. Prices have gone as low as \$15 per thousand for very good blooms. With all this stock to be handled, it was almost impossible to maintain prices, which in some items, were such as to hardly pay for the handling. One of the large wholesale dealers sized up the situation as a condition of the market that is met at times in the spring or fall, and we just have to make the best of it. He thought the great quantity of carnations was the result of the low temperatures of last winter, which had held the crops back, but which were now coming in quantities, larger than ever before at this season. The quality is fine. Cold frame sweet peas are in, there being splendid flowers of this class of stock. Pyrethrum or Paris daisies and hardy dwarf larkspur offer variety from the outside garden. Easter lilies appear to hold their own, selling out fairly well at standard prices.

SPECIAL CLUB MEETING.

The special meeting of the florists' club, called to endorse and back the efforts of the committee who appeared before the United States war trade board in Washington on Monday last relative to their ruling on importations of bulbs from the Orient, was well attended and very interesting. Paul Richter outlined the work of the committees having this in charge. After considerable discussion the club representing the growers of this city and vicinity went on record as endorsing the efforts of the committee for an importation of 50 per cent of the stock grown last season. This would amount to 5,000,000 bulbs with a weight of about 2,000 tons. An informal discussion then followed on the coal question. Robert Craig stated that men who paid \$4.10 a ton for bituminous coal could get not only 50 per cent, but all they wanted, while the government's legal price was \$3.15 at mine and 15 cents per ton to the dealer, but there was none of this latter coal to be had, as none of the miners cared to sell at this price. There is a grade of coal called "smithy" which was not specified in the government list, and there are now thousands of tons of good bituminous coal sold under this name for \$4.10 per ton, which are being delivered to anyone who will pay the price. Mr. Craig thought this very unfair and that Uncle Sam ought to have it brought to his attention.

Another curtailment, injurious to florists, was also brought to light. This refers to rubber hose, which all companies with but few exceptions have reduced from $\frac{3}{4}$ to $\frac{1}{2}$ inch in diameter. The rubber trust, which controls all the large companies, have

EDWARD REID
American Beauties, Orchids, Valley, Peonies. High Grade Roses and Carnations.
This is the exclusive shop, only one block from Express Depots,
1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, May 29. Per 100		
Roses, Killarney	2.00@	8.00
" Mrs. Chas. Russell	4.00@	12.00
" Ophelia	3.00@	8.00
" Richmond	2.00@	8.00
" Sunburst	2.00@	8.00
Lilium Giganteum	8.00@	10.00
Carnations	2.00@	3.00
Sweet Peas	.35@	1.00
Peonies	4.00@	8.00
Antirrhinums	2.00@	6.00

BOSTON, May 29. Per 100		
Roses, Beauty	25.00@	75.00
" Killarney Queen	6.00@	12.00
" White and Pink Killarney	8.00@	12.00
" Double White Killarney	6.00@	12.00
" Killarney Brilliant	2.00@	10.00
" Hadley	4.00@	20.00
" Cardinal	2.00@	12.00
" Mock	2.00@	8.00
" Mrs. Chas. Russell	3.00@	15.00
" Sunburst	4.00@	20.00
" Taft	2.00@	12.00
" Milady	2.00@	12.00
" Ward and Hillingdon	2.00@	12.00
" My Maryland	2.00@	8.00
Carnations	2.00@	4.00

BUFFALO, May 29. Per 100		
Beauty Special	\$20.00@	\$30.00
" Fancy	15.00@	20.00
" Extra	10.00@	15.00
" 1st	5.00@	10.00
Roses, Killarney	3.00@	8.00
" My Maryland	3.00@	8.00
" Sunburst	3.00@	8.00
" Ward	3.00@	8.00
" Ophelia	5.00@	10.00
" Russell	4.00@	10.00
" Stanley	3.00@	8.00
" Mock	4.00@	8.00
" Sawyer	5.00@	10.00
Lilies	8.00@	10.00
Cattleyas	40.00@	50.00
Carnations	2.00@	4.00
Asparagus Sprengerii	.35@	.50
Ferns	per 1,000,	3.00
Smilax	20.00	
Sweet Peas	.50@	1.00
Tulips	1.00@	2.00
Calendulas	2.00@	3.00
Peonies	4.00@	6.00
Narcissus Poetica	.50@	1.00
Daisies	1.00@	1.50

decreed that $\frac{1}{2}$ inch hose is now to be the standard size, and no orders are taken for any other. Adolph Farenwald said that on a place the size of his, it would mean the employment of two men, as there was a great difference in the force of water from the smaller size, so that it took a great deal longer for the watering and syringing. A person would hardly credit this until they had tried it out. Paul Richter stated that he would take the matter up with the companies, and if possible, get the old size restored.

The literary feature of the June meeting of the club will be a paper by Edward A. Harvey, Brandywine Summit, Pa., on "Coal Conservation and Intensive Use of Greenhouse Space." Mr. Harvey's firm consists of practical and scientific growers, who have many successes to their credit. There should be a banner attendance.

**Write For Our
Price List
On Cut Flowers
H. G. BERNING**
1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

BERGER BROS.
Central Market
Roses, Orchids, Peonies
Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Pittsburgh Cut Flower Co.
WHOLESALE FLORISTS
116-118 Seventh Street,
PITTSBURGH, PA.
Growers of Quality Flowers.

Mention the American Florist when writing.

H. Bayersdorfer & Co.
The Wholesale Supply
House of America ...
EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Wholesale Florists' Supplies
THE HOUSE OF MERIT
Staple Baskets and Seasonable Novelties
in Quantity.
Send for our Catalogue.
JOS. G. NEIDINGER CO.
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Everything in the
line of Cut Flowers,
Plants and Florists'
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MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

WITH THE WHOLESALERS.

Leo Niessen had no good word for last week's business, claiming the supply was so large that the demand, while not bad, did not use up half the stock, and it cost almost more to handle it than they had been able to get out of it. There is a great stock here from the smallest garden flower to the most expensive orchid. A great trade is expected for Memorial day.

Paul Berkowitz is back from a successful in the west trip, where the Mothers' day trade had been exceptionally good. He says that where the trade hustles for the business, they get it. He has never known live wires to complain much about poor business.

Harry Schlocker, of the Popular Flower Shop at Second and Poplar streets, is to be married in Brooklyn, N. Y., June 16 to Miss Irene Schnaper. Harry is a hustler and is building up a large trade in his busy corner store.

Eugene Bernheimer reports that the Florex Gardens have planted their columbias, which were good plants and appear to be getting away lively. Business the past week was very quiet.

It required a lot of energy to keep things going the past week; far too much stock for the demand, was the report of Manager Miller of the Philadelphia Wholesale Florists' Exchange.

Quite a number of the local craft expect to go to Washington to attend the opening of the Arlington rose garden, and also the hearings on the coal and bulb import situations.

At Berger Bros.' market a fair week was reported. Easter lilies, peonies, sweet peas and carnations are leaders. Good orders are coming in for Memorial day.

Galvin & Harris, two colored men, have opened a flower shop at 606 South 17th street. If there is anything in names, they should do well.

The Joseph Heacock Co. expects a splendid stock of roses for Memorial day trade. Business the past week was slow and prices low.

The Robert Craig Co. is having a great run on ferns. Vase plants, such as dracaenas, crotons and pandanus are also in demand.

Edward Reid is especially strong in carnations, roses and sweet peas. Wonderfully fine cattleyas are also leaders.

Jos. G. Neidinger had a wonderful run on all kinds of material and made up pieces for Memorial day.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446

Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, May 29. Per 100		
Roses, Beauty, special	30.00@40.00	
" " fancy	10.00@20.00	
" " extra	5.00@10.00	
" " shorter grades	2.00@ 5.00	
" Mrs. Chas. Russell	6.00@20.00	
" Killarney	3.00@ 8.00	
" Hadley	4.00@15.00	
" Sunburst	4.00@ 8.00	
" Wards	2.00@ 4.00	
" Ophelia	2.00@ 8.00	
Carnations	1.50@ 3.00	
Cattleyas	each \$0.35@ .50	
Valley	6.00@ 8.00	
Lilium Rubrum	5.00@ 6.00	
Easter Lilies	6.00@ 8.00	
Snapdragons	6.00@12.50	
Callas	6.00@ 8.00	
Daffodils	1.50@ 3.00	
Lilacs	per bunch 1.00	
Calendulas	1.00@ 2.00	
Sweet Peas	.75@ 2.00	
Asparagus	string or bunch, .35@ .50	

PITTSBURGH, May 29. Per 100		
Roses, Beauty, special	10.00@15.00	
" " fancy	8.00@10.00	
" " extra	4.00@ 6.00	
" " No. 1	2.00@ 4.00	
" Killarney	4.00@ 8.00	
" My Maryland	4.00@ 8.00	
" Sunburst	4.00@ 8.00	
" Mrs. Aaron Ward	4.00@ 8.00	
Cattleyas	50.00@100.00	
Lilium Giganteum	8.00@10.00	
Adiantum	per bunch 1.00	
Asparagus Sprenger	bunch, 35@40	
New Crop Green Galax	per 1000 \$1.25	
Carnations	1.00@ 3.00	
Sweet Peas	.20	
Valley	4.00	
Calendula	1.00	
Iris	4.00	
Snapdragon	4.00	
Daisies	1.00	
Peonies	4.00@ 6.00	

MILWAUKEE, May 29. Per 100		
Roses, Killarney, W. Killarney	4.00@10.00	
" " Ward	4.00@ 8.00	
" Mrs. Chas. Russell	6.00@25.00	
" Ophelia	5.00@10.00	
" Hoosier Beauty	5.00@10.00	
" Bon Silene, per bunch	.75	
Carnations, assorted	5.00@ 6.00	
Valley	4.00@ 6.00	
Sweet Peas	.75@ 1.50	
Cattleyas	per doz. 6.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing.

EUGENE BERNHEIMER

—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia,
CARNATIONS

1531 Ranstead St., Philadelphia, Pa.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, May 29. Per 100		
Roses, Hadley	2.00@ 5.00	
" Killarney	2.00@ 4.00	
" White Killarney	2.00@ 4.00	
" Hoosier Beauty	3.00@10.00	
" Russell	4.00@15.00	
" Sunburst	3.00@10.00	
" Ward	3.00@ 6.00	
" Mrs. Sawyer	2.00@ 8.00	
" Ophelia	4.00@10.00	
Ferns	per 1,000 3.50	
Violets	.20@ .30	
Carnations	per doz. 4.00	

NOTES.

Charles H. Grakelow was the guest of honor at a dinner given at the Adelphi hotel, May 27, by over 400 of his associates in lodge, financial, fraternal, political and other associations. Charlie is one of the most popular of Philadelphia's rising young men. He is gifted as an orator, being continually called on to address large assemblages. He had wonderful success in the recent Liberty Loan campaign. He was at his best on this occasion and added another rung to his ladder of success.

Fred C. W. Brown, Cleveland, O.; E. A. Feters, Detroit, Mich., and G. E. M. Stumpp, New York, members of the Florists' Telegraph Delivery committee, met at the Bellevue-Stratford May 27 to select and award the prize for the best window card slogan and design. There were over 170 sketches offered, many of them very beautiful and elaborate.

The new order of the government, which on the face of it, appears to take all men of military age from less essential industries to the army or navy, or to the manufacture of war materials, ship building, etc., is making quite a stir among the craft. All are anxiously waiting to see the next move, so as to find out just where they stand.

K.

New York.

HEAVY SUPPLY AT SACRIFICE PRICES.

It would appear that the wholesalers got more satisfaction from the flowers they gave away during the past week, than from what they sold, for reducing the over-supply, at prevailing prices, was discouraging work. There was a surplus of all stocks, but by the last of the week, peonies had become the greatest burden. They might have been measured by the cord, and all the buying that was done, had little perceptible effect on the heaps that were seen each morning on the store tables. At the first of the week, a few of the best brought 50 cents per dozen, by Thursday, 25 cents was a good price—and, a quarter for three dozen was better than nothing. As a matter of course, they dragged down other stocks. It will thus be seen that the good ladies working for the hospitals and the Red Cross, chanced on a timely season so far as flowers were concerned. May 24, was Italian day in the Red Cross calendar, and the third anniversary of Italy's entrance into the war. It was celebrated by a flower parade down Fifth avenue, in which over 100 automobiles, all gaily decorated with flowers and foliage, took part. Bunches of flowers and boutonnieres were tossed in profusion to the spectators by the fair hands that have been said to "rule the world." In the winter season, Saturdays are usually the best days for business, but as the weather grows warm the hordes forsake the city for the beaches. Thus, May 25, the market was in a deplorable condition. Sunday being a closed day in the wholesale district, thousands of peonies and carnations were on Saturday loaded on express wagons and push carts, more to get rid of them than for the trifle they brought. There will be an abundance of flowers for Memorial day, but the florists of this city are unlikely to derive much profit.

May 27.—The most noteworthy feature of the market is the great stock of peonies that is arriving, much of it in bad condition, some of it altogether worthless. As a consequence, it is difficult to fix an average value. A little special stock brings 50 cents per dozen, but an immense quantity is going at from 10 to 25 cents. This does not in-

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), \$60.00 per 1000.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, NEW YORK

Mention the American Florist when writing.

clude the thousands that go to the peddlers at whatever they offer. It cannot now be said that there is any special quality of carnations, as the best are failing and much poor stock arrives. In roses, orchids and various other stocks, there is little change from our quotations of May 22.

NOTES.

The draft has again taken a quota of the 28th street boys. John B. Cooper, who has for several years been engineer at the Kervan Company's refrigerating plant, left, May 23, for Camp Wadsworth. Robert W. Jackson, who has been in the wholesale district since he was a boy, and during the past three years with Riedel & Meyer, started for camp May 25.

William Plumb, formerly well known as a landscape gardener, in this city and vicinity, but who has spent several years in Cuba, returned last week for his annual summer vacation, and after spending a few days here went on to Boston. He is looking well and prosperous.

President Totty and Secretary Young of the Society of American Florists, went to Washington to attend the hearing on the coal situation, May 27, and also the hearing on the prohibition of nursery stock, May 28.

The Greek-American Florists' Association has decided to give up its outing this year, on account of war conditions and the urgent appeal that has been made by the food administrator for economy.

J. Fred Piper, who has for several years been foreman at the Totty range. Madison N. J., has been called in the draft and has gone to camp.

Alfred Kottmiller, of Madison avenue and 49th street, arranged a number of fine designs for the funeral of Captain Resnati.

Miss Helen Totty, recently under treatment in a hospital, has completely recovered and returned home.

A. F. F.

Paterson, N. J.

Combining business and pleasure, the citizens of this city had a busy time during the past week. First, a committee of citizens, of which Edward Scery was a member, brought home the native soldier boys from Camp Dix to be entertained at their homes or elsewhere on Mothers' day. The Mothers' day business of the florists was far in excess of any previous year, all flowers selling well. The Red Cross campaign received due attention and the circus came to town.

NOTES.

Edward Scery has bought the building in which the store formerly occupied by Thurston, 89 Van Houten street, was located, and has opened another retail store under the name of The Colonial Flower Shop. He reports an excellent Mothers' day business, and, as superintendent of parks and serving on various committees, has been quite busy.

Robert Hudon, who has greenhouses



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Nicholas G. Pappas & Co.

Wholesale Florists

112 W. 28th St. NEW YORK

Ulrich Brunner Roses a Specialty.

Mention the American Florist when writing.

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.



in East Paterson, has a variation, in a crop of beans in one house. He is now marketing them, many of the pods being 8 and 10 inches long.

William Thurston has opened a good store at 90 Van Houten street, just opposite his old stand, and has a branch store at 21 Park avenue. He reports good business.

The Silk City Florist Co., 226 Market street, disposed of a great number of roses to one of the charitable institutions for events connected with Mothers' day.

A. T. Vescellius, 89 Broadway, has an attractive store and reports good sales.

James Smith, 107 Market street, reported good business.

A. F. F.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
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Wholesale Commission Florist

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WHOLESALE FLORIST

115 West 28th St., New York

Phones 5413 and 5891 Farragut

Everything in Cut Flowers

Walter F. Sheridan

WHOLESALE FLORIST

Telephone Call:
3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley, Lilies, Etc.

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Wholesale Florist

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The Right People to Deal With.

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BADGLEY & BISHOP, Inc.

Phones Farragut 4130-4131.

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WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

New York, May 29. Per 100	
Roses, Beauty, special	15.00@30.00
" " extra and fancy	8.00@10.00
" " No. 1 and No. 2	1.00@ 4.00
" Hadley	2.00@20.00
" Francis Scott Key	2.00@15.00
" Prima Donna	1.00@ 8.00
" Alice Stanley	.50@ 5.00
" Mrs. Geo. Sawyer	.50@ 5.00
" Double White Killarney	1.00@ 8.00
" Killarney	.50@ 4.00
" " Queen	1.00@ 8.00
" " Brilliant	1.00@ 8.00
" Aaron Ward	1.00@ 5.00
" J. L. Mock	1.00@ 8.00
" Ophelia	.50@ 8.00
" Mrs. Chas. Russell	2.00@20.00
" Ulrich Brunner	1.00@12.00
Cattleya Orchids, special	30.00@50.00
Rubrams	5.00@ 6.00
Lilies, Longiflorum and Formosum	3.00@ 6.00
Lily of the Valley	2.00@ 5.00
Adiantum Croweanum and	
Hybridum	.75@ 1.00
Asparagus Plumosus...doz. bchs.	1.50@ 3.00
Smilaxdoz. strings	.75@ 2.00
Carnations	.75@ 3.00
Snappedragonsper doz.	.50@ .75
Irisper doz.	.20@ .40
Sweet Peasper doz.	.25@ .75
Callasper doz.	.75@ 1.00
Lilacsper bunch	.15@ .20
Daisiesper doz.	.50@ .75
Peoniesper doz.	.10@ .25
Stocks, double	2.00@ 4.00

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

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Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other
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Trade Directory

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PHONE { 2335 } FARRAGUT
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WHOLESALE FLORIST

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Bet. Sixth and Seventh Aves. NEW YORK

Mention the American Florist when writing.

N. Y. Cut Flower Exchange

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Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

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Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

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NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,
3102-3108 W. Division St., CHICAGO

"CO-OPERATION IS FRIENDSHIP IN ITS BUSINESS CLOTHES."

Big Stock of **JAP. FRIEZE**, all colors and sizes, on hand.
WAX WREATHS and other **SUPPLIES** in quantities.

IMMORTELLS, Red, Blue, Purple and Yellow.
DON'T TRUST TO LUCK. ORDER NOW.

Special, 65 yd. piece, 1-inch **CHIFFON**, 5 cents; 50 yd. piece, **BABY RIBBON**, 33 cents.

GEO. HERRMANN CO.,
FLORISTS' SUPPLIES **GEORGE HERRMANN, Pres.** **HORTICULTURAL SUPPLIES**
Formerly with A. HERRMANN.
Show Room, 112 W. 28th St., N. Y. CITY. Address all mail to **MT. VERNON, N. Y.**

Newark, N. J.

MOTHERS' DAY GENERALLY OBSERVED.

The florists of this city agree that the Mothers' day business was far in excess of any previous year. None of our cities are old, compared with other cities of the world, but this is one of the oldest cities of the United States, founded by Americans who held the sanctity of the home and family in high regard, and, happily, their example has not been disregarded by succeeding generations. Thus it may be readily understood that Mothers' day would appeal to many citizens. Events connected with the war have this year been a powerful incentive to a more general observance of the day. Many young men have already left, and others are leaving, their homes—and, what is home without a mother? Under these conditions, it would indeed be strange if "mother" should be forgotten. The writer is pleased to note that, as he has previously suggested in these columns, the practice of wearing and sending flowers is being extended on Mothers' day. Admirable as the original idea was, it is exceedingly difficult to make any movement popular on the strength of a single idea. It has been abundantly proved that confining the observance solely to the wearing of white carnations has been unsatisfactory. It opened a door for attempted profiteering and created a general unsatisfactory condition of the flower market. We are all well aware that there are supersentimental people who do not consider profit and loss, but business never has been, never can be, done that way. The observance of both Christmas and Easter is founded on lofty sentiment, but it requires business to gratify the sentiment. There is no more reason in confining the observance of Mothers' day to carnations than there would be in confining the observance of Christmas or Easter to one particular variety of plants or cut flowers.

NOTES.

At the store of Connelly & Plunkett, Bloomfield and Mt. Prospect avenues, it was stated that they sold 4,000 car-

nations and many boxes of mixed flowers, as well as plants.

At the store of the Rosery Floral Co., Broad and Market streets, they had an exceptionally fine cut flower business. This firm has a good location for transient trade.

August C. Begerow, 946 Broad street, said that his Mothers' day business was 50 per cent better than last year, and that all cut flowers sold well.

Philips Brothers, 938 Broad street, report that their cut flower business for Mothers' day was far in excess of any previous year.

George Penek, 637 Broad street, said that his cut flower sales were almost equal to those for Easter.

At the Washington Florists, Broad street and Central avenue, they had good business. A. F. F.

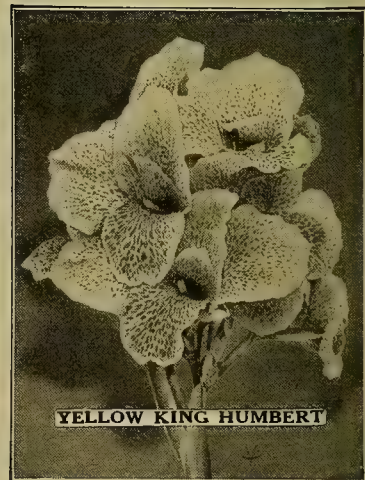
Columbus, O.

SUPPLY OF OUTDOOR STOCK HEAVY.

The unfavorable factor, from the florist's viewpoint, of the present Memorial day period, has been the almost unprecedented supply of garden flowers. Peonies, especially, are in great abundance. Despite this fact, florists through attractive window displays, in which baskets played a big part, were able to realize \$1.50 a dozen for choice varieties. There would seem to be no prospect of early shortage on any kind of stock. A flower not expected to be available for Memorial day is the gladiolus, which made its first appearance this week. Business is good, demand for flowers being stimulated by school commencements and weddings.

NOTES.

An unique food conservation window is seen at the Livingston Seed Company's retail store. The base is composed of beans, fan-shape sections separating different colors and varieties. Seated on a raised circular base at the inner edge of the window, are small figures of pigs, uniform in appearance and about 10 inches high. With the aid of placards, they give an appropriate version of the nursery rhyme, "This little pig went to market," etc.



YELLOW KING HUMBERT

Yellow Humbert

The New Giant Yellow Canna
Best in Years

Started Plants, per 100 \$7.00, per
1000 \$65.00.

VAUGHAN'S SEED STORE,
New York Chicago

Flowers are a much more prominent feature of war gardens this season than last. Blooming plants are used to spell out some name given a plot, and otherwise add to the attractiveness. Of the 5,600 lots assigned, quite a large percentage follow this plan.

J.

EAST LIVERPOOL, O.—The Colton Flower Co. has been incorporated with a capital stock of \$1,000. The business will be directed by Mary A. Colton.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857



745 Buckingham Place.

L. D. Phone, Graceland 1112

Send us your retail orders.

We Have the Best Facilities in the City

Mention the American Florist when writing.

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JAMES WEIR, Inc.
FLORIST

324 Fulton St., cor. Pierrepont

Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.



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Members Florists' Telegraph
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Deliveries to Steamers and All Eastern Points.

Mention the American Florist when writing.

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AROUND

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We are in the Heart of New York
To out-of-town florists;
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.

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Largest and most centrally located store in the city. All orders given prompt attention.

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J. B. BOLAND

Successor to Slevers & Boland

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For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing.

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Reference or Cash must accompany all orders from unknown correspondents.

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Western Union Code.

Bangor, Me.

Adam Sekenger
FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.



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THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

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Established 1874.

DARDS

N. E. CORNER 44TH ST.
AND MADISON AVE.

Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

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"We should all strictly adhere to the request of the United States Food Administration."

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We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

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Seattle's Leading Flower Shop

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

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Albany, N. Y.—Danker's.
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Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. H. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
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Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Palez.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—Phillips Bros.
Newark, O.—Chas. A. Duerr.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Dards', 44th and Madison Ave.
New York—Hesslon.
New York—A. Meyer, 1062 Madison Ave.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Leikens.
New York—Malandre Bros.
New York—Nicholas G. Pappas & Co.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 735 Fifth Ave.
New York—G. E. M. Stump.
New York—Young & Nugent.
Omaha, Neb.—Alfred Donaghue.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
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St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heil & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington—Geo. H. Cooke, Conn. Ave. and L.
Washington, D. C.—Louise Flower Shop.
Washington—Gude Bros.
Worcester, Mass.—Littlefield Florist.
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Yonkers, N. Y.—New York Floral Co.

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Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

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In the Heart of most exclusive residential section.

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EUCLID AVENUE

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Canada's best known and most reliable florist

Only the Best **Dunlop's**

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

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—FLORIST—

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Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation

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Chas. H. Grakelow

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to



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All orders carefully filled under the supervision of
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JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store—334 Lewis Ave., No. 1150 Bedford
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Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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Both Phones, 527

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BRAMLEY & SON

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The Largest Growers of Flowers in the City.

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J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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Main and McKinney Phone Preston 160

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Potter Floral Co.

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The Best Service



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BRIGGS FLORAL CO.

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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Mail and Telegraph orders carefully filled.
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**The Park
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QUALITY and PROMPTNESS
New Orleans La.
— The —
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Podesta & Baldocchi
224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

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HENRY WEISSMANN, Manager.



Artistic Funeral Designs. Flowers for all occasions.

Tel. 1673 Hackensack MAIN and BRIDGE STS.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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MEMBER
Florists'
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Delivery

Joy's

Mention the American Florist when writing

Kansas City, Mo.

Samuel Murray,
1017 Grand Avenue

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O. C. SAAKE
FLORIST
We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

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**Wolfskill Bros. and
Morris Goldenson**
Cut Flower Merchants
We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET

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PAUL M. PALEZ
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All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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F H. WEBER
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Flowers delivered in city and state on short notice.
Member of Florists' Telegraph Delivery.

Tacoma, Wash.

California Florists
will take care of all telegraphic orders.
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Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.
ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Orders Carefully Executed
Pikes Peak Floral Co.

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Steubenville, Ohio.

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E. E. McCAUSLEN, Prop.
173 North Fourth Street
All Orders Promptly Executed.

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The Smith & Feters Co.,

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...FLOWERS...
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Order Your Flowers for delivery
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1622 Harney St. Established 1866

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.
Night and day service in all Central Pennsylvania.

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38 State Street, Newburyport, Mass.
Covers All New England Points.

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FLOWERS

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C. H. FREY Wholesale
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1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice
Trade discounts. First-class stock.

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FLORIST

3343 W. MADISON ST.
NEAR OAKFIELD PARK

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Mention the American Florist when writing.

For Wisconsin Delivery
OF
"Home Grown Flowers"

Get in touch with
J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN
Member of Florists' Telegraph Delivery.

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HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.
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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Madison Ave. and 55th St.,
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Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
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Flowers of Quality

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2077 Broadway, near 72nd Street
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Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of
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Orders from other cities receive our per-
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New York Floral Co.

Cor. Manor House Square
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G. E. M. STUMPP

761 FIFTH AVENUE

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Mention the American Florist when writing.

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Oldest Florist South

121 BARONNE STREET

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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

Rockford, Ill.

H. W. BUCKBEE.

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A. MEYER,

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The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
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124 TREMONT STREET

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

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Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

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Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

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DULUTH FLORAL CO.

200 miles in any direction.
We are the center of the great
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132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to Telegraph
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AUGUST R. BAUMER,

MASONIC TEMPLE

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16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD
GREENHOUSES

Memphis, Tenn.

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"Up-to-the-minute" Service and Execution.
Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

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Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
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GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

GOVERNMENT tax bills are coming along.

PITTSBURGH, PA.—W. C. Beckert, for many years a prominent seedsman of this city, died May 11.

LONDON, ENGLAND.—Howard Beale, of James Carter & Co., is now with the English forces in France.

LOS ANGELES, CALIF.—The rainfall for the season to May 25 was 13.65 inches; last season, 15.26 inches.

SEVERAL garden seed houses report overstocks of items which early in the season were thought to be scarce.

VISITED CHICAGO: C. R. Chesmore, St. Joseph, Mo.; Geo. W. Kerr, with W. Atlee Burpee & Co., Philadelphia, Pa., en route to California.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade May 29 were as follows: Timothy, \$7.00 to \$8.25 per 100 pounds.

NEW YORK—Weeber & Don, as a voluntary and unsolicited contribution to the Red Cross fund, gave 10 per cent of their gross sales May 23.

PHILADELPHIA, PA.—W. Atlee Burpee, Jr., secretary-treasurer of the W. Atlee Burpee Co., has enlisted in the United States Naval Reserves.

NORTH CAROLINA passed a regulative seed law March 7, 1917. Seedsmen should add it to their collections. Viability and purity are standards required.

EXPORTS from Amsterdam to the United States for the quarter ending March 31 included the following: Bulbs, \$1,062; plants, \$35,796; seeds, \$123,535.

TOLEDO, O.—According to C. A. King & Co., clover stocks are very small, while the supply of timothy is large, and there is a question how the 1918 crop will turn out.

WINNIPEG, MAN.—The country in this vicinity is dry, the soil is drifting badly, and the crop outlook is not encouraging, but if favored with rain at an early date, conditions will change rapidly.

ENGLAND released her embargo on importations of French bulbs October, 1917, too late to make use of such stock that season. No doubt, there will be some movement the coming season, though transportation is uncertain.

MINNEAPOLIS, MINN. — Northrup, King & Co. report possibly less difficulty in getting shipments in and out than Chicago or eastern seedsmen, as the congestion here has not been serious, owing to the light crop of grain being handled. The firm's new plant has proved of great advantage in giving room to take care of its increased business.

Nebraska and Colorado Seed Crops.

Waterloo, May 27.—Corn planting in Nebraska has practically been completed and 90 per cent of the crops are up. The stand is remarkably good when you consider the difficulties that have confronted the farmers this last winter in securing good seed corn, but they received ample warning and have been very careful. Thus far there has been less replanting than usual. The acreage planted to sweet corn is perhaps about an average. For ourselves, we would like to have had about 20 per cent more acreage than we have succeeded in placing. Nevertheless, we have covered our requirements in very fair shape and the stand generally is



The Late Maurice L. de Vilморin.
See Obituary, Page 977.

good. On flint corns, we have not succeeded in placing quite as much acreage as we would have liked, but we believe enough in most cases to cover the orders that we have booked in advance, but we would have liked a little excess to care for other trade.

It has been very difficult to secure acreage on either squash or pumpkins, but probably there is not over 75 per cent of acreage placed that really ought to have been placed.

The planting of cucumbers and melons at Rocky Ford, Colo., is progressing, and most of the farmers have called for their seed stock, although there has been some disturbance there, especially among the Japs. Higher prices having been bid late in the season, they have become somewhat disturbed, but we believe that as far as we are concerned, the acreage that we have arranged for will be planted. We have had to make some concessions since the early contracts, but we believe that the farmers generally are satisfied with the prices that are now paid.

The acreage on cucumber is about normal with us, but we are short on what we would like to have had in muskmelons. Other seed will come up to about the average in acreage.

Taking it as a whole, crops are starting out in very fair shape, and we feel fairly contented with the outlook.
R.

Canary Island Onion Seed Crop Outlook.

At this time, April 12, approximately three months before the commencement of export to the United States of the 1918 Canary Island onion seed crop, the outlook is for a yield approximately 15 per cent above the average and probably little, if any, below the record production of last year, according to consular reports from Tenerife. The plants, while damaged to a certain extent by severe wind storms early in April, have nevertheless profited greatly by the timely rain which has fallen during the first half of this month. The outlook is now said to be excellent, both for the white or "crystal wax" variety and for the yellow and red grades, all of which are exported to some extent to the United States.

Up to that date, the shipping crisis caused by the practical tie-up of Spanish steamers for Cuban and American ports appeared to threaten the delivery of the onion seed, which constitutes at this time 90 per cent of the Canary Islands' exports to the United States. While these steamers have apparently resumed their usual routings, there is still a certain element of doubt concerning the continuance of this service, and it might not be out of place for American buyers to decline to make payment for this class of merchandise until the actual arrival of the goods themselves, and not to make payment simply on arrival of bills of lading as has very largely been the practice heretofore. This suggestion is made because of the unprecedented shipping conditions under which the trade must be conducted this season.

ATWATER, CALIF.—W. H. Osborn will plant 10 acres of castor beans on his ranch here under government contract, the price said to be \$3.50 per bushel of 46 pounds.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

GLADIOLUS

Regular Grades

		1st Size 1½ in and up	2nd Size 1¼-1½ in
America.....	Per 1000, \$16.00	\$13.00	
Mrs. F. King	"	15.00	12.00
Augusta.....	"	15.00	12.00
Chicago White....	"	22.50	17.00
Scarlet Shades....	"	14.00	11.00
Pink Shades.....	"	15.00	12.00
Standard Mixed...	"	13.00	10.00

Planting Stock

We offer the following for immediate planting:

Prices are	No. 3	No. 4	No. 5	No. 6
per 1000.	1-1¼ in.	¾-1 in.	½-¾ in.	¼ ins. under
America.....	\$ 8.50	\$6.00	\$4.00	\$2.50
Mrs. F. King	8.00	5.50	3.50	2.00
Augusta.....	8.50	6.00	4.00	2.50
Chicago White..	12.50	9.00	7.00	5.00
Panama.....			7.00	5.00

BLACK BULBLETS

America, \$4.00; Chicago White, \$6.50; King and Augusta, \$3.00 per Peck.

Special prices on bushel lots or over.

Vaughan's Seed Store

31-33 W. Randolph St., - CHICAGO
41-43 Barclay St., - NEW YORK

Mention the American Florist when writing.

THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

Mention the American Florist when writing.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomsdale
Farm.

Bristol, Pa.

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

New York Seed Trade.

Peter Henderson & Co. appeared before the food board May 27 and were ordered to submit as soon as possible an expert accountant's report of their business. Several complaints that this firm was charging exorbitant prices for seed potatoes have been received by the board.

J. M. Thorburn & Co. report that the 1918 season has been a very satisfactory one.

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION - CARROT - BEET - RADISH - PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS, "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

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SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

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SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS LANGPORT, Eng.

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

Mention the American Florist when writing.

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, - - - - NEBRASKA.

Mention the American Florist when writing.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

OWING to heavy production, potatoes, onions and cabbage are the three cheapest articles of food at the present time and have never before been sold by commission men at such low prices.

"COMMON White Grubs" is the title of Farmers' Bulletin 940 recently issued by the United States department of agriculture which calls attention to the injury of these "grubworms" to such crops as beans, potatoes, strawberries, conifer seedlings, alfalfa and clover, and gives methods for their control.

Prices of Indoor Fruits and Vegetables.

Chicago, May 28.—Cucumbers, 2-dozen box, \$1.50 to \$2.00; celery, crate, \$4.00 to \$4.50; leaf lettuce, per box, 20 to 22½ cents; radishes, per 100 bunches, \$2.00; tomatoes, 6 baskets, \$4.25 to \$5.50.

New York, May 27.—Celery, per crate, \$4.00 to \$7.50; cucumbers, 50 cents to \$4.00 per basket; mushrooms, 40 cents to \$2.20 per 4-pound basket; tomatoes, per package, \$1.00 to \$4.50; lettuce, per strap, \$1.50 to \$2.50; radishes, per 100 bunches, \$1.00 to \$2.00.

Potato Culture in South Dakota.

The agricultural experiment station of the South Dakota College of Agriculture and Mechanic Arts, Brookings, has issued Bulletin No. 176, under the above title, containing much of interest on the subject. Included in the contents are sections relating to the comparative yields of large, medium and small seed pieces, cultivation, cost of production, harvesting, insect enemies, marketing, methods of cutting tubers, preparation of seed beds, planting, seed selection, production and treatment, storage, and varieties. The bulletin is well illustrated.

Vegetable Markets.

According to the reports of the United States department of agriculture, bureau of markets, for the period, May 21-27, the yearly shift from old to new stock is fast nearing completion. The week's carlot shipments of new potatoes surpassed the movement of old stock and old onions moved in small quantities. The market for old potatoes, however, was firm and fairly active, Round Whites ranging 50 to 70 cents in bulk at Michigan producing sections and about \$1 f. o. b. Grand Rapids. For onions, prices were a little lower at Texas shipping points, ruling 75 to 85 cents per crate for No. 1 and 65 to 70 cents for No. 2. A few sales of poor to good to jobbers in New York and Chicago brought prices from 50 cents to \$1. The supply of new cabbage continues heavy, with Virginia now leading in volume of shipments, closely followed by Mississippi and South Carolina. Stock from the more southern shipping sections is becoming mostly low grade, while the tone of the market

for new cabbage has improved, prices in northern markets ranging from \$1.25 to \$1.50 per crate. For tomatoes, the prevailing price at Florida shipping points for fancy sixes was \$4. At Miami, jobbing sales ranged from \$2 to \$2.25 per carrier. In other Florida vegetables, the asparagus movement continued equal to the preceding week, but only 16 cars of celery started. Lettuce shipments were also light. Fancy egg plant ranged higher and was fairly steady at \$3.75 to \$4.75 per crate. The watermelon supply is increasing with prices ranging at from \$60 to \$65 at Chicago for Tom Watsons of 23 to 30 pounds weight.

Fort Wayne, Ind.

GOOD MEMORIAL DAY INDICATIONS.

Conditions during the past week found the florists busy with a good demand, including corsages and bouquets for year-end recitals, and a heavy call for funeral work the latter part of the week. There was a heavy demand for white and pink flowers, and smilax for the processions in the various churches during the week also. The unseasonably warm weather has forced out great quantities of flowers, both under glass, and outdoors. Peonies are coming into the market in large quantities, and from indications, they will be at the height of their season for Memorial day. Roses are more than plentiful, but many are showing the effects of the hot weather. Carnations are also in very large supply, although the quality has suffered from the weather conditions. The demand for bedding plants has been heavier this week than at any time before this season. Planting at the cemeteries has been particularly noticeable.

NOTES.

The florists of this city made handsome donations to the Red Cross during the drive last week, when they gave thousands of flowers to be sold, and out of which \$1,065 was realized for this great cause. The florists who

contributed were the Doswell Floral Co., Freese Floral Co., New Haven Floral Co., A. J. Lanternier & Co., Flick Floral Co., W. J. & M. S. Vesey, Edgar Wenninghoff and F. J. Knecht.

C. Comincavish, the florist on Spy Run, is having a brisk sale of flowering and vegetable plants. His newspaper advertisements have increased his demand to a very appreciable extent. Cut flowers are in large supply here, particularly the outdoor varieties.

In addition to several thousand roses and carnations, the Flick Floral Co. donated a large basket which the Red Cross sold for \$50 last week. Funeral work has kept everyone busy here, besides a large demand for corsages and bouquets.

One orchid corsage which was sold by the Red Cross for \$25 was donated to the society by W. J. & M. S. Vesey. This firm gave many other flowers to this cause. They are cutting a large crop of orchids, roses and peonies.

Peonies are in full swing at the store of the Freese Floral Co. and other varieties of cut flowers are very much in evidence. Funeral work has been good here, and counter trade excellent.

Edgar Wenninghoff reports bedding plant trade on the increase, and a plentiful supply of all kinds of cut flowers, with funeral work constituting a heavy demand.

H. K.

MONTGOMERY, ALA.—W. C. Cook, for a number of years connected with Rosemont Gardens, has taken the position of florist and instructor at the Auburn Polytechnic Institute, effective September 1.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 Cents.

American Florist Co.

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FIRST QUALITY BULBS

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Tennis Courts, Putting Greens, Fair
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Northern Greenhouse Grown Seed
100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10,000 seeds, \$30.00.
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	Size	Number to bale	Price Per bale
NATURAL,	6 ft.	2000	\$21.00
"	6-9 ft.	600	7.00
"	9-12 ft.	400	8.50

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Garden Seeds

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Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
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Philadelphia

Wholesale Price List for Florists
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High - Class - **PALMS**

and Novelties in Decorative Plants.

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The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

NEW YORK.—James McHutchison has gone away for an indefinite period to recuperate from overwork.

RIVERSIDE, CALIF.—The California Association of Nurserymen will hold its eighth annual convention here in November.

Fruit Package Standards in Canada.

At a meeting of fruit growers of the Dominion recently, the following dimensions and forms for fruit packages were recommended for use in Canada:

For barreled apples, a barrel similar to the United States standard, having 17½-inch head diameter, 28½-inch stave, 26 inches between heads, 64-inch circumference at bulge; capacity, 7,056 cubic inches. For boxed apples, the American or Washington box, 18 x 11½ x 10½ inches, inside measurement, to be adopted as the standard for Canada. A standard apple crate of the same dimensions as the standard apple box, with slats at least three-quarters of an inch apart, was also recommended.

For peaches the following sizes of box were recommended to be made legal: 18 by 11½ by 4½ inches; 18 by 11½ by 3½ inches. The size for the legal Canadian pear box, as recommended, is 18 by 11½ by 8½ inches, inside measurement.

VENEER FRUIT BASKETS.

The sizes and dimensions of the 11 and 6-quart baskets, as proposed by the Niagara Peninsula Fruit Growers' Association, were recommended by the recent conference for adoption throughout Canada, the details of the 11-quart basket being:

Veneer.—Depth inside, 6 inches, cut 14 to the inch (minimum).

Bands.—Top, ¾ inch in width, cut 12 to the inch (minimum), 12 tacks; bottom, ½ inch in width, cut 14 to the inch (minimum), 12 nails. (Nails and tacks exclusive of handles.)

Bottom.—¾ inch thick (minimum).
Handle.—25½ inches long, 1½ inches wide, cut seven to the inch (minimum). One tack in each side of handle at top band, two nails in each end of handle at bottom band. Handle to be outside of bands. Handles to be shaped so that pinching of basket when handles are attached will be avoided. All bands to be drawn tight so as to fit snugly over form.

Material.—To be sound, well-seasoned, and free from defects.

Size.—The basket to be of such length and width as to hold as nearly as possible 11 quarts.

The details of the 6-quart basket are:
Veneer.—¾ inches deep inside, cut 16 to the inch (minimum).

Handle.—21½ inches in length, cut 8 to the inch (minimum). One tack in each side of handle at top band. One nail in each end of handle at bottom, nailed securely through veneer into bottom. Put on outside of bands.

Bottom.—¾ inch minimum thickness.
Bands.—Top, ¾ inch in width, cut 14 to the inch (minimum), with 12 tacks; bottom, ½ inch in width, cut 14 to the inch (minimum), with 8 nails. (Tacks and nails in bands exclusive of those specified for handles.) Bands to be drawn tight so as to fit snugly over form.

Material.—To be sound, well seasoned, and free from defects.

Dimensions.—To be in accordance with present Act in all respects except such minor changes as may be necessary in reducing end flare to the minimum which will admit of nesting in bunches of 25 unhandled or in bundles of 4, handled.

PACKAGES FOR OTHER FRUITS.

With regard to the packages for other fruits, the resolutions adopted were: That the legal Canadian prune

box be 18x11½x3½ inches, inside measurement. This package is used only by western growers.

That three sizes of berry hallowcks be made legal in Canada, namely, the standard four-fifths quart, the standard two-fifths quart, and the imperial pint, measuring 4¾x4¾ inches at top and bottom and 1¾ inches deep. After considerable discussion, the conference asked for the elimination of the "short" box, which holds one pint, but, owing to its shape, resembles very closely the four-fifths quart. This box was often so used as to deceive the customer into thinking he was getting the larger box. In its place, to fill the need for the western grower, the square pint was adopted.

For the legal Canadian 4-basket crate, the following dimensions were suggested: Baskets, 7½x7½ at top, 3¾ inches deep, 6½x6½ at bottom, all inside measurement; crate, 15¾x15¾x4½ inches, inside measurement.

Other resolutions passed by the conference recommended that the standard Canadian pear box be adopted for crabapples; that the legal Canadian cherry lug be 18x14x5½ inches, inside measurement; and that the American bushel basket be made legal in Canada.

Nurserymen's Market Development.

Supplementing our report of the national campaign for the development of the market for nursery products, and to encourage their more general use, which appeared in last week's issue, page 960, John Watson, Kingston, N. J., for the temporary committee of organization, reports that 126 firms have thus far joined in the move and have pledged \$15,000 per annum for a term of five years for its development. Never before have the nurserymen of America so generally approved any cooperative movement or pledged for any similar purpose an equal sum.

Mr. Watson, in discussing the plan, states that while the question is sometimes raised that a market development plan might help one class of traders more than another, it seems hardly possible, as it would be up to each individual nurseryman, through his own energy and ability, to reap as large a share as possible from an increased market. There is no way in which the larger demand for nursery products can be parceled out among different purveyors, and what each will get in the way of business will be the result of his individual efforts. It will be suggested also that this is largely an experiment, but if it is an experiment, it has been tried by a great many other lines, and very successfully. At present we hear the suggestion that flowers, plants and trees are non-essentials. We should have a fund and a publicity manager to counteract the effect of this. A man who puts in \$250 a year, may figure he is taking a chance, but if he puts in 50,000 apple seedlings he is likewise taking a chance. If he plants anything at all, he takes a chance. A nurseryman is also handicapped by the fact that he cannot patent or trade mark his stock to distinguish his goods from others. Norway maples are Norway maples, and there is nothing to distinguish A's trees from B's, but if nurserymen combine and make up a fund of \$100,000 a year for five years, the laying out of that money intelligently, and educational publicity to encourage the general and generous use of what nurserymen grow, will prove to be the most

profitable investment they can make. There is no line of business in which cooperation is so absolutely necessary as the nursery trade, and no industry would be more greatly benefited by an intelligent campaign for market development.

Subscribers to this fund are to meet in Chicago, June 27, to consider plans for a permanent organization and financing the campaign, an equal opportunity being given to all interested to vote on the essential features. A ballot by mail is also being taken.

It has been suggested that the management be vested in 16 directors, eight chosen at large and an equal number chosen to represent eight geographical districts, the selection being in the hands of the subscribers in the several sections, thus insuring adequate representation from all parts of the country. The results of the preliminary work already accomplished, the number and standing of the subscribers enrolled and the amount pledged to date speak well for the assured success of the movement.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

Specialists in Specimen Stock FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

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2¼ and 4-inch Pot-grown. **ROSES** Hardy Climbing Field-grown

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PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. J.

VIBURNUM PLICATUM

Also Berberis Thunbergii, Hydrangea paniculata, Weigelia, Spireas, Etc.

Ask for complete list of Oak Brand Shrubs.

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Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

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HOME GROWN PALMS

Well Established, Strong and Healthy.

Areca Lutescens, 3 plants in pot.

6 inch pot, 24-30 inches high.....	\$ 1.00
6 inch pot, 30-36 inches high.....	1.50
6 inch pot, 36-42 inches high.....	2.00

Kentia Forsteriana, made-up, 4 plants in tub.

11 inch tub, 4½ feet.....	10.00
11 inch tub, 5-5½ feet.....	15.00
11 inch tub, 6-6½ feet.....	20.00

Cibotium Schiedel

9 inch tub, 4½-5 foot spread.....	5.00
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Kentia Belmoreana, 6 to 7 leaves.

6 inch pot, 22-24 inches high.....	\$ 1.00
6 inch pot, 26-28 inches high.....	1.50
6 inch pot, 28-30 inches high.....	2.00
7 inch tub, 34-36 inches high.....	3.00
9 inch tub, 40-42 inches high.....	5.00
9 inch tub, 48-54 inches high.....	8.00
9 inch tub, 4½-5 feet high.....	10.00



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THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

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	Per 100
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Boston Yellow, 2-in.	3.00
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Vinca Variegata, 2-in.	1.75

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Seasonable Stock You Will Need

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Asparagus Sprengeri, 2½ in.	\$3.00	\$27.50
Acalypha Sanderi and Triumphans, 2½ in.	4.00	
Ferns, Aspidium Tsussimense, Cyrtomium Falcatum, Pteris Tremula and Pteris Wimsetti, 2½ in.	3.50	30.00
Begonia Gracilis Luminosa, Prima Donna, White Pearl and Erfordia Superba, 2 in., at.....	3.50	30.00
Chrysanthemums, Pompon, in 30 standard varieties...	3.00	27.50
Chrysanthemums, single, in variety.....	3.50	
Roses, Pink and White Mamon Cochet, grand for summer cutting, field grown plants, now in 4 in. pots, \$12.00 per 100; 2½ in pots.....	3.50	
Palms, Kentia Belmoreana, 2½ in., \$10.00 per 100; 3 in., \$15.00 per 100; 4 in., \$40.00 per 100. Fine dwarf clean stock to grow on. Cocos Weddelliana, 2½ in., \$12.00 per 100.		

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Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

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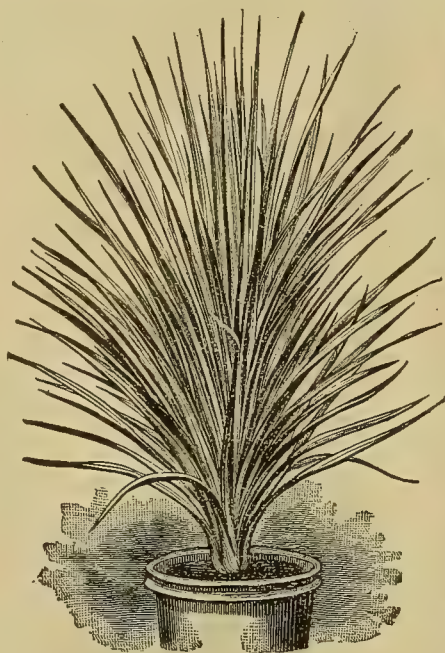
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2-inch, \$25.00 per 1000.

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4-inch, (strong) \$10.00 per 100; 5-inch, (strong) \$15.00 per 100.

English Ivy

4-inch \$1.50 per dozen

George Wittbold Co.

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	Per 100	Per 1000
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Beacon.....	2.50	20.00
Alice, (Light Pink).....	2.00	18.00
Herald.....	2.00	15.00

	Per 100	Per 1000
Wara.....	\$2.00	\$15.00
White Enchantress.....	2.50	20.00
Rose Pink Enchantress.....	2.50	20.00

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	Per 100	Per 1000
Champ Welland.....	\$3.50	\$30.00
Pink Killarney.....	3.50	30.00
Ophelia.....	5.00	45.00

	Per 100	Per 1000
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2,000,000 SQUARE FEET OF GLASS

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2 inch pot plants at prices running from
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ASTERS. Henderson's Invincible (one of the finest for cut flowers), white, shell pink, rose, lavender and purple. Strong plants, \$5.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

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BEGONIAS	100	1000
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Mrs. J. A. Peterson, 2½-in. pots.....	20.00	180.00
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Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

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Calceolaria, 4-inch in bud and bloom, \$20.00 to \$25.00 per 100. ERNEST ROBER, Wilmette, Ill.

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Cannas. A good assortment of 3-in. standard varieties such as Gladiator, J. D. Eisele, Louisiana, Mapos, Mme. Crozy, Mrs. Kate Gray, Queen Charlotte, Souv. de Crozy, Uncle Sam, Venus, Wyoming, \$1 per doz., \$3.50 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

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Canna Yellow Humbert, new giant yellow. Started plants, per 100, \$7.00; per 1,000, \$65.00. Vaughan's Seed Store, Chicago and New York.

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Cannas, green, 4-in., 8c. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

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CARNATION PLANTS.

2½-in. pots.

	Per 100
Alice	\$3.00
Belle Washburn	7.00
Matchless	3.00

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178 N. Wabash Ave., Chicago. Greenhouses Hinsdale, Ill.

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Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

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2½-INCH CHRYSANTHEMUM PLANTS.

	100	1,000
White Chadwick	\$4.00	\$35.00
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Nagoya	3.00	25.00
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White Razer	3.00	25.00
Yellow Razer	3.00	25.00
Turner	3.00	25.00
Matchless	3.00	25.00
Buckbee	3.00	25.00
Smith's Ideal	3.00	25.00
Unaka	3.00	25.00

PETER REINBERG,
30 East Randolph St., Chicago.

POMPON CHRYSANTHEMUMS IN 2½ POTS.
Price \$3.00 per 100.

Western Beauty, the best pink.

Peter Pan } Best yellow

Gold Nugget }

Eugene Laugerlant }

Carrie, early yellow.

Nordi }

Mensa }

Zora }

All are now ready.

BASSETT & WASHBURN,
Office and Store, Greenhouses,
178 N. Wabash Ave., Chicago, Hinsdale, Ill.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

Rooted Cuttings and Cut Back Plants.
Large supply of fine healthy stock, ready for immediate shipment. We have all the best commercial varieties and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

	Cut Back Plants	Rooted Cuttings
	100 1000	100 1000
Pink Chieftain.....	\$2.50 \$20.00	\$2.50 \$20.00
Dr. Enguehard.....	2.50 20.00	2.50 20.00
Edw. Seidewitz.....	2.50 20.00	2.50 20.00
Mrs. Chas. Razer.....	2.50 20.00	2.50 20.00
Smith's Ideal.....	2.50 20.00	2.50 20.00
Oconto.....	2.50 20.00	2.50 20.00
Buckbee.....	2.50 20.00	2.50 20.00
Early Frost.....	2.50 20.00	2.50 20.00
Major Bonaffon.....	2.50 20.00	2.50 20.00
Robt. Halliday.....	2.50 20.00	2.50 20.00
White Chieftain.....	2.50 20.00	2.50 20.00
William Turner.....	2.50 20.00	2.50 20.00
Marigold.....	2.50 20.00	2.50 20.00
Roman Gold.....	2.50 20.00	2.50 20.00
Intensity.....	2.50 20.00	2.50 20.00
White Bonaffon.....	2.50 20.00	2.50 20.00
Bronze Touse.....	2.50 20.00	2.50 20.00

POMPONS.

Mensa	2.50 20.00	2.50 20.00
Buckingham	2.50 20.00	2.50 20.00
Golden Climax	2.50 20.00	2.50 20.00
Golden Wedding	2.50 20.00	2.50 20.00
Diana	2.50 20.00	2.50 20.00
Lula	2.50 20.00	2.50 20.00
Lilla	2.50 20.00	2.50 20.00
Baby Margaret	2.50 20.00	2.50 20.00
Quinola	2.50 20.00	2.50 20.00
Mrs. Beu	2.50 20.00	2.50 20.00
E. D. Godfrey	2.50 20.00	2.50 20.00
Baby Princess	2.50 20.00	2.50 20.00
Mrs. Astor	2.50 20.00	2.50 20.00
Sabey	2.50 20.00	2.50 20.00
Eugene Langelot	2.50 20.00	2.50 20.00
Fairy Queen.....	2.50 20.00	2.50 20.00
Lillian Doty.....	2.50 20.00	2.50 20.00
Helen Newberry.....	2.50 20.00	2.50 20.00

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FINE CLEAN STOCK OF BEST KINDS FOR FLORISTS' USE.

Send Us List of Wants, Catalogue Free.

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Cobaea Scandens, 3 ft. and over, 8c. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

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COLEUS. Best bedding kinds, \$2.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus, 2-in., mixed, \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

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Cyclamen, Wandsbek type, transplanted seedlings, \$7.00 per 100, \$60.00 per 1,000. Seedlings, \$4.00 per 100; \$35.00 per 1,000. Salmon and Rocco, repots, \$1.00 extra; 2½-in., \$8.00 per 100, \$75.00 per 1,000. Six varieties, equally divided, Cyclamen bulbs, mixed, first size, \$10.00 per 100; second size, \$6.00 per 100. ERNEST ROBER, Wilmette, Ill.

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Dahlias. Finest assortment of 2-in. pot plants at from \$2 to \$25 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct. N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

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Dracaena Indivisa, 5-in., \$25 per 100. George Wittbold Co., 745 Buckingham Place, Chicago.

Dracaena Indivisa, very fine, 5-in.; \$25 per 100. HARRY HEINL, W. Toledo, O.

Indivisa, 2-in., \$3 per 100; 3-in., \$6 per 100. ERNEST ROBER, Wilmette, Ill.

FERNS.**— FERNS —**

Roosevelt, 2½-in.	Per 100
Boston, 2½-in.	\$ 4.50
Teddy, Jr., 2½-in.	5.00
Scholz, 2½-in.	4.50
Scholz, 4-in.	18.00

THE REESER PLANT COMPANY, Springfield, Ohio.

Ferns for Fern Dishes. Good strong plants, in 2½-in. pots. Aspidium, Holly, Mayil, Willson and Alba Lineata, \$3.00 per 100; \$27.50 per 1,000. THE REESER PLANT CO., 372 Johnson Ave., Springfield, O.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Table, good assortment, 2½-in. pots, \$3.00 per 100; Holly ferns, Cyrtanthum Rockfordianum, 4-in., \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns, Boston, out of bench, \$15.00 and \$20.00 per 100. Verona, 2-inch, \$8.00 per 100; 5-in., \$35.00 per 100. Japanese Fern bulbs, started, 50c each. ERNEST ROBER, Wilmette, Ill.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FEVERFEW.

Feverfew. Strong transplanted, per 100, \$1.00. ODOR GREENHOUSES, IOLA, KANS.

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GERANIUMS. Special this week. 10,000 Poitevine, 2½-in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks, \$2.50 per 100, \$25.00 per 1,000. Other standard varieties same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

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Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, red, \$10 per 100. Ricard and Poitevine, \$12 per 100, without pots, for cash. H. W. ALLERSMA, Grand Rapids, Mich.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums, red, 4-in., 9c each. NICK REDING, 6731 Ridge Ave., Chicago.

GLADIOLUS.

Gladioli. Regular grades; also stock for immediate planting. For varieties and prices, see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladioli; strictly first size. For varieties and prices see advertisement on front page of this issue. A Henderson & Co., 211 N. State St., Chicago.

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Gloxinias, blue, white, red, spotted, \$3.50 per 100, mixed, \$3.00 per 100. James Vick's Sons, Rochester, N. Y.

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Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$2.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. B. A. Beaven, Evergreen, Ala.

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English Ivy, 4-in., \$1.50 per dozen. George Wittbold Co., 745 Buckingham Place, Chicago.

English Ivy, very fine, 4-in.; \$15 per 100. HARRY HEINL, W. Toledo, O.

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Lantanas, mixed varieties, pink, yellow and red, 2-in., strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

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HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

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Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

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Pandanus Veitchii, nicely variegated, large specimens only, at \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

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PETUNIAS, single transplanted, Gen. Dodds, Snowball, Howard's Star and Rosy Morn, 75c per 100. ODOR GREENHOUSES, Iola, Kan.

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PHLOX, annual dwarf, Snowball, Fireball and Blue Star; also Drummondii, scarlet, white, and blue. ODOR GREENHOUSES, Iola, Kan.

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PRIMULA OBCONICA. Fine plants, best colors, 2½-in. pots, \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

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Bench plants now ready for shipment, 4,000 American Beauties, 1,000, \$70.00; 250 at 1,000 rate.

Ophelia grafted plants, three years old, \$70.00 per 1,000.

Sunburst, two-year-old stock, 1,000, \$50.00.

Pink Killarney and White Killarney, two-year-old stock, 1,000, \$40.00.

Richmond, per 1,000, \$50.00.

Bench plants offered subject to prior sale.

These plants shipped 50 plants to the bundle.

Orders for less than fifty of one variety cannot be accepted.

Choice young rose plants, own root, ready for benching.

American Beauty.

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4 -inch choice plants	\$16.00
2½-inch choice plants	10.00
Cecile Brunner, 2½-inch	3.00
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Office, 178 N. Wabash Ave.
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EXTRA FINE 2½-INCH ROSE PLANTS.

100	1,000
Killarney Brilliant	5.00
White Killarney	4.00
Pink Killarney	4.00
Sunburst	5.00
Mrs. George Elgar	4.00

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YOUNG ROSE STOCK.**CHAMP WEILAND.**

Extra fine 2½-in. stock, \$6.00 per 100; \$50.00 per 1,000.

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2-YEAR-OLD BENCH PLANTS.

2500 Pink Killarney, 2500 Killarney Brilliant and 1500 Irish Fireflame, \$6.00 per 100; \$50.00 per 1,000.

CHICAGO FLOWER GROWERS' ASSOCIATION
182 N. Wabash Ave. Chicago

Rose Plants, 2½-inch pots. Champ Weiland, Pink Killarney, Richmond, \$3.50 per 100, \$30.00 per 1,000. My Maryland, \$4.00 per 100, \$35.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses. Pink and white Mamon Cochet, field grown plants, 4-in., \$12 per 100; 2½-in., \$3.50 per 100. The Storrs & Harrison Co., Painesville, O.

Rose plants in bud and bloom, for June planting. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago.

Roses, in bud and bloom, 50c, 75c and up to \$2.00 each. ERNEST ROBER, Wilmette, Ill.

SALVIAS.

Salvia, 3-in., 5c each; \$50 per 1,000. NICK REDING, 6731 Ridge Ave., Chicago.

SALVIAS. Bonfire, 2½-in., 2½c each. ODOR GREENHOUSES, Iola, Kan.

Salvia Tricolor, 2-in., \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

SANTOLINA

Santolina, rooted cuttings, per 100, \$1.20. ODOR GREENHOUSES, Iola Kan.

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New crop, California lathhouse-grown, now ready:

Per 1,000 seeds \$1.50

ASPARAGUS SPRENGERI SEED.

Per 1,000 seeds \$0.75

ASPARAGUS ELONGATUS SEED.

Per 1,000 seeds \$5.00

Write for prices by the pound.

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Seed. Asparagus plumosus nanus, northern greenhouse grown, 100 seeds, 50c; 250 seeds, \$1.00; 1,000 seeds, \$3.00; 5,000 to 10,000 seeds, \$2.75 per 1,000. Vaughan's Seed Store, Chicago and New York.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Huff, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties; Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

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Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Brasian Seed Growers' Company, San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

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VERBENAS. Bushy 3-inch in bud and bloom, \$4.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

VERBENAS, separate colors, 2½-in., 2½-c each. ODOR GREENHOUSES, Iola, Kan.

Verbenas, mixed, 3-in., \$5.00 per 100. ERNEST ROBER, Wilmette, Ill.

VEGETABLE PLANTS.

Field-grown plants, ready now. Fine tomatoes (24 varieties), 40c per 100, \$1 per 500, \$1.50 per 1,000, sweet and hot peppers (10 varieties), egg-plants (4 varieties), 75c per 100, \$2.50 per 500, \$3.50 per 1,000. F. O. B. Navasota. Prompt shipment. No orders under \$1.00 accepted. If wanted by parcel post add 10c postage for each 100 plants. Send no personal checks. SCOTT FLORAL CO., Navasota, Tex.

VEGETABLE PLANTS.

CELERY PLANTS. Golden Self-Blanching (French strain), also the grand new Easy Blanching which is easy to grow; fine plants ready for the field, \$2.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cabbage plants, frost-proof Jersey, Charleston, All-Head, Sure-Head and Early Flat Dutch varieties at \$1.30 per 1,000 in 5,000 lots and up. Ozark Seed & Plant Co., Nashville, Ark.

VINCAS.

Vinca variegata 3-in., \$5; 4-in., \$8 per 100; 4-in., strong, \$10; 5-in., strong, \$15 per 100. George Wittbold Co., 745 Buckingham Place, Chicago.

Vinca Variegata, strong 2-in., \$4 per 100, extra heavy, 4-inch long vines, \$12 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

VINCAS. Variegated, 2-inch, extra strong, \$2.50 per 100; 4-inch, \$12.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Vinca variegata, 2-in., \$3.50; 3-in., \$6; 4-in., \$12 per 100. ERNEST ROBER, Wilmette, Ill.

Vincas, variegata, 2½-in., 2½-c each. ODOR GREENHOUSES, Iola, Kan.

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Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co. Okmulgee, Okla.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoo Bros. 61-73 Metropolitan Ave., Brooklyn, N. Y.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

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Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

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One-piece flower boxes, 24x4x3 in., \$2.00 per 100. The John Henry Co., Lansing, Mich.

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Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

MISCELLANEOUS.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

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Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Grave Myrtle Clumps, \$10 per 100. ERNEST ROBER, Wilmette, Ill.

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Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

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Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

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Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

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We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

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Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

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Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

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Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

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GREENHOUSE CONSTRUCTION

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

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Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

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Nikoteen, excellent for spraying. Aphs Punk for fumigating. Nicotine Mfg. Co., St. Louis.

CARNATION STAPLES.**SUPERIOR CARNATION STAPLES.**

Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

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Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 95c; per 500, \$4.00; \$6.50 per 1,000.

Pipe stems, 4 to 6 feet, per 100, 70c; per 1,000, \$4.00. Vaughan's Seed Store, Chicago.

Bamboo cane stakes. 6 ft., \$21 per bale, 6-9 ft., \$7 per bale; 9-12 ft., \$8.50 per bale. McHutchison & Co., 95 Chambers St., New York.

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Mfr. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

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Labels for nurserymen and florists. BENJAMIN CHASE CO., Derry Village, N. H.

Pecky Cypress

WE ARE SPECIALISTS

in this line, having been practically the first to sell to the trade. Get the value of our long experience. Perfect satisfaction guaranteed. Rock-bottom prices. Pecky Cypress, because of its durability, is the only wood now being used for greenhouse benches. Will ship in any quantity, carload or less.

Drop Siding, Ship Lap, Flooring, White Cedar Posts, Etc.
Everything in Lumber. Write for prices.

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Berning, H. G., St. Louis, Mo.
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Coan, J. J., New York.
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Ford, M. C., New York.
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Henshaw Floral Co., Inc., New York.
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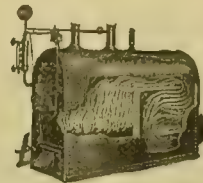


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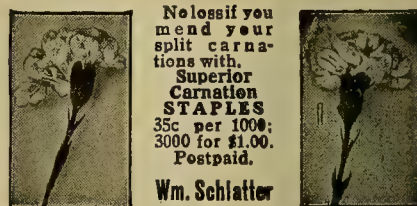
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Vol. L.

CHICAGO AND NEW YORK, JUNE 8, 1918.

No. 1566

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SUGGESTIONS FOR PLANT GROWERS.

Cleaning Up.

The bedding season is over, the year's work is practically finished, the young stock for another year in preparation, and now is the time to clean house. Do not leave a lot of worthless stock scattered around the houses that takes a man's time to water, but what it is desired to save block up all together where it can be watered in a short time, and, above all things, throw out anything that has passed its usefulness. How often have we seen plants that would never have been of any value left standing in the greenhouses until fall planting; neglected, yet taking more or less room, to be thrown out at last, and the houses never thoroughly made ready for the coming crop. Get the plants that need care and attention all together, and clean up the other houses: If the stock is grown in benches, these will need repairing, and if badly decayed take them down and rebuild. Those who have cement benches are fortunate, for they will only need repairs. Throw out all the old soil and clean up under the benches and in all the corners, and throw out any old, rotting boards or pieces of crocks, and thus get rid of the vermin that invariably infest greenhouses. After the benches are cleaned out, give them a good, thick coat of whitewash in which sulphur was mixed while the lime was slacking. The advantage of this is too little appreciated by many growers. It costs but little and the prevention from fungus will often amount to a great deal. After the whitewash has dried throw a few ashes or a mulch of some kind on the benches to protect them from the hot rays of the sun. Give the inside of the house a good coat of white paint; this should be done at least every other year, for the difference in the amount of light in a clean white house and in a dirty one during the dark short days is material, and the increased quality and quantity of stock will more than repay for the

expense and labor. Any repairs that the heating system needs should be made at once and the boilers cleaned up ready for fall. Too often the boiler is never thoroughly cleaned out after the last firing, and ashes and clinkers are left lying around in a moist condition, rusting the boilers. The steam boilers should either be emptied or filled, for if the water is left standing rust will form inside just above the water line and rapidly eat into the iron. These are all necessary details to be looked after at the earliest possible moment.

Canterbury Bells.

There is always a demand in the spring for something different than the flowers which the buyers have seen all through the winter, and many growers have a call for some of the forced perennials. Canterbury bells are grown for this purpose, and if well grown find a ready sale. Seeds sown now and grown on in pots, being shifted into larger sizes as may be required, will bloom next spring and help furnish the grower with a variety of stock. They should be grown cool during the early winter, a violet house or one of a similar temperature being about right, and then brought into a warmer house with a temperature of 50° degrees in late winter, where they will produce fine blooms for early spring. By bringing a few at a time into the warmer house, a succession of blooms may be had.

Ardisia Crenulata.

The seeds of ardisia may be sown at any time during spring and, as it will take until another year to grow plants that will fruit, it is not material at which particular time they are sown. The seeds are a little slow in germinating, and it is better to sow them in the manner of sowing cyclamen, about half an inch apart. In early summer they should be potted in 2½-inch pots, and are better grown in a frame than in the greenhouse. In the fall, when

brought into the houses, they should again be potted in 3 or 4-inch pots and grown in a temperature of 50°. The plants are of a woody nature and grow slowly, and should not be potted into too large pots, for it is far better to allow the roots to fill the pots before shifting. The following spring they will bloom and should then be potted in 6-inch pots and given a cool location in the houses. After the fruit has formed and grown to good size the plants should be given a good, sunny position, that they may take on a bright color by Christmas. If the plants are grown too warm the foliage will be thin and lack the substance and luster which make them so much admired in the cooler grown plants, and the warmer grown stock gets chilled very easily, when the berries will drop off. The only insect which infests this plant is the brown scale, which, if not destroyed, will cover the plant stem completely. These should be carefully removed and continually guarded against. If there are any old plants that have dropped their lower leaves, the tops of these can be rooted in a similar manner to rooting rubbers, that is, by cutting into the stem and mossing the cut and, after the roots have appeared in the moss, the tops cut off below the moss and potted.

Calceolarias.

A plant that always attracts attention and is as decorative as cineraria or other plants of that kind, and yet but little grown, is the calceolaria. The culture is very similar to that of the cineraria, and is fully as easy. The seeds should be sown at once and shaded until they have produced one or two leaves, when the shade should be made lighter. As soon as large enough they should be potted into small pots and shifted along into larger sizes as fast as required. They should, as soon as well established, be given a light, airy location, not shady enough for them to become drawn, but if in the full sunlight they will have to be watched closely that they do not get dry. They will require cool quarters during the winter, if nice, stocky plants are desired, and under this treatment fine 6-inch pot plants may be had in bloom in early spring that will surely attract attention. For the last potting a good, rich soil will be required, and when they begin to bloom watering with liquid manure will be beneficial. Like the cineraria, they are quickly ruined by aphids, and constant fumigation will be necessary. Many growers stand the plants on tobacco stems, which are renewed as the strength is lost.

Twin Oaks and Rose Meeting Notes.

The accompanying illustrations show the beauty of the rose gardens and perennials at "Twin Oaks," at Washington, D. C., an ideal country seat, which in its perfection is a great credit to Superintendent G. E. Anderson. The group picture, taken at "Twin Oaks," contains men prominent in all lines of the florist trade, nearly each one having a title of some kind. Among them are President Chas. H. Totty, of the Society of American Florists; also four ex-presidents, Wm. F. Gude, F. R. Pierson, Richard Vincent, Jr., who is also president of the American Dahlia Society; John K. M. L. Farquhar, President Benjamin Hammond, of the American Rose Society; John Young, secretary of the S. A. F.;

Professors Corbett and Mulford, of the department of agriculture, and a host of presidential timber for the management of any of the trade organizations from the S. A. F. down.

The Red Cross drive at the Botanic Gardens, in charge of George W. Hess, superintendent of the gardens, was much enjoyed by the visitors. Mr. Hess introduced Hon. Champ Clark, who made a stirring address, in which he told of the great amounts of money that were being appropriated by Congress to win the war. He urged all to give liberally to the Red Cross. There were a number of other speakers, all of whom roused enthusiasm for this cause. President Chas. H. Totty told of the activities of the florists in this work. An American half-cent, coined in 1809, now one hundred and nine years old, was auctioned off by W. H. Siebrecht, Jr., of New York. Spirited bidding was started by R. Vincent, Jr., who offered \$10. This then jumped \$1 to \$3 at a time, being raised by F. R. Pierson, J. K. M. L. Farquhar, W. R. Pierson, C. H. Totty, C. S. Honaker and others until it was finally knocked down to F. R. Pierson for \$61. A number of girls sold flowers from trays. There was good music by a military band. Mr. Hess was proud to turn over to the Red Cross nearly \$500 as the result of his efforts.

Price Fixing.

The genial John S. Williams, from Mississippi, recently said in one of his Senate speeches: "How have we been attempting to meet most of our difficulties? Why, in a perfectly impracticable way. We have been trying to fix prices. You can no more fix a price than you can moderate the warmth of the sun by a legislative decree. You do one of two things. You fix the price, yes, in a certain sense, because you may keep a fellow from selling higher by threatening him with jail; but if you fix the price too low, you decrease production; if you fix it too high, you breed speculation; and unless you are as wise as God himself you cannot fix it exactly right. Let prices take care of themselves, and then production will take care of itself."—The Farm Journal.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Wedding Flowers and Decorations.

With the advent of June, the month of roses, there is again ushered in—the bride. As if expecting the visit of the lady and her bevy of maids, all nature is at her best; flowers are everywhere, the whole landscape is gay with color—it is truly the blossom time of life.

With such a wealth of material, the florist is called on to show his art in the decoration of the house and lawn.

In many cases the ceremony and reception take place on the lawn under a floral arch or canopy erected on a portion of the grounds adjacent to the dwelling. Should the weather be fair, everything passes off smoothly; but, in case of wet weather, the scene of action is transferred to the house, which must often be hurriedly put in order.

For the lawn setting, a tent-like canopy made of garlands of laurel is effective. A background of palms and cibotium ferns gives a color tone with peonies, Easter lilies or long-stemmed roses, together with a rose-decked kneeling stool, decorates the space admirably for the ceremony and makes a pretty picture for the pleasure of the company while waiting for the bride to appear. The aisle from the dwelling to the canopy should be on the grass, across the lawn, not following the graveled path. Garlands of laurel, decorated with snowballs or other flowers suspended from shepherds' crooks stuck into the ground, should outline the way. A large floral arch may take the place of the canopied enclosure, the garlands of the pathway spreading out and enclosing the limits of the necessary space. The refreshments are generally served at small tables on the lawn, the center of each bearing its more or less elaborate vase of flowers.

If, on account of inclement weather, the ceremony must take place in the dwelling, the decorations will consist of a bank or graceful arrangement of palms and ferns at the place of the ceremony and given touches of color with flowers in tall floor vases placed at intervals. The mantels should have



FOXGLOVES AT TWIN OAKS, WASHINGTON, D. C.



ARCH OF TAUSENSCHON ROSES AT TWIN OAKS, WASHINGTON, D. C.

low bowls of flowers. Vases or blooming pot plants, such as well flowered hydrangeas, are very decorative if placed on the seats and ledges. The tops of bookcases and china closets and also the sideboards should have low bowls filled with flower blossoms to harmonize with the furnishings of the rooms. Over all doorways are decorative points that when touched up with garlands of green and color are very noticeable.

Perhaps the flowers that attract the most attention are those carried by the bridal party, and at this time there is great variety to choose from. The bride can carry lily of the valley and roses or orchids, or just plain lilies. All white sweet peas are good in shower effect, as is also the lily of the valley; for the maids blue or pink hydrangeas, with the same colored ribbons in contrast. Baskets made of light material, when nicely filled with any of the above flowers and tied with appropriate ribbons, are an agreeable change from the bouquets. Striking color effects are always good and are sure to make a hit, providing they do not clash with the dresses or millinery. Large shower bunches of pink sweet peas are very effective at this time, as they seem so seasonable, as are also baskets or hats filled with them.

For the buffet dining table, a tall vase of American Beauty roses, if not interfered with by the chandelier, is nearly always a winner. A vase is always better than a plateau on a table of this kind, as there is generally so little room. For the boutonnières there is a choice of lily of the valley, gardenias or sweet peas. The supply men offer very pretty and dainty baskets, with or without handles, for flower-girls, to be carried by bows of ribbon on the arm or held in the hand. When nicely filled, they are very suitable for the purpose.

Church Decorations.

The decoration of the church for the wedding is an important branch of the business. In public such a wedding is always more or less elaborate and in most cases gives the artist an opportunity to add to his laurels and at the same time increase substantially his bank account.

There are as many different ways in which the decorations can be arranged as there are changes of architecture in the churches. In many buildings the platform on which stands the pulpit is high, and the ceremony is performed at the head of the middle aisle on the main floor directly in front of the pulpit. In this case, the platform, not being used, is banked with palms. In many churches the front of the platform contains a wooden, or sometimes a stone, bannister or railing, which will support mossed boards or shelves of cut flowers, with drapings of greens and flowers to the floor. If the platform is without the railing and is three or four feet in height, a ledge or border of pot flowering plants and cut flowers can be arranged to fall over the edge, with the taller palms as a background. There is a general rule to be followed in decorations of large buildings of this character, and that is that everything is to work in together for the general effect; there are certain points to be emphasized, but it is the view that spreads out before one and that is seen at once that pleases. With the ceremony at the head of the aisle, it is nearly always necessary to remove a few of the front pews to make room for the bridal party. A raised platform one foot high, made solid and covered with denim or crash, places the ceremony within the view of all the guests, and is well worth the small additional expense. On this is

placed the kneeling stool, which should be well decorated, as it is the central point to which all eyes are turned.

The treatment of the main aisle is important. This may be decorated with punches of flowers and ribbon at ends of every pew or at intervals, or only on the pews reserved for the family and special guests. From one to two arches, or more, placed at regular intervals over the whole length of the aisle, make an elaborate showing. Another beautiful effect is with standards of cut flowers on either side of the aisle at intervals; these can be more or less elaborate. Iron plant stands about three feet high make a good foundation on which to place tall American Beauty wicker vases, which, when filled, make fine standards. Quite tall stands mossed up to resemble tree trunks with cibotium ferns at the top are very effective. If all these are considered too heavy, one-inch poles, painted or wrapped with white cheesecloth, with a more or less elaborate tree or basket of ferns at the top, or just a bunch of long-stemmed roses and a bow of ribbon or chiffon tied to the pole, will be found very decorative. Arches or canopies are sometimes erected at the place where the ceremony is to be performed. The old-time bell is now seldom used, but can be suspended from the arch or canopy.

In the churches where the choristers' pews occupy the front of the chancel the pew ends fronting the audience should be decorated with baskets of cut flowers and greens, or heavy garlands of the same, all arranged so as not to hide the view of the ceremony at the altar. The rear of the chancel each side of the altar will contain the palms in this case, and tall American Beauty wicker vases of cut flowers will relieve the somber green. The altar vases should be well filled with choice blooms

and the font with a handsome fern or basket of long-stemmed flowers of the season. The window ledges can also be banked with foliage and blooming plants, and add much to the effect. In many churches columns are to be reckoned with, and these can be garlanded or made to support a climbing rose. Wrap the column with a stout green cord, using small blocks to leave a space behind the cord, and fill this with short branches of laurel. This can be done the day before. Have a lot of roses, stemmed loosely, several together, and as late as possible stick them through the green. If nicely done, the effect of the climbing rose is well brought out, particularly if a pot cover mossed and filled with bunches is placed on a pedestal and the bush appears to be growing from this.

After the company has assembled, the ushers should tie them in with the strip of ribbon across the pew ends. This, by the way, is best done by having the right lengths of ribbon wound on two round sticks about a foot in length. These sticks are painted white or wrapped with ribbon. These rolls are placed in the last reserved pews on each side of the aisles, with the loose ends of the ribbon securely fastened. With this preparation, it is but the work of a moment for two ushers to walk to the rear and fasten the ribbon to the extreme end pews. Another last-minute touch that is worth the trouble is made with a roll of white muslin the length of the middle aisle and from 36 to 48 inches in width. This is rolled on a stick which projects six inches or more from either end, so that it may be carried. The loose end is tacked to the floor or platform where the ceremony takes place, and left rolled up. Just as the bridal party is arriving and the guests are all seated, two of the ushers or two boys selected for the work pick up the roll and carry it down the aisle, the roll unwinding as they proceed, and the other end is then quickly drawn taut and tacked to the floor strip of the front door. This gives a finished path that adds much to the bridal procession.

National Publicity for Flowers.

The secretary during the week just closed made a short trip into eastern territory and found the florists everywhere enthusiastic over the publicity campaign. While liberal contributions had already been made from the sections covered, several additional subscriptions were obtained, and as an endorsement of the work of the society, 25 additions were made to the membership roll. A great deal of newspaper publicity was obtained for flowers in connection with the Italy-America flower day, May 24, and reports so far received are to the effect that a large amount of business resulted for this day.

The campaign fund is still a long way from the point where it was hoped it would be by this time. While many staunch supporters of our project have given liberally, the amount of the fund as it stands today represents but a small percentage of what the trade can and ought to contribute. The giving to the fund need not "hurt"; the money will come back multiplied many times, without the shadow of a doubt. It is not a gamble; on the contrary, it is good business enterprise. It is an organized effort—and it is meeting with great success—to keep flowers in the public mind as essential for home use, and for gifts which are to carry a sentiment. Surely, when just now there is

so much propaganda in evidence tending to turn the public mind from the use of flowers, this campaign is an absolute necessity. Were flowers generally tabooed in these wartimes, what would become of the florist trade? For self preservation, if for nothing else, it behooves every florist to contribute what he can to a fund which is providing a defense against propaganda designed to cause the elimination of flowers from home life. Give to this fund so that the efforts of the committee may be continued indefinitely. If you cannot give \$10 give \$5. If you have already given, just look around you, and think what might have been, had not this defense been launched, then give again. Do not expect the one shot to help you over the top, and do not let the other fellow say that his ammunition has been your protection. Do your bit and take comfort for having done it. What is \$50,000 to an industry such as the florists'? And that is the amount aimed for to carry on this year's service. The fund for the year is still only in part subscribed. Just a little thought, just a little realization of the necessity for publicity, and just a little dip into your pocket, Mr. Non-subscriber, and the required amount will be reached. You will be glad that you have done your part, glad that you have had the opportunity to do it. Next year you will be glad to do more.

The following additional subscriptions to the fund have been recorded, annually for four years:

Ludwig Fl. Co., Pittsburgh, (1 year)...	\$ 25.00
Gustav A. Pohl, Milwaukee, Wis.....	5.00
Edw. Van Reath, Jr., Hamilton, Md.....	1.00
Wm. Geenan, Kimberley, Wis. (1 year)...	10.00
Boehringer Bros., Bay City, Mich.....	25.00
Geo. Vatter, Martinette, Wis.....	5.00
Mrs. L. P. Fowler, Wilmington, N. C.....	3.00
Newell's, Houlton, Me.....	3.00
Stelzigs' Floral Store, Bellefontaine, O...	5.00
Louis Kirch, Louisville, Ky.....	5.00
H. N. Lewis, Long Beach, Calif.....	2.00
Hugo H. Jahn, Brooklyn, N. Y.....	10.00
Butte Floral Co., Butte, Mont.....	25.00
State Nursery & Seed Co., Helena, Mont.	25.00
Hanson Floral Co., Butte, Mont.....	5.00
Ed. Williams, Grand Island, Neb.....	10.00
Mrs. R. E. Darbee, San Francisco, Calif...	25.00
H. F. Littlefield, Worcester, Mass.....	25.00
Geo. B. Whitehead, Greens Farms, Conn.	10.00
Ed. Pehl, Hartford, Conn.....	7.50
Foster & Foster, West Palm Beach, Fla.	5.00

\$236.50

Previously reported from all sources...\$34530.25

Grand total\$34766.75

JOHN YOUNG, Sec'y.

Publicity Results.

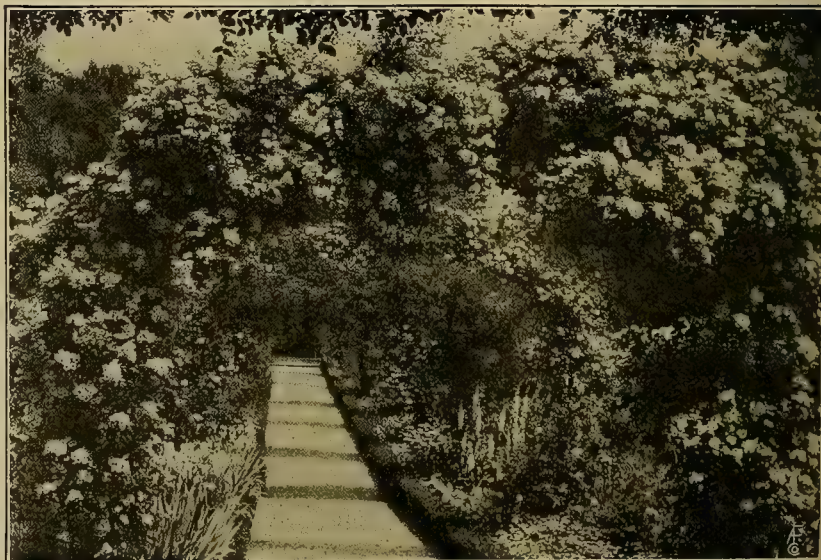
We have now entered upon the sixth month of the active work of the campaign, and from the reports received, our publicity work has resulted in a very visible stimulation of business generally throughout the country. Mothers' day business was heavier than ever before, and this, in spite of rather vicious propaganda designed to cause the elimination of flowers altogether in the observance of this day.

The promotion bureau is getting considerable publicity for flowers through its co-operation with the work of the National League for Women's Service. The bureau is supplying the league with 20,000 signs embodying the slogan, "Say it with Flowers," in blue, green and gold, as nearly as possible as follows:

TO OUR BOYS IN THE HOSPITALS	"SAY IT WITH FLOWERS"	THEY COMFORT AND CHEER
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This quantity is the first installment of the league's requirements. Such publicity is in return for donations of surplus flowers which the florists throughout the country, wherever base hospitals are now located or are to be established, are asked to contribute to the branches of the league. The secretary has sent out over 2,500 letters to florists covering the towns where these branches will operate. Some of the hospitals will contain so few soldiers that flower contributions, necessarily, will be small, and entail an expense hardly worth consideration. In large cities, flowers will be contributed collectively, as in New York, so the burden will not be felt. But stop to think of the return benefit—20,000 and more of these signs in public display. Do you not think the public will feel like falling in with the idea of contributing flowers to hospital patients and that they will buy their flowers from the florists and that this movement will keep flowers before the public as among the most essential of essentials, and offset much of the propaganda we are obliged to combat every day?

Such work as this can only come through the organized effort—organiza-



CENTRAL PATH AT TWIN OAKS, WASHINGTON, D. C.

Arch of Lichstien in Foreground.



AMERICAN ROSE SOCIETY MEMBERS AT TWIN OAKS, WASHINGTON, D. C., MAY 27, 1918.

tion made possible through your subscriptions to the campaign fund. Whatever you give is returned to your advantage, to the advantage of the whole trade.

If you have not already given to the fund, do not hesitate longer. By this time you should be fully aware of the aims of our publicity committees. You have, undoubtedly, already experienced benefit from their work, and will continue to do so. A good deal of money is required to carry this campaign along, and you can help to keep it going without impairing your resources to any noticeable degree. You should look upon it as a small premium on insurance, and charge it on your books as such. And it is insurance! In these times of curtailment, our publicity insures that flowers will not be cut out of the home, except by the very thoughtless. It insures that all movements to belittle the great social value of flowers will be challenged and a greater use of your products encouraged.

Will you not take a little of this insurance? Sit down while the matter is now before you and send in your cheque to the secretary for what you think you can afford. Whatever the amount, it will be most welcome.

Can you use some of our "dealers' helps"—lantern slides for the movies, booklets, stickers, signs, electrotypes for your newspaper advertising? They are all good, and supplied at actual cost.

JOHN YOUNG, Sec'y.

Florist Service to Soldiers.

No one should consider the florist industry nonessential since 38,000 florists all over the United States have pledged themselves to keep the base hospitals supplied with fresh flowers. What more fitting service could they render to our wounded soldiers?—Philadelphia Ledger.

Store Window Publicity.

How many florists throughout the country are taking advantage of our promotion bureau service in so far as getting interested in our glass signs for window display?

You are losing one of the best means for tying-up to our national campaign by not having this glass sign continually displayed in your windows thereby making a connecting link with our campaign in keeping the slogan "Say It With Flowers" before the eyes of every passer-by.

Can you imagine the accumulative effect this sign would have if every florist's shop displayed the same sign and slogan? Each one would benefit by the efforts of the other. We think enough of it in Boston to keep it in our windows continuously, and we are on one of the best corners of our city.

Now just to illustrate the value of store windows as an advertising feature here are a few facts that you can jot down in your memory. The following valuations include a list of some of the prices stores in New York have asked and received for use of show windows the past year: Drug store, Broadway near Fulton St., \$75 per week; Drug store, Broadway and 42nd Street, \$75 per week; Drug store, 4th avenue near 23rd street, \$60 per week; a hardware store in Grand Central Station charges \$100 per month for a window 10x12; a manufacturer of a drug specialty, reports having contracted with numerous small dealers, who agree to give a very small display in their windows one day each week for \$15 to \$25 per year; a Cincinnati merchant who pays \$140 per month rent, charges \$100 to windows and \$40 to store. A store on Broadway, having 20-foot window frontage by 60 feet deep (1200 square feet) pays \$7000, whereas an adjoining

store with 30 foot front and 30 feet deep (only 900 square feet) pays a rental of \$11,000.

It is reported one of the largest chains of stores in the United States has separated its windows from their stores, the windows being capitalized at \$300,000 for the 800 stores, and they sell these windows to themselves or others, using approximately \$120,000 of this space themselves. This shows quite conclusively that windows do sell merchandise.

"Say It With Flowers." This valuable glass sign costs you only \$1.50. Inclose check to Secretary John Young's office, and you will greatly appreciate the effect this sign will have in gradually influencing new business.

HENRY PENN, Secretary,
S. A. F. Publicity Committee.

Rusts, Wilt and Fungi.

Dr. Irwin F. Smith, pathologist in the department of agriculture, advises that greenhouse men should fumigate their houses, whenever empty, with burning sulphur. Wet down the benches and woodwork (this is important, as the damp atmosphere makes the fumes more effective), and close all crevices as tight as possible. All manner of fungus and insects are destroyed if this is thoroughly done. All tools, carrying trays, barrows, even the clothing of the men should also be placed in an infected house and treated or allowed to have this fumigation. It should be done at night. The house can then be used the next day.

Progress against wilt and rust of the snapdragon and anything like satisfactory remedies is making little headway. Wilt affects many plants, even asters out of doors, also watermelons and cotton. In these latter plants the trouble has been overcome

by cross fertilization, selecting plants that appeared to be the least affected. After several years of selection, resistant varieties are found that showed no effects of the disease. Dr. Smith stated that one time, in certain sections of the south, watermelons were a failure on account of the wilt, but that now, owing to this work of the department, the new resistant varieties were not affected. Rust in wheat has also been combated in this way, and he believes that if someone would take up the snapdragon a resistant variety might be developed along these lines. Very fine flour, dusted on the under side of the leaves in the rust spores, is considered the best remedy so far discovered.

Cyaniding in greenhouses is the best remedy for all insects, except red spider, which it does not seem to affect. The first cyanide he knew of was used by Dr. Woods, of the department, about 25 years ago on a lot of coleus in the government greenhouses that were badly infected with mealy bug. The treatment was a great success.

The official name of the snapdragon rust was said by Miss F. Patterson, of the department, to be *Puccinia antirrhina*. Prof. George L. Peltier, of the University of Illinois, was said to be making progress in a study of this disease.

K.

Washington.

BUSINESS SHOWS INCREASED VOLUME.

Everything in this beautiful city is topsy turvy. The population has increased in the past two years from 400,000 to 750,000 and there is great demand for additional dwellings to house the people, but scarcely any material or mechanics with which to build them, everything being taken by Uncle Sam. The government is erecting dormitories for 5,000, and \$10,000,000 has been appropriated for additional buildings of a similar character to provide homes for its many thousands of extra employees, made necessary by war activities. With this great influx of people, there has been an increased demand for flowers, making the past season a prosperous one for the craft in all lines. Memorial day business was very good, there being a general cleanup of all kinds of stock. Wreaths of magnolia and galax leaves, decorated for the most part with fresh flowers, palm leaves, and quite a few with the waxed artificial stock, were the leaders. Flags were a feature of many pieces. Peonies were very prominent, probably a third of the cemetery orders being for large single or double sprays of white peonies tied with tricolor ribbon.

NOTES.

Gude Brothers Co. had a large force who turned out an immense amount of work. Over 125 wreaths in assorted sizes were made, the floor of their large store, front and back, being covered with cemetery pieces and piles of boxes of flowers in the early morning of May 30. There is always something doing here, the large force of young men being continually on the go. What is going to happen when all these skilled workers get into Uncle Sam's activities, is a problem that will certainly have William F. guessing.

Z. D. Blackstone's shop was full of activity. It looks very inviting here. A good use was made of fresh oak branches. These were used to decorate the corners and lattice work of the store, being placed in vases of water. These were almost as effective as when colored in the fall. Arranged with sprays of peonies they added much to the appearance. Branches of laurel, in flower, made very effective wreaths and were used also as a filling for other flowers. A very good business was reported here.

The Oehmler Floral Co. reports the season has been very good. Mr. Oehmler just met with a great loss in the

death of his partner, Robert L. McMackin, a former valued employee, who had been taken into the firm a year ago. He was only 21 years of age and died of athletic heart, contracted while a school boy. He was very popular with the trade. At the funeral, June 1, there was a great display of flowers.

The Dupont Circle Flower Shop, E. C. Mayberry, manager, is an ideal cut flower store, with windows to the floor the depth of the store, facing the circle. It is a splendid place to display plants. A large American flag in immortelles was a feature. A continuous run of good business the past season was reported.

George C. Shaffer, who has had a very good winter, was full of work for Memorial day. His is a model flower shop. With its windows all along I street, fronting the full depth of the store, he produces wonderful decorative effects. He had found the peonies very good stock this year.

The Flower Store, with its large side windows, J. A. Phillips, proprietor, is another beautifully lighted shop. Mr. Phillips is in charge here, while Mrs. Phillips has opened a branch store in Martinsburg, West Virginia. Mr. Phillips is well satisfied with the season.

Washington is to have a new club called the Washington Gardeners' and Florists' Club, to which only members of the trade or profession will be eligible to membership. A meeting for organization will be called soon.

The S. S. Pennock Co. has just lost one of their best men, Milton Redmond having enlisted in the marine corps. Manager Bauer was full of business, plenty of orders, but much handicapped for help to get them out.

F. H. Kramer, with his nursery and greenhouses, the market stand, two stores and palm garden, has his hands full. Memorial day trade was very good. Five thousand peonies were one item of his sales.

J. H. Small & Sons enjoyed a prosperous season, regardless of the fact that large decorative work had all been done away with on account of the war. Choice pieces of funeral work were a feature, June 1.

Miss Dougherty, of the Louise Flower Shop, was much pleased with the steady increase of her business. This store is as light as a greenhouse and kept well stocked with a good line of choice flowers.

The American Florists Shop at 14th and I streets, Misses J. Ballenger and C. Sauer, proprietors, has a neat and artistically arranged store. They are well satisfied with the season's business.

George H. Cooke was very busy, much good outside plant work having to be turned down for lack of labor. Very good larkspur and sweet peas were a feature of the cut flower stock.

J. J. Leapey had a very good season. A large bedding plant business is done here. His large stock of magnolia wreaths were all sold out Memorial day.

The Leo Niessen Co. has found an active demand for good stock the entire season. The question of efficient help is also a problem with them.

W. W. Kimmell is to give up his retail store and business and devote his entire time to landscape gardening.

K.

Horticultural Society of New York.

A flower exhibition will be held June 15-16 in the Museum building, New York Botanical Garden. Outdoor-grown roses and peonies will be the features. Prizes are also offered for flowering shrubs and trees and for herbaceous plants. Schedules are now ready for distribution and will be sent on application to the secretary, George V. Nash, New York Botanical Garden, Bronx Park, New York City.

GEORGE V. NASH, Sec'y.

Pittsburgh.

MEMORIAL DAY SALES FALL SHORT.

There were so many garden flowers in bloom this year that the cut flower business for Memorial day was not up to expectations, the amount being about the same as last year. There was a big supply of flowers of all kinds, especially roses, carnations and peonies. The plant trade was very good and anything in bloom sold at good prices. Hydrangeas were seen in abundance and moved very well. Good geraniums in 4-inch pots were in demand and some sold as high as \$6 per dozen. Roses seemed to be the most plentiful and prices were low, as everything had to be disposed of at once on account of the extreme heat. Carnations are showing the effects of the hot weather, and most of them are small. Peonies were in full crop some days ahead of time and were in good demand. There were large numbers sold, but at low prices. Some very good lilies are on the market and sell well. Delphiniums, daisies, lily of the valley and calendulas are still to be had, but have very little call. June should be a good month, and most all dealers are preparing for weddings and commencements. The crop of roses should last for some time, which will be a help during the coming month. American Beauties will soon be off the market, somewhat earlier than usual.

NOTES.

The feature of the meeting of the Western Pennsylvania Florists' Association, which will be held at the Seventh Avenue hotel, June 11, at noon, will be the address of the local fuel administrator.

The McCallum Co. received a very nice letter from the Red Cross of New Brighton, Pa., thanking them for the donation of cut flowers they made during the recent drive.

Paul Barber, of the Liberty Flower Store, Steubenville, left last week for Camp Sherman to take up military duties there.

The A. W. Smith Co. has been busy with landscape work and is away behind on orders. Scarcity of help is the cause.

R. A. Blackshaw, representing the Ove Gnatt Co., of La Porte, Ind., was a caller this week.

M.

Providence, R. I.

MEMORIAL DAY TRADE UP TO STANDARD.

Memorial day business was good, although no records were broken. Stock was plentiful and the quality good. Bouquets of wax flowers and magnolia wreaths sold well, and practically every geranium that was at all good went at a good price. Many more could have been disposed of had they been available. Department stores, small groceries and fruit stores sold wreaths this year at cut prices and did well. One establishment is credited with disposing of more than 1,000, the supply coming from an out-of-town concern. This is something that the retailer has had to put up with for years, and, while it may help the flower business in general, it decreases his Memorial day receipts considerably. A good cleanup in plants is reported, the growers receiving good prices for their stock. The time of weddings is at hand, and one florist has four orders already booked for one day this month.

NOTES.

Harry Oakley, at his new store on Matthewson street, did a good business, cleaning up well on his heavy stock of magnolia wreaths and wax flower designs.

The sale of vegetable plants continues brisk and good prices are obtained in spite of an overcrowded market.

Olney Williams had a good stock of plants and sold out completely.

H. A. T.

San Francisco.

BUSINESS SHOWS STEADY GAIN.

The trade among the florists in this city is in a very healthy condition and business is going along steadily. The weather has been ideal for growing stock, both inside and outdoors. Russell's promise to be in large supply. Ophelia, Ward, Radiance and American Beauties will also be in the market in large quantities. The supply of these varieties at present is equal to all demands. Carnations are in large supply and no steady price is being maintained, except for high grade flowers. Matchless is the best white coming in and Enchantress Supreme is the leading pink. Benora, as usual, is always popular, owing to its keeping qualities. Gladioli are becoming more plentiful every day and are in much demand. Peach Blossom and the Bride are the two favorites among the small flowered varieties, while America, Francis King and Panama are the most sought after in the large flowering sorts. Peonies are in great favor here just now and many beautiful varieties are being offered this year for the first time. Sweet peas of all varieties and colors are being received in large quantities. Nothing but the best Spencers are being grown this year. The quality is excellent and good prices are being received. Orchids are not very plentiful at present, and many more could be used if they were obtainable. Gardenias, however, are in large supply and sell well. Anemones are being sold freely and so is *Lilium giganteum*. Some fine candidums are seen occasionally and meet with much favor. There are plenty of rhododendrons on the market, all of which seem to find a ready sale. Pot flowering plants other than the above are rather scarce, but there is an abundance of Boston fern. Greens are plentiful and cheap.

NOTES.

The range of the MacRorie-McLaren Co., at San Mateo is in particularly fine condition just now. Superintendent McDonald has a very fine lot of young cyclamen plants coming along, which fill several houses. Large blocks of the leading flowering plants are being rounded into shape here for next season's trade. Manager Edwin Hoffinghoff, of the Powell street store, has everything in first class shape.

Manager P. Vincent Matraia, of the Art Floral Co., is receiving a grand lot of peonies at present. The most popular varieties are Lae Calot, Festiva Maxima, Duchess of Wellington and Rubra. Large flowering gladioli are also being handled with fine results, particularly Mrs. Francis King and America.

Percy Ellings, of the Lynch Nursery Company, at Menlo Park, reports the demand for chrysanthemum plants to be far ahead of last season. This firm has been known for years as the leading specialists in this flower in the west, and all the newest and latest novelties are always grown here in large quantities.

Manager J. A. Axele, of the E. W. McLellan Co., says he booked a heavy list of orders for long distance shipment for Memorial day. He is at present receiving a very large cut of Russells and Ophelias, together with other reasonable stock from the company's greenhouses at Burlingame.

Frank Pelicano, of Pelicano, Rossi & Co., has finished planting out his dahlias at his nursery on Guttenberg street. His novelty, Dr. H. L. Tevis, has enjoyed a heavy sale this season. He also has many other very promising seedlings, of which great things are expected this year.

Emile Serveau is a frequent visitor to his store on Fillmore street, having almost entirely recovered from his recent illness. During his absence, the management of the store was in the hands

of his son, Albert, who has been associated with his father for many years.

G. Rossi & Co., whose headquarters are on Geary street, near Leavenworth, will have a large stock of *Lilium longiflorum* and *giganteum*—besides many thousand gladioli will also be handled by them. The business in green goods of all kinds is heavy.

Shibaya & Tchida have about completed their plantings of chrysanthemums for the coming season. The acreage is about the same as that of last season, and almost the same list of varieties are being grown.

Recordie Lee Murray, at Geary and Larkin streets, says she is well pleased with business and is looking forward



The Late John J. Stuppy.

to a heavy trade next week. Her store is always attractive and only the best stock is carried.

Henry Goertzshain of the Redwood City Nursery, is doing a very good business at his new store on the state highway near Redwood City and wholesales his surplus stock in this market.

Almon Wheeler, of the Buehl-Wheeler Nursery Co., of San Jose, called on the trade here during the past week. His firm is probably the largest growers of field grown roses in the west.

Martin Poss, of San Mateo, is busily engaged in shipping bedding plants and attending to his landscape work. He is greatly pleased with this season's business thus far.

Henry Maier, of the Hillsborough Nurseries, is sending in a fine lot of Russell roses to this market. All his roses are looking in the finest condition.

Frank Mills, of Palo Alto, is sending some very fine Spencer sweet peas to this market. His carnation cut promises to be in full crop for next week.

Frank Clavere, the Polk street florist, says business keeps up steadily at his establishment. A choice lot of stock is always carried.

Arthur Cann, of San Jose, was a visitor this week. He reports trade as very satisfactory.

G. N.

ST. PAUL, MINN.—The Minnesota Garden Flower Society held a very successful plant and flower show at Holm & Olson's store, May 23.

GALESBURG, ILL.—I. L. Pillsbury, well-known florist of this city, has been successfully operated upon for a cataract on his eye. He has been in the hospital for about ten days.

OBITUARY.

John Joseph Stuppy.

John Joseph Stuppy, secretary of the Stuppy Floral Co., St. Joseph, Mo., in charge of the firm's plant department and recognized throughout the country as an expert grower, his cyclamens particularly being of unsurpassed quality, died at St. Joseph's hospital in that city, June 1. He suffered an attack of tonsillitis two weeks before, which developed into pneumonia, his condition steadily became more serious, and three days previous to his death he was hurried to the hospital in a futile attempt to save his life. He was 33 years of age.

John Joseph Stuppy, who had been a resident of St. Joseph since his birth, was the son of the late Laurence J. Stuppy, founder of what has grown to be one of the best known florist firms in the middle west, the family being early settlers. He was educated in the public schools of the city and at St. Mary's College, St. Mary's, Kan., graduating at the age of 16 years. Soon after, he entered the business with his father and brother, Frank X. Stuppy, and upon the death of Mr. Stuppy, senior, about 10 years ago, he became a partner in the concern with his brother and mother. He had a host of friends both in and out of the trade and was a great lover of outdoor sports, his annual hunting and fishing trips being among his greatest pleasures. He was a prominent member of the Elks' lodge.

Surviving are a widow, two children, his brother, Frank X., his mother, and four sisters. The funeral services were held in St. Joseph's cathedral, with interment in Mount Olivet cemetery. Many beautiful floral offerings followed the remains to their last resting place.

IN MEMORIAM.

A committee representing the employees of the Stuppy Floral Co., consisting of T. H. Best, A. T. Newett, Joseph Novak and C. G. Caster, voices the feeling of those with whom he came in daily contact, in the following tribute:

"He was a man of high moral standards and was loved by all who knew him. As an employer, he was peerless, being an associate and companion instead of merely 'the boss.' Many times he gave up opportunities to attend social functions to be with the employees at their parties and entertainments and often himself arranged and assisted in many affairs for their enjoyment.

"The employees of the Stuppy Floral Co. are deeply grieved over his death. His absence will be keenly felt and he will be sincerely missed."

PANA, ILL.—The A. N. Neilson Corporation has purchased five acres of land here and will erect a large garage.

WINSTEAD, CONN.—Joseph D. Norton, a well-known florist of this city, was killed in a runaway accident, May 22.

HAMILTON, ONT.—Charles W. Collins, florist, a resident of this city for a quarter of a century, died May 20, following a short illness.

WINNIPEG, MAN.—Mrs. H. E. Philpott died at Victoria, B. C., June 6. Funeral services will be held at the Winnipeg home of the deceased, June 9.

ELMIRA, N. Y.—The United States Cut Flower Co. has decided to close its range next winter, not being able to operate on one-half of its normal coal supply.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO.

'In God's name, cheerily on, courageous friends

To reap the harvest of perpetual peace,

By this one bloody trial of sharp war."

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It is reported florists' wire designs are considered non-essentials under the recent government ruling affecting steel products.

Glass Prices to Be Advanced.

Pittsburgh—Glass manufacturers declare that substantial price advances will be made in the near future. The reasons for the higher prices are increased demand upon an industry whose output has been curtailed because of governmental restrictions as to output and the 25 per cent advance in freight rates which goes into effect June 25.

Ladies' Society of American Florists.

Mrs. Julius Roehrs, president of the Ladies' Society of American Florists, has appointed Mrs. Charles H. Totty, Madison, N. J., as treasurer to fill the unexpired term of Mrs. Albert M. Herr, Lancaster, Pa., appointed secretary to fill the vacancy caused by the death of Mrs. George W. Smith.

MRS. J. ROEHRs, Pres.
MRS. A. M. HERR, Sec'y.

Society of American Florists.

DEPARTMENT OF PLANT REGISTRATION.

Public notice is hereby given that Frederick H. Dressel, Weehawken, N. J., submits for registration the new hydrangea described below:

Hydrangea Mrs. Woodrow Wilson. Sport of Hydrangea hortensis Souvenir de Mme. E. Chautard. Color, dark rose pink. Foliage large and distinctive, the leaves running to a narrow point. The flowers stay in color for from six to eight weeks, and are carried for three months, just as are the flowers of Hydrangea paniculata.

Any person objecting to this registration, or to the use of the proposed name, is requested to communicate with the secretary at once. Failing to receive objection to the registration, the same will be made three weeks from this date.

JOHN YOUNG, Sec'y.

June 1, 1918.

American Rose Society.

DEPARTMENT OF PLANT REGISTRATION.

The following requests have been received for registration of roses and these have been approved by the rose registration committee. Unless objections are received within three weeks from the date of this publication, the registrations will be permanently accepted:

Name—Bonnie Prince. Class, Wichuraiana. Parentage—Tausendschon x unnamed seedling. Description—Habit of plant, very free rambler. Character of foliage, abundant, glossy, medium green. Freedom of growth and hardiness—very free and hardy, flower, full double in corymbs of 17 to 25. Color, white. Form, large for type, a trifle flat. Fragrance and bud, sweet ovoid bud. Petalage, very numerous. Freedom of bloom and lasting quality very free, three to five weeks. The rose is similar to Mad. Alfred Carriere, but is different in being larger and higher built and superior for the following reasons: Free blooming, and fuller.

THOMAS N. COOK.

Name—May Martin. Class, hybrid tea. Parentage of rose, sport of Ophelia. Description: Habit of plant, tall. Character of foliage, soft green. Freedom of growth and hardiness, excellent. Flower, semi-double. Color, mustard yellow with cream base. Form, long with high centre. Fragrance and bud, quite fragrant with bud pointed and firm. Petalage, averages 22 petals. Freedom of bloom and lasting quality, very free bloomer and has excellent keeping qualities. The rose is similar to Ophelia, but is different in color which is most pronounced and superior for the following reason: Foliage, which is quite a characteristic.

MARTIN & FORBES Co.,

E. A. WHITE, Sec'y.

Federal Horticultural Board Hearing.

To one who has nothing at stake, but listened to the opening and closing remarks of the chairman, it was evident that the board were there with open minds and wanted all the information, particularly from practical men, that they could get. The scientists, members of experiment stations and forestry associations formed at least three-fourths of the assemblage of about 150 present, all of whom were armed with statistics and costs of damage by the almost endless number of insect and fungoid diseases, almost all of which, they said, had been brought

into the country on imported plants or in balls of earth about the roots. One speaker declared that it was costing the country in the damage caused by these various pests and efforts to eradicate them \$1,000,000 a day.

While the plantmen and nurserymen, represented by J. K. M. L. Farquhar and Wm. Pitkin, stated their cases well, they did not attempt to question the great depredations as depicted by the other side. Ten years ago the San Jose scale was going, it was claimed, to destroy all the apple and many other fruit trees, but apples at this date appear more plentiful than ever. The contention of some of the speakers, those in favor of the embargo, was that foreign plants, now favorites or considered standard, could be grown just as well here, or other native plants might be substituted for them. This was, in the case of bay trees and other plants, declared to be not feasible, as it took 20 years and longer to perfect large specimens.

Raising of apple seedlings and rose stocks had been tried out in this country, but without success. Our native stock was also declared to be much more affected with disease than the imported.

The board had received numerous papers bearing on the case, many from nurserymen who were in favor of the embargo. None of these were read. After full opportunity for all to offer anything on the subject the facts brought out would be gone over by the various heads of the department of agriculture, who would then make their decision.

Thompson Carnation Co. Sale Postponed.

The sale of the business and personal property of the bankrupt J. D. Thompson Carnation Co., Joliet, Ill., scheduled to be held June 1, has been adjourned until Saturday, June 15, at 2:00 p. m., at the court house in that city. The postponement resulted from the fact that while it is understood there are a number of persons interested in buying the establishment, few were present on the original date, and the opening bid of \$3,000 was not raised. The appraised value of the property is reported to be \$24,615, and it has been hoped to secure a large enough bid to cover the indebtedness of the concern, amounting to about \$18,000.

Coal Order Moderation Possible.

VEGETABLE RANGES MAY GET RELIEF.

There may be another ruling in the coal situation as regards greenhouses before the snow flies. This is in answer to the plea of the vegetable growers, who in many portions of the country have ranges of large houses, which if standing without fire during heavy snows would be in great danger of destruction. There is good authority that this feature and phase of the situation is receiving close attention, with a possibility of a ruling that will afford relief.

American Gladiolus Society.

The ninth annual meeting and exhibition of the American Gladiolus Society will be held at Buffalo, N. Y., August 14-17, 1918. This promises to be one of the most interesting gatherings in the society's history and a large attendance is desired. A. E. Kunderd, Goshen, Ind., is president and Professor A. C. Beal, Ithaca, N. Y., is secretary.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office
 enclose 10 cents extra to cover postage, etc.

Situation Wanted—By a good, all-around greenhouse man. Address
 Key 898, care American Florist.

Situation Wanted—By grower of a general line of plants. Would prefer to work on shares. Address
 Key 904, care American Florist.

Situation Wanted—By grower of flowers, fruits or vegetables under glass. Original up-to-date ideas. Address
 Key 905, care American Florist.

Situation Wanted—By a competent gardener, experience in all branches of gardening. Illinois or Wisconsin preferred. Address
 Key 896, care American Florist.

Situation Wanted — Horticulturist, agriculturist, head gardener, superintendent private estates; Denver, Colorado, preferred; landscape architect, gardener, all branches; experienced, practical, single man; references. Address
 Key 894, care American Florist.

Situation Wanted—By married man with life experience in all branches. Five years on last place. Good wages expected; best of references. Address
 Florist,
 Care of A. L. Vaughan,
 Wholesale Florist,
 161 N. Wabash Ave., Chicago

Situation Wanted

Good all around grower, capable of managing business, is open for engagement. Address

Key 809, care American Florist.

STOREMAN

Expert storeman over draft age is open for immediate engagement.

Key 810, care American Florist.

Help Wanted

Good storeman for work in Chicago. \$20.00 to start.

Key 808, care American Florist.

Help Wanted

Helpers wanted in rose houses. Steady work at good wages. Apply to
ALBERT F. AMLING CO.
 MAYWOOD, ILL.

HELP WANTED

GROWER, capable of taking charge modern range of glass in Canada. Roses and carnations. Must be able to produce results. Good salary and house. Address
 Key 911, care American Florist.

Help Wanted

Good all around general greenhouse man for pot plants.

RANDOLPH & McCLEMENTS
 5936 Penn Avenue, Pittsburg, Pa.

Help Wanted

On account of vacancies caused by the draft, the advertiser desires designer, shipping clerk and stock man, all experienced with similar work in this city.

A. LANGE, 25 E. Madison St., Chicago

Lady Bookkeeper Wanted

One who has had experience in a retail flower store. Good wages to the right party. Reference required.

MALANDRE BROS.

Broadway and 72nd St., NEW YORK

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

THOMAS PARKER

Formerly of Morton Grove, Ill.,

will learn something to his advantage by communicating with the advertiser at once. Anyone knowing his whereabouts will do him a great favor by calling his attention to this advertisement.

GUY W. FRENCH,
MORTON GROVE, ILLINOIS.

WAR CONDITIONS

Of Supply and Demand

While there is no doubt the demand for spring bedding and other decorative plants and bulbs will be materially curtailed by the war garden movement, we believe this condition will be fully counterbalanced by the prosperity in the south and the effects of the coal shortage on the greenhouse men of the west, north and east, placing in the market for stock a large number of new buyers not familiar with the sources of supply.

Most of these buyers can be reached at small cost by advertising in **The American Florist**, and we feel that it will be greatly to your advantage to start this campaign with an advertisement in our columns.

Make Your Spring Drive NOW.

JUNE COMMENCEMENT AND WEDDING ACCESSORIES

Try us for an Assortment of
Baskets that will give
satisfaction.



Our supply of this favorite basket is limited; order early and protect your supply.

111-1 each..25c	111-4 each..50c
111-2 each..30c	111-5 each..60c
111-3 each..35c	

Decorated
Flower Girls Baskets

75c to \$1.00 each

Tumbler Baskets

25c to 75c each



No. 121—65 cents

VALLEY CHIFFON

6-inch, per yard, 8½ cents. 10-inch, per yard, 12

Shepherd's Crooks, Bridal Muffs.

No. 2 Shower Gauze, 50-yard Bolt, \$

Orders taken now for Sphagnum Moss
will receive our immediate attention.

Prompt Delivery On All Orders—TRY U

POEHLMAN

72-74 E. Randolph St.

Fine Supply of White Phalaenopsis For Weddings and Commencements

ROSES, ORCHIDS, VALLEY, RUSSELL, LILIES, PEONIES

Carnations, Sweet Peas, Sprenger, Galax,
Plumousus, Leucothoe, Boxwood, Ferns.

Chrysanthemum Stock.

	Rooted Cuttings		2½-Inch Plants			Rooted Cuttings		2½-Inch Plants	
	100	1,000	100	1,000		100	1,000	100	1,000
Razer	\$3.00	\$25.00	\$4.00	\$32.50	YELLOW				
apworth	3.00	25.00	4.00	32.50	Roman Gold	\$3.00	\$25.00	\$4.00	\$32.50
Chieftain	3.00	25.00	4.00	32.50	Marigold	3.00	25.00	4.00	32.50
olora	3.00	25.00	4.00	32.50	PINK				
C. G. Pollworth	3.00	25.00	4.00	32.50	Patty	3.00	25.00	4.00	32.50
					Dr. Enguehard	3.00	25.00	4.00	32.50
					Loeben	3.00	25.00	4.00	32.50

PLANTS

SINGLE PLANTS.
 Forsteriana, 2½-in. pot, \$12 per 100.
 Belmoreana, 2½-in. pot, \$12 per 100.
 Belmoreana, 3-in. pot, \$20 per 100.
 Forsteriana, 3-in. pot, \$20 per 100.
 Forsteriana, 4-in. pot, \$6 per doz.
 Belmoreana, 4-in. pot, \$6 per doz.
 Forsteriana, 5-in. pot, \$12 per doz.
 Belmoreana, 5-in. pot, \$12 per doz.

Kentia Forsteriana, 6-in. pot, \$2 each.
 Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.
 Livistona Rotundifolia, 4-in., \$6 per doz.
 Livistona Rotundifolia, 5-in., \$9 per doz.
 Livistona Rotundifolia, 6-in., \$1.25 each.
 Phoenix Robelenii, 5-in., pot, \$1 each.
 Dracaena Massangeana, 4-in. pot, \$50 per 100.
 Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.

Crotons, 4-in., \$4.80 per doz.
 " 5-in., \$9.00 per doz.
 " 6-in., \$1 to \$1.50 each.
 Pandanus Veitchii, 6-in., \$1.25 each.
 Dracaena Indivisa, 4-in., \$15 to \$20 per 100.
 Dracaena Indivisa, 5-in., \$25 to \$35 per 100.
 Dracaena Indivisa, 6-in., \$6 per doz.
 English Ivy, 4-in., \$15 per 100.
 Smilax, 2½-in., \$3.00 per 100.

2½ Inch Own-Root Rose Plants FOR BENCHING

Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst at \$7.50 per 100, \$70.00 per 1000.

Milady and Richmond at \$7.00 per 100, \$65.00 per 1000.

3½-Inch Stock at \$35.00 per 1000 Additional.

N BROS. CO.

g Distance Phone,
Randolph 35.

CHICAGO, ILL.

ROSE CROP NOW ON

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, American Beauties, Ophelia and White Killarney.

WHITE and RED CARNATIONS, Fancy Stock, \$2.00 to \$3.00 per 100.

CURRENT PRICE LIST—

AMERICAN BEAUTIES—Price, from 50 cents to \$4.00 per dozen, according to length of stems.

RUSSELL—best in this market.

	Per doz.
Specials, extra long.....	\$2.50
Good length.....	1.50
Good medium.....	1.00 to 1.25
Good short.....	.50 to .75

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST, WHITE KILLARNEY—

	Per 100
Long stems.....	\$3.00
Good medium.....	\$5.00 to 6.00
Good short.....	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY, per 100..... 5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGERI, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

New Common FERNS, per 1,000..... 2.50

BULBS, FLOWERS AND ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg's Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

PEONIES ARE IN LARGE SUPPLY.

Stock of all kinds is plentiful, especially peonies, which are arriving in exceptionally large supply in all the seasonable varieties. Home-grown peonies are more plentiful and are gradually becoming a factor in the market. American Beauty roses in the fancier grades are selling at \$5 and \$6 per dozen with very little stock being offered. Mrs. Chas. Russell roses are having a good call and clean up nicely considering the general market condition. Sunburst is arriving in fairly good condition and a few fine Columbia are included in the daily shipments. Roses in general are in large supply, but there is very little good shipping stock available and the large supply of inferior ones will hold the averages down. Carnations are in fair supply with good shipping stock bringing from \$2 to \$3 per 100 at this writing. Gladioli are in fair supply and clean up each day at \$6 to \$8 per 100. Lily of the valley is exceedingly scarce and what little stock there is easily brings \$5 and \$6 per 100. Lilies are in brisk demand in the better grades at \$10 to \$12.50 per 100 with a few extra select bringing \$15. Callas are about done and the same holds true for tulips and other spring stock. Sweet peas are having a good call and so are orchids, which are in fair supply. Some particularly fine white phalaenopsis are to be had and come in handy for the wedding work there is around. Candytuft, stocks, daisies, pansies and other miscellaneous stock are included in the daily receipts, but the list of offerings is not as large as it was a week ago. Green goods are in large supply with the exception of smilax, which is commanding high prices. Business has been rather quiet the past week, but there are signs of improvement at this

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

COMPLETE LINE

CUT FLOWERS

For Weddings and Commencements

Van 100% service guarantees you satisfaction.

writing and a few days may find a decided change for the better.

NOTES.

J. A. Mendel, 1424 West Eighteenth street, has the sympathy of the trade in the loss of his wife, Anna Mendel, nee Hordlicks, whose death occurred May 30. The funeral was held at 2 p. m. June 3 from Pilsen Turner hall, Eighteenth and Ashland avenue, thence to Bohemian National Cemetery. It was largely attended and the floral offerings sent from the retail and wholesale trade were numerous and beautiful.

Ed. Wojtkiewicz, formerly with Kenicott Bros. Co., will replace his brother Anton, who was drafted last week and

is now at Jefferson Barracks, Mo., at his father's greenhouses, 3016 Waterloo court.

Mrs. Frank Ayers is recovering at the Henrotin Memorial hospital from her recent operation and if nothing unforeseen happens will be able to leave for home in a few weeks.

Mrs. A. L. Vaughan, who underwent a successful operation at the West Suburban hospital several weeks ago, has recovered sufficiently to enjoy an auto ride occasionally.

The Florists' Club will meet at the Randolph hotel, formerly the Bismarck hotel, Thursday, June 6, at 8 p. m.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP

ROSES AND CARNATIONS

Lilies, Sweet Peas, Valley, Peonies. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$25.00
Select	20.00
Medium	\$12.00 to 15.00
Short	6.00 to 10.00

RICHMOND

	Per 100
Specials	\$10.00
Select	8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

MILADY

	Per 100
Specials	\$10.00
Select	8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

Killarney

	Per 100
White Killarney	
Killarney Brilliant	Special \$10.00
Sunburst	Select 8.00
My Maryland	Medium \$ 5.00 to 6.00
Ophelia	Short 3.00 to 4.00
Champ Weiland	

ROSES, OUR SELECTION

	Per 100
Carnations, fancy	\$ 2.00 to 3.00
Harrisii	12.50 to 15.00
Peonies, fancy	4.00 to 6.00
Valley	6.00
Sweet Peas	.75 to 1.00
Smilax	per doz. strings 3.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	50c to 75c
Ferns, per 1,000	\$4.00
Boxwood	per bunch, 35c
Galax, bronze and green, per 1,000	\$1.00
Leucothoe Sprays	.75 to 1.00

2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

EVERYTHING FOR

Weddings and Commencements

RUSSELL	Per 100
Special	\$18.00 to \$20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	4.00 to 6.00

RICHMOND	Per 100
Special	\$10.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

MILADY	Per 100
Special	\$10.00 to \$12.00
Select	6.00 to 8.00
Short	4.00 to 5.00

BRILLIANT	Per 100
Special	\$10.00 to \$12.00
Select	6.00 to 8.00
Short	4.00 to 5.00

OPHELIA	Per 100
Special	\$12.00
Select	\$8.00 to 10.00
Short	4.00 to 6.00

WHITE KILLARNEY	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00 to 5.00

KILLARNEY	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00 to 5.00

WARD	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00

SUNBURST	Per 100
Special	\$12.00
Select	\$ 8.00 to 10.00
Short	4.00 to 6.00

CECILE BRUNNER	Per 100
Special	\$2.00 to \$3.00

FIREFLAME	Per 100
Special	\$4.00, \$6.00, \$8.00

ROSES	Per 100
Our Selection, per 100	\$3.00

PEONIES	Per 100
Fancy	\$8.00
Special	\$5.00 to 6.00
Good	3.00

CARNATIONS	Per 100
Extra fancy	\$3.00
Fancy	2.00
Good	1.50

VALLEY	Per 100
Special	\$6.00

EASTER LILIES	Per 100
Special	\$10.00 to 15.00

CALLAS	Per 100
Special	\$10.00 to \$15.00

BABY GLADIOLI	Per 100
Special	\$3.00 to \$4.00

DAISIES	Per 100
Special	\$1.00 to \$1.50

CALENDULAS	Per 100
Special	\$2.00 to \$3.00

SWEET PEAS	Per 100
Special	.75c to \$1.50

PANSIES	Per bunch
Special	.5c

PLUMOSUS	Per bunch
Strings	.50c to 75c
Per bunch	.35c to 50c

SPRENGERI	Per bunch
Special	.35c to 50c

ADIANTUM	Per bunch
Fancy long	per 100 \$1.00

SMILAX	Per dozen
Special	\$2.50

FERNS	Per 1,000
Special	\$4.00

GALAX	Per 1,000
Special	\$1.25

MEXICAN IVY	Per 1,000
Special	\$5.00

LEUCOTHOE	Per 100
Special	.75c

BOXWOOD	Per lb., 25c; cases
Special	\$7.50

Special Roses
BILLED ACCORDINGLY

Order here. You cannot do better elsewhere—often not nearly as good.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY

Wedding Commencement Flowers

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL. Per 100
Fancy\$8.00 to \$10.00
Good 5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.
White—KILLARNEY—Pink. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Medium 5.00
Short\$3.00 to 4.00

SUNBURST AND OPHELIA. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Good 5.00
Short 4.00

MINIATURE ROSES.
Baby Doll\$2.00 to \$3.00
Elgar 2.00 to 3.00
ROSES, OUR SELECTION 4.00
CARNATIONS. Per 100
Fancy\$3.00
Good 2.00

MISCELLANEOUS. Per 100
Valley\$ 6.00 to \$ 8.00
Peonies 6.00 to 8.00
Lilies 12.50 to 15.00
Ferns, per 1,000 4.00
Smilax, per doz. strings 2.50
Adiantum 1.00
Galax (bronze and green), per 1,000. 1.50
Asparagus Sprengeri, bunch50
Asparagus Plumosus, bunch50
Boxwood, per lb.35
Other Green Goods Market Rates.

Charles Erne, of Erne & Co., received a telegram from the Stuppy Floral Co., June 1, announcing the death of John Stuppy, who was well and favorably known to the trade here as well as elsewhere. The news came as a complete surprise, and the entire trade joined with Mr. Erne in extending their heartfelt sympathy by telegraph to the bereaved family and the concern in their hour of sorrow.

Poehlmann Bros. Co. is cutting a large and fine supply of white phalaenopsis, which are in brisk demand for weddings and school closings. Cattleyas are in good supply at this house, also, not to mention the heavy receipts of choice Mrs. Chas. Russell roses. The supply department is having a brisk call for wedding accessories, of which it has a most complete assortment.

Hild Bros., well-known florists, of Lake Forest, have the sympathy of the trade in the loss of their mother, Marie K. Hild, whose death occurred June 1. She was 80 years old and was the mother of George, Charles, Edward, William and the late Frederick H. Hild. The funeral was held Monday, June 3, at 4 p. m. from Graceland chapel and was well attended.

One of Bassett & Washburn's young office ladies is going to be married next week. The writer has promised not to mention any names, but if you can recall a popular play that appeared at one of the local showhouses recently you will be able to guess who it is. "Along came —."

D. E. Freres has retired from the wholesale commission business, winding up his affairs this week. He left a clean slate, and his many friends wish him every success in his new undertaking, whatever it may be, but hope to see him back with the trade again.

J. A. Budlong is having a brisk call for Double White Killarney, which is grown in quantity at the firm's greenhouses and is a good shipper. Montrose and Champ Weiland are two other roses that are making new friends every day.

Jack Byers, formerly with Zech & Mann, and Leo Koropp, son of L. Koropp, manager of the Ohio Floral Co., have arrived safely overseas, according to Allie Zech, who received word to that effect this week.

Zech & Mann are featuring a good supply of sweet peas and gladioli, not to mention their usual complete line of all seasonable cut flowers. Green goods are in heavy supply at this establishment.

This includes
Retailers from
Buffalo
to
Denver,
and
Winnipeg
to
New Orleans.



PROTECTION

There may be some other
Cut Flower Markets, but
there is none like Chicago.

KENNICOTT BROS. CO.

Established 1881

H. B. Kennicott, Pres. J. E. Pollworth, Sec'y and Mgr.

H. Van Gelder, manager of Percy Jones, Inc., reports that the year closing June 1 was one of the most successful his firm ever experienced, notwithstanding the existing wartime conditions.

The Chicago Flower Growers' Association has no complaint to make in regard to their May sales, which were away ahead of the same period last year and exceeded all expectations.

Peter Reinberg is cutting heavily in roses, particularly Mrs. Chas. Russell, which is the best shipper now. The shipping trade is holding up remarkably well at this establishment.

O. A. & L. A. Tonner report a record-breaking Memorial day trade, when the total sales were the greatest of any holiday experienced since they have been in business.

The George Wittbold Co. has about 20 stars in its service flog. Mandy Doetsch left for Jefferson Barracks, Mo., this week and Edward Alexander for Macon, Ga.

E. C. Pruner, representing Poehlmann Bros. Co., and William Reid, representing the A. L. Randall Co., attended the Stuppy funeral at St. Joseph, Mo., this week.

R. J. Windler has invested in a new Ford delivery truck.

Kennicott Bros. Co. handled 50 per cent less peonies for Memorial day this year than last, owing to the fact that the crops were late on account of the cold weather.

Wietor Bros. are in good crop with Sunburst roses, which are arriving at the store in good condition. Mrs. Chas. Russell are in fair supply and in good demand.

Fred Lautenschlager, with Kroeschell Bros. Co., is attending the annual convention of the plumbers and steamfitters at St. Louis, Mo., this week.

Sergt. Walter Lamson, formerly with A. Lange, is now overseas, and Martin Nielson, from the same establishment, is with the troops in Georgia.

The John Kruchten Co. is handling a large quantity of peonies in addition to a fancy grade of sweet peas and other seasonable stock.

Hugh Barker, former office employee of THE AMERICAN FLORIST, is now a sergeant in the Thirty-fifth Infantry, stationed at Nogales, Ariz.

J. C. Nielsen, representing Poehlmann Bros. Co., is back from a successful southern business trip.

E. B. Washburn, who is with the colors, is stationed at Camp Kelly, Tex.

Harry Gardiner, of A. T. Pyfer & Co., will be called to the colors June 24.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

HEAVY SUPPLY

Peonies -- Roses -- Carnations

Make up a list of what you need and let us have your order as early as possible. Do it now.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00
Stems 48 inches	4.00
Stems 30 to 36 inches	3.00
Stems 24 inches	2.50
Stems 18 to 20 inches	2.00
Stems 12 inches	1.00 to 1.50
Short stems	1.00, 4.00 to 6.00
MRS. CHAS. RUSSELL Per 100	
Special	\$25.00
Select	\$15.00 to 20.00
Medium	8.00 to 12.00
Short	5.00 to 6.00

ROSES.	
Richmond, special.....	\$10.00
“ select	8.00
“ medium	5.00 to 6.00
“ short	4.00
Milady, special	\$10.00
“ select	8.00
“ medium	5.00 to 6.00
“ short	4.00
Killarney Brilliant, special.....	\$10.00
“ select	8.00
“ medium	5.00 to 6.00
“ short	4.00
Ophelia, special.....	\$10.00
“ select	8.00
“ medium	5.00 to 6.00
“ short	4.00

ROSES—Continued	
	Per 100
White Killarney, special.....	\$10.00
“ select	8.00
“ medium	5.00 to 6.00
“ short	4.00
Killarney, special	\$10.00
“ select	8.00
“ medium	5.00 to 6.00
“ short	4.00
Mrs. Ward, special.....	\$10.00
“ select	8.00
“ medium	5.00 to 6.00
“ short	4.00
Sunburst, special	\$10.00
“ select	8.00
“ medium	5.00 to 6.00
“ short	4.00
Cecile Brunner	2.00 to 3.00
Elgar	2.00 to 3.00
Baby Doll	2.00 to 3.00

ROSES, OUR SELECTION..... 5.00
Extra special roses billed accordingly.

CARNATIONS.	
	Per 100
Fancy	\$4.00
Good	3.00

PEONIES.	
	Per 100
Fancy	\$8.00
Special	6.00
Good	5.00

ORCHIDS.	
	Per doz.
Cattleyas	\$9.00

EASTER LILIES.	
	Per 100
Select	\$12.50 to \$15.00

MISCELLANEOUS.	
	Per 100
Valley	\$6.00

Spanish Iris	per doz. 75c to \$1.50
Calendulas	3.00 to 4.00
Daisies	1.00 to 2.00
Snapdragons.....	per bunch .75 to 1.00
Mignonette	4.00 to 8.00
Callas.....	per doz. 1.50 to 2.00
Sweet Peas75 to 1.50
Tulips	2.00 to 4.00
Cape Jessamines	1.50 to 3.00

DECORATIVE.	
Plumosus strings	\$0.50 to \$0.75
Plumosus	per bunch .35 to .50
Sprengeri	“ .35 to .50
Adiantum, fancy long.....	per 100 1.00
Smilax	per doz. 2.50
Ferns	per 1,000 4.00
Galax	“ 1.25
Mexican Ivy	“ 5.00 1.75
Leucothoe sprays	“ .75c
Boxwood, per lb.....	.25c; cases 7.50
Pussy Willows.....	per bunch .35 to .50

WE HAVE REACHED THE FRONT

By Satisfying Our Customers With High
Quality Cut Flowers at Reasonable Prices.

PEONIES
ROSES
CARNATIONS
SWEET PEAS



YELLOW DAISIES
LILIES
CALENDULAS
GLADIOLI

A. T. PYFER & CO., 164 N. Wabash Ave., Chicago, Ill.

Long Distance Telephone, Central 3373.

Art Weiss, formerly with the Alpha Floral Co., left May 31 with the drafted men from his district for Jefferson Barracks, Mo.

A. T. Pyfer & Co. are handling a fine supply of gladioli, peonies and sweet peas in addition to their regular offerings.

Visitors: George Bishop, Ft. Wayne, Ind.; Frank Gorly, of Grimm & Gorly, St. Louis, Mo.; I. Cole, of Hembrecker & Cole, Springfield.

For

Your

Supply of

CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

Roses and Orchids

DIRECT FROM THE GROWER

Cut Right — Packed Right — Shipped Right

We grow the following varieties of Roses.

Hadley, Ophelia, Richmond, Aaron Ward, White and Pink Killarney.

Joseph Heacock Co., 1526 Ranstead Street, Philadelphia, Pa.**Cincinnati.**

TRADE IS SLOW.

Business is rather quiet. The supply of stock is fairly large, but only a limited part of it is of A1 quality. Prices are low. Roses are fairly plentiful, but as a whole are very poor. Carnations are inferior and have been seriously affected by the heat. Easter lilies are in a fair supply and are selling well. Some excellent rubrum lilies may be had. Splendid gladioli are offered and generally meet with a ready sale. Some excellent snapdragons and delphiniums may be had. Water lilies and coreopsis have made their appearance. Other offerings are a few late peonies, cornflowers, feverfew, sweet peas and callas.

The annual meeting and election of officers of the florists' society will be held Monday, June 10, at the store of the E. G. Hill Floral Co.

Wm. H. Gear, the Vine street florist, donated more than 1,500 carnations to the Red Cross, the sale of which netted several hundred dollars.

C. E. Critchell has been getting some excellent water lilies from the east.

Visitors: Fred Brueggemann, New Castle, Ind.; C. P. Brunner, Springfield, O.

H.

Buffalo, N. Y.

RED CROSS DRIVE BREAKS OVERSUPPLY.

The market was well supplied during the past week until the eve of Memorial day. For two weeks previous the receipts were in excess of requirements, and had it not been for the energetic flower committee of the Red Cross, captained by R. A. Scott, the wholesale houses and retail shops would have been swamped. To relieve this condition, flowers were sold all over the city for the benefit of this worthy organization, S. A. Anderson's store being the downtown base of supplies, and the results were most satisfactory. The sales to the public here, as well as at W. J. Palmer & Son's, Felton's Flower Shop and others were brisk. Trade in general has been good. June weddings are numerous, but the decorations are not elaborate. Two or three the latter part of the month give promise of some good orders. Carnations have been fine un-

til June 1, when they seemed to fade away to nothing. Roses are fair, but they show the effects of the heat. Peonies from the east were here in abundance, the prices ranging from \$1 to \$2 per dozen. Memorial day found a scarcity of mixed flowers at the cemetery greenhouses. All the peonies were corralled before noon, there being a complete sellout in this item. The downtown stores are feeling the growth of the city with each succeeding year, with a more limited sale of flowers locally, while shipping business and F. T. D. orders show an increase. Good geraniums sold for \$3 per dozen in nearly all places, and there were few objections to the price; in fact, at the majority of the greenhouses 20 cents was the price asked. From all reports, Memorial day trade as a whole was as good as last year.

NOTES.

Graduation exercises at all of the local schools will be much more simple than in other years. One, in particular, where the graduation bunches would amount to \$300 or \$400, will dispense with flowers entirely. What the high schools will do has not been decided, but the indications point to few flowers and no pre-entertainments.

As the florists will be busy in their houses, there will be no meeting until July, when the president will make arrangements for the annual outing.

Miss Bessie Billanca, of the Colonial Flower Shop, is a very active worker in the woman's motor corps for war work.

BISON.

LOUISVILLE, KY.—Herbert G. Walker, of the F. Walker Co., who recently sustained a broken hip in an accident at the firm's garage, is reported doing nicely, but it will be some time before he will be able to return to business.

RHINEBECK, N. Y.—M. E. Bishop has a fine lot of violet cuttings for sale which he expects will be in good demand, owing to the report that many western florists will grow them owing to the new coal ruling curtailing the season's coal allotment 50 per cent. The local violet growers will run 50 per cent of their glass, which will help considerably in taking care of the regular demand next season.

Z E C H M A N N & N N30 E. Randolph St.
CHICAGOLong Distance Phones { Central 3283
Central 3284

Our Offerings Include:

**ROSES.
COLUMBIA**

Russell

White Killarney

Pink Killarney

Milady

Sunburst

Shawyer

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

CARNATIONS.

All Colors.

MISCELLANEOUS.**LILIES**

A heavy all-the-year-round supply of choice stock.

SWEET PEAS

Our famous high quality stock is positively the best obtainable.

PEONIES

Large quantity of all the seasonable varieties.

Valley

Callas

Cattleyas

Calendulas

White Daisies

Yellow Daisies

Pansies

Candytuft

Stocks

GLADIOLI**GREENS.**

Plumosus.

Sprengeri.

Galax, bronze.

Galax, green.

Ferns.

Mexican Ivy.

Smilax.

Leucothoe Sprays.

Adiantum.

Boxwood.

FOR YOUR WEDDINGS

Big cut of Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to heavy supplies of Carnations-Peonies-Valley-Sweet Peas-Callas-Galax Harrissi-Asparagus-Sprengeri-Adiantum and other Seasonable Stock and Greens.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO
CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE**

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

GUT FLOWERS

**Prices
As
Low
As
Others.**

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits

For Weddings and School Closings

Large Supply of Peonies-Roses-Carnations-Sweet Peas-Lilies-Valley-Greens, Etc.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

Rochester, N. Y.

MEMORIAL DAY SUPPLY LIMITED.

Memorial day trade was very good, large quantities of both cut flowers and pot plants being disposed of. There were few peonies offered and lilacs had passed their season. Carnations were of good quality, while the supply was limited, but roses were good and the cut was plentiful. There was a great call for plants for cemetery urns and wreaths for grave decorations.

NOTES.

H. C. Salmon at Mt. Hope cemetery disposed of 2,500 Poitevine geraniums in addition to thousands of other plants for Memorial day.

Wm. T. Dunbar, son of John Dunbar, has enlisted in the naval reserves and will leave shortly to begin training at Pelham Bay.

H. E. Wilson did a large Memorial day business. E. P. Wilson of this firm is, on a fishing trip at Lake Conesus.

Miss Margaret Mullen, for several years bookkeeper for H. E. Wilson, will become the bride of John Baird, June 24.

CHESTER.

HEAVY SUPPLY—EXTRA FANCY

PEONIES

Snadragons, Roses, Carnations, Daisies, Sweet Peas, Callas, Calendulas, Spanish Iris, Lilies, Mignonette, Greens, Etc.

SUPPLY DEPARTMENT—Fancy line of Made-up Wreaths, Cut Flower and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies 30 E. Randolph St., CHICAGO, ILL.

Mention the American Florist when writing.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175. CHICAGO, ILL.

Mention the American Florist when writing.

RAEDLEIN SPECIALS

YOU WILL NEED THESE SOON. ORDER NOW SO AS TO HAVE SOME ON HAND.

No. 313.

FRENCH BRIDESMAID BASKET

Made of Braided Straw.

Size	Width inches	Height over-all inches	Natural each	Stained each	Enameled each	Two-tone each	Liner extra
2	9	22	\$0.45	\$0.50	\$0.55	\$0.60	\$0.10
3	10½	24	.50	.60	.65	.75	.10
4	12	26	.65	.80	.85	.95	.15



No. 313½.

THE SAME STYLE AS No. 313

But Beautifully Made of Willow

Size	Width inches	Height over-all inches	Natural each	Stained each	Enameled each	Two-tone each	Liner extra
2	9	22	\$0.60	\$0.65	\$0.70	\$0.75	\$0.10
3	11	24	.70	.75	.85	.95	.10
4	13	27	.80	.90	.95	1.05	.15
6	16	35	1.30	1.45	1.55	1.70	.15

25 TUMBLER BASKETS with Paraffine Liners. All Colors.....\$6.50

25 TUMBLER BASKETS with Metal Liners. All Colors.....8.50

RAEDLEIN BASKET CO., 713 Milwaukee Avenue, CHICAGO, ILL.

St. Louis, Mo.

MEMORIAL DAY BUSINESS AS USUAL.

The market was somewhat short of stocks the past week. Peonies fell off entirely within a few days, carnations are getting poorer in quality, the supply very limited, and roses have been getting scarce. Sweet peas are in low supply, but outdoor varieties are beginning to come in and should help out for a while. Gladioli are not plentiful, but of excellent quality. Outdoor stock is especially fine. Lilies and lily of the valley are equal to the demand. Candidum lilies are going to be scarce this year on account of recent hail storms. A few of very good quality are seen. Orchids have been a drug on the market, even though they were very fine quality. Greens of all kinds are plentiful. Memorial day business was about up to the average, but any increase of business was not noted generally. However, the market was short of stock and would not have been able to supply a big demand like Mother's day. Peonies were a great disappointment. There were not enough to fill a good-sized order, and at that they were all of the "pickled" variety, which is anything but satisfactory. Quite a few made up wreaths of magnolia leaves and prepared flowers were disposed of and proved to be good sellers. The cemetery florists seemed to do a big business, but as a whole the trade was somewhat disappointing.

NOTES.

A. W. Lommell, in charge of the made-up wreath department of the Natural Foliage Co., left on his vacation the day after Memorial day, after putting in a strenuous few months getting out orders. He has gone to his fishing grounds in the north for a three months' stay.

The Windler Wholesale Floral Co. has a new delivery truck. A novel feature adopted has been a place on the side of the wagon for specially painted signs advertising special days in the flower business, the signs being interchangeable.

The wholesale houses have sent out announcements that they will begin their summer closing schedule June 15. From now on we ought to get some good fish stories.

J. J. W.

Milwaukee.

MEMORIAL DAY BUSINESS SATISFACTORY.

From various reports the business for Memorial day was very satisfactory, the demand being very good, the supply equal to the occasion, and at reasonable prices. Due to the extreme warm weather the week previous, some stock, especially that being held, was soft and brought poor prices. The four days preceding May 30 it was cool and wet, which gave the stock a

CAR LOADS ARRIVING

VAUGHAN'S
CLEAN SPHAGNUM
FOR FLORISTS

Burlapped Bales

Wired Bales
Cheaper

SPHAGNUM
MOSS AND **GREEN SHEET**
MOSS

For Florists

For Nurserymen

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph St. NEW YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

chance to recuperate. On Thursday morning it cleared and it was then that the local business assumed a double-quick pace, thus ending up the month with its two flower holidays as one of the best in a long time. Local tulips were in with lilac just gone and Spirea Van Houttei and snowballs just beginning to bloom. Large quantities of southern peonies, which came through in fine shape, found ready sales and helped to make a better variety.

NOTES.

John Ruppel, who is conducting a general retail and nursery business, with a store at 816 Thirty-fifth street, has taken the position as general superintendent at the Pabst farm at Wauwatosa, which is being planted for residential purposes. He expects the job to last about one year.

The florists' advertising club did its share of publicity in the daily press for the Memorial day business. The next on the programme will be the use of advertising cards in the street cars, in order to stimulate business for commencement exercises and weddings.

Among those in the craft who left for training camps, May 27, were Irwin Harnach, with Wm. Manke & Co., North Milwaukee, and sons of Otto Eggebrecht, Gust F. Baerman and John Ruppel; also Herold Baumgarten.

A. H. Knief, 1905 Vliet street, who specializes in outdoor work, claims he refuses orders nearly every day, due to the trouble of obtaining reliable help and at good wages.

Thus far, the sale of spring bedding stock has been very brisk, and in most cases at increased prices over last season.

E. O.

Wichita, Kan.

SPLENDID DEMAND FOR MEMORIAL DAY.

Memorial day trade gave the local florists their hands full and left little to be desired, except more stock and a more elastic capacity for such rush occasions. Weather conditions were all that could be wished for, and the demand was fully up to the record, so it was merely a question of ability to get the stock and handle the trade. Peonies were in fine quality and brought from \$1.50 to \$3 per dozen retail. Jessamine sold for 35 cents to 75 cents per dozen. Carnations showed their usual sleepy tendency, although there were some really good ones in the market which brought \$2 per dozen. Roses, lilies, gladioli and sweet peas about finished the list and cleared out nicely. Prices ranged about as usual on this date, with a slight grading up on fancy stock in most lines. Prepared goods, such as magnolia wreaths, etc., found a fair market. Shipping trade was good, this city being a natural center for quite a territory. The month of May was a busy one for the local florists, and with the prevailing scarcity of skilled help much unfinished work is to be done. Except for a few belated orders, the season's sales are practically over in greenhouse stock.

The members of the trade here heard with surprise and deep regret the news of the death of John Stuppy, of St. Joseph. The Stuppy Floral Co. is well and favorably known to the trade in Wichita and the southwest, and many of the craft enjoyed a personal acquaintance with both John and Frank Stuppy.

C.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale Cut Flowers
Growers of

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

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A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

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WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE CENTRAL 579 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE
CUT FLOWER HOUSE
IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$5.00@ \$6.00
" " 48-in.	4.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell....	1.00@ 4.00
100	
" Hoosier Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Sawyer	4.00@10.00
" Milady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward.....	4.00@10.00
" Hadley	4.00@10.00
" Ophelia	4.00@10.00
" Double White Killarney..	4.00@10.00
" Mrs. Moorefield Storey...	4.00@10.00
" Champ Weiland	4.00@10.00
" Stanley	4.00@10.00
" Tipperary	4.00@10.00
" Francis Scott Key	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Fireflame	6.00@ 8.00
" Our Selection	3.00
Carnations	2.00@ 3.00
Cattleyas	6.00@ 7.50
Daisies	1.00@ 2.00
Lilium Harrisii	10.00@15.00
Peonies	4.00@ 8.00
Valley	6.00
Ferns	per 100, \$4.00
Sweet Peas75@ 1.50
Snaptdragons	per bunch .50@ .75
Calendulas	2.00@ 3.00
Gladioli	6.00@ 8.00
Candytuft	per bunch .50@ 1.00

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing.

PLAIN CHIFFON

(About 35 to 40 yards to bolt.) Can be had in any color.

2 in. wide, per yd., 3/4c 6 in. wide, per yd.... 7c
4 in. wide, per yd.... 8c 10 in. wide, per yd.... 10c

Geo. H. Angermueller Co.

Wholesale Florists, 1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

One Piece Flower Boxes

One piece; one size; One price.

24x4x3.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

Trade Directory

OF THE

Florists, Seedsmen and Nurserymen

United States and Canada

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

PEONIES

For quality we never had a better Peony season. We have had plenty of rain and the weather being right, the buds are of a good size. You will make no mistake in adding some Peonies to your next order. We will send them to you partly in bud form, so that if necessary you can keep them in splendid condition for several days. For immediate use fully developed flowers. If you can use a large quantity of Peonies, a thousand or more, we suggest that you get our quotations before placing your order.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

PRICES AT LOWEST LEVEL.

The past week had been looked forward to as the time when the demand for Memorial day would make up for the late period of over supply. Very little extra business developed, however, and prices saw the lowest level ever experienced for this period. Peonies, that have formerly brought \$6 to \$8 per hundred, were sold as low as \$15 per thousand, and even lower. The very choicest Festiva Maxima sold at \$4 per hundred. Every line was full; carnations were very plentiful, larkspur, calendulas, Easter and calla lilies, snapdragons, sweet peas, cornflowers, in fact, everything seasonable was thrown on the market in large quantities. The wholesalers struggled along under the load as best they could. On account of the hot weather, the most of the stock was soft and not as good as it ought to be for shipping, which outside demand has much to do with the clearance of this market. Monday, June 3, opened up with a good supply, but much of the stock was soft, and particularly the roses were too open. There was really more demand than good stock to fill it. Cattleyas are very scarce, the crops all being off at this time.

CLUB MEETING.

The June meeting of the florists' club had for its feature the paper of Edmund A. Harvey, of A. Harvey & Sons, Brandywine Summit, Pa., on "Coal Conservation and Rotation of Greenhouse Crops." The subject was treated in a broad, comprehensive manner and contained many suggestions of much value to the trade. There was a general discussion on the labor problem, regarding which no one present seemed to have definitely made up his mind. It was voted to discontinue the July and August meetings.

WITH THE WHOLESALEERS.

The first of July is anxiously awaited by many of the trade, who do not seem able to understand or apply the order of the government and are still in doubt as to whether florists are in the non-essential class. Best wake up now and take in whatever reefs are necessary to weather the storm. There is but one slogan and that is, "We must win the war." Every dollar and pound of surplus energy is to be devoted to this cause.

The Jos. Heacock Co., after an occupation of their present commodious store for eight years on a month to month lease, are obliged to vacate and will move to No. 9 South Mole street July 1. This is but a few doors away from their present location. The Killarneys, Hadley, Mrs. Ward and Ophelia are their principal varieties. Business is reported very fair, but at low prices.

The Leo Niessen Co. had handled an enormous stock of flowers last week, but prices had ruled too low, however, to make the business satisfactory. All flowers that graded up, however, were in good demand at fair prices. In fact, much more of this kind of stock could have been sold. Very good Easter lilies and a few exceptionally fine Cattleya gigas were features here.

EDWARD REID

American Beauties, Orchids, Valley, Peonies. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, June 5. Per 100

Roses, Killarney	2.00@ 8.00
" Mrs. Chas. Russell.....	4.00@12.00
" Ophelia	3.00@ 8.00
" Richmond	2.00@ 8.00
" Sunburst	2.00@ 8.00
Lilium Gigantum	1.00@10.00
Carnations	2.00@12.50
Sweet Peas35@ 1.00
Peonies	4.00@ 8.00
Antirrhinums	2.00@ 6.00

BOSTON, June 5. Per 100

Roses, Beauty	25.00@75.00
" Killarney Queen	6.00@12.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	6.00@12.00
" Killarney Brilliant	2.00@10.00
" Hadley	4.00@20.00
" Cardinal	2.00@12.00
" Mock	2.00@ 8.00
" Mrs. Chas. Russell.....	3.00@15.00
" Sunburst	4.00@20.00
" Taft	2.00@12.00
" Miliady	2.00@12.00
" Ward and Hillingdon.....	2.00@12.00
" My Maryland	2.00@ 8.00
Carnations	2.00@ 4.00

BUFFALO, June 5. Per 100

Beauty Special	\$20.00@30.00
" Fancy	15.00@20.00
" Extra	10.00@15.00
" 1st	5.00@10.00
Roses, Killarney	3.00@ 8.00
" My Maryland	8.00@ 8.00
" Sunburst	8.00@ 8.00
" Ward	3.00@ 8.00
" Ophelia	5.00@10.00
" Russell	4.00@10.00
" Stanley	3.00@ 8.00
" Mock	4.00@ 8.00
" Shawyer	5.00@10.00
Lilies	8.00@10.00
Cattleyas	40.00@50.00
Carnations	2.00@ 4.00
Asparagus Sprengerii ..	.35@ .50
Ferns	per 1,000, 3.00
Smilax	20.00
Sweet Peas50@ 1.00
Tulips	1.00@ 2.00
Calendulas	2.00@ 3.00
Peonies	4.00@ 6.00
Narcissus Poetica50@ 1.00
Daisies	1.00@ 1.50

C. S. Ford, for many years a salesman for A. Herrmann, of New York, will shortly open an office and supply house in this city, under the name of C. S. Ford. Their present headquarters is Quakertown, Pa.

Herman Zimmer, of Collingdale, reports a splendid bedding plant business at from 20 to 25 per cent increase in prices. They had the best cleanup in years. The houses are now being planted to asters.

John Gracey wishes growers would produce more of the spring-blooming dwarf clematis, which he finds very useful in decorations and funeral work. Several good June weddings are booked.

Good Sunburst and Ophelias were features at Eugene Bernheimer's. Entirely too much stock for the demand had caused ruinous prices. They had,

Write For Our

Price List On Cut Flowers H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

BERGER BROS.

Central Market

Roses, Orchids, Peonies

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

Mention the American Florist when writing.

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES

1127 Arch St., Philadelphia, Pa.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Philadelphia, Pa.

Mention the American Florist when writing.

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

however, moved a large quantity the
past week.

A freight and express embargo was
declared on the Doylestown branch of
the Reading road on Monday last. All
growers' stock came through by the
package service of the company.

Quantities of peonies, and their usual
large stock of roses, were features of
the Philadelphia Wholesale Florists'
Exchange. Stock had been found hard
to move the past week.

Edward Reid moved a lot of stock
for Memorial day, but prices ranged
low. The great stock of peonies and
the warm weather accounted for the
oversupply.

Maryland roses, sweet peas and Eas-
ter lilies were headliners of the Berger
Bros. stock. A very fair Memorial day
business at low prices was reported.

NOTES.

The annual peony exhibition of
the Pennsylvania Horticultural So-
ciety, held at Fireman's hall, Bryn
Mawr, Pa., was very full, completely
filling the hall. In addition to the
peonies, there were fine exhibits of out-
door hybrid tea roses and perennials.
There were six large collections of cut
roses, many of them with stems three
feet in length. Ophelia, Hadleys and
the two Killarneys were the leading
sorts. The H. F. Michell Co. offered
special prizes for specimens of the
new Randolph fern. Thos. Long won
first and Jos. Hurley was second. The
plants were fine. Early vegetables
were exhibited by school children for
prizes and were a feature of the show.
There was a large attendance.

K.

Worcester, Mass.

Local retailers report a slight ad-
vance in this year's Memorial day busi-
ness over that of 1917. Prices were
about the same—a trifle higher in a few
cases. There was a demand for about
everything on the market. Living bou-
quets were popular and most frequently
called for. The supply was, on the
whole, equal to the demand.

R.

NEWPORT, R. I.—The premium list for
the exhibition of the Newport Horticul-
tural Society, to be held in Music Hall,
June 25, is ready for distribution and
copies may be obtained by addressing
Fred P. Webber, secretary, Aquidneck
Post Office, Newport, R. I.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206

444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, June 5. Per 100		
Roses, Beauty, special	30.00@40.00	
" " fancy	10.00@20.00	
" " extra	5.00@10.00	
" " shorter grades	2.00@ 5.00	
" Mrs. Chas. Russell	6.00@20.00	
" Killarney	2.00@ 8.00	
" Hadley	4.00@10.00	
" Sunburst	3.00@ 8.00	
" Wards	2.00@ 4.00	
" Ophelia	3.00@ 8.00	
Cattleyas	1.00@ 3.00	
Cattleyas..... each \$0.35@ .50		
Valley	8.00@10.00	
Lilium Rubrum	5.00@ 6.00	
Easter Lilies	6.00@10.00	
Snapdragons	4.00@ 8.00	
Callas	6.00@10.00	
Calendulas	1.00@ 2.00	
Sweet Peas	.50@ .75	
Asparagus.....string or bunch,	.35@ .50	

PITTSBURGH, June 5. Per 100		
Roses, Beauty, special	10.00@15.00	
" " fancy	8.00@10.00	
" " extra	4.00@ 6.00	
" " No. 1	2.00@ 4.00	
" Killarney	2.00@ 8.00	
" My Maryland	2.00@ 8.00	
" Sunburst	2.00@ 8.00	
" Mrs. Aaron Ward	2.00@ 8.00	
Cattleyas	50.00@100.00	
Lilium Giganteum	8.00@ 10.00	
Adiantum	1.00	
Asparagus Sprenger, bunch,	35@40	
New Crop Green Galax per 1000	\$1.25	
Carnations	1.00@ 3.00	
Valley	4.00	
Calendula	1.00	
Iris	4.00	
Snapdragon	4.00	
Daisies	1.00	
Peonies	4.00@ 6.00	
Delphinium, per doz.	1.00	

MILWAUKEE, June 5. Per 100		
Roses, Killarney, W. Killarney	\$2.00@8.00	
" " Ward	2.00@ 8.00	
" Mrs. Chas. Russell	6.00@20.00	
" Ophelia	3.00@ 8.00	
" Hoosier Beauty	4.00@ 8.00	
" Bon Silene, per bunch	.30@ .50	
Carnations, assorted	1.50@ 3.00	
Valley	4.00@ 5.00	
Sweet Peas	.50@ .75	
Cattleyas	per doz. 6.00	
Peonies	4.00@ 5.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing.

EUGENE BERNHEIMER

—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia,
CARNATIONS

1531 Ranstead St., Philadelphia, Pa.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, June 5. Per 100		
Roses, Hadley	2.00@ 5.00	
" Killarney	2.00@ 4.00	
" White Killarney	2.00@ 4.00	
" Hoosier Beauty	3.00@10.00	
" Russell	4.00@15.00	
" Sunburst	3.00@10.00	
" Ward	3.00@ 6.00	
" Mrs. Shawyer	2.00@ 8.00	
" Ophelia	4.00@10.00	
Ferns	per 1,000 3.50	
Violets	.20@ .30	
Carnations	4.00	

New York.

MEMORIAL DAY DEMAND NORMAL.

The Memorial day business was about the same as in former years, but it had little effect on wholesale prices, there being such a heavy supply of stock on the market. In late years, the retail stores of Manhattan have had little business attending the day. There are now, numerous retail stores near to all the cemeteries, and people going from the city can buy from them and be saved the trouble of transportation. Brooklyn always has good Memorial day business. Greenwood, one of the greatest cemeteries of the country, Evergreen, and at least a dozen others, are easily reached from any part of the borough. Brooklyn has also a more settled population than Manhattan, where many of the former homes of old residents, are now owned or occupied by comparative strangers. Around Greenwood, in addition to retail stores, there are a number of ranges of considerable glass area where both plants and cut flowers, but particularly plants, are grown. The same may be said of Middle Village, on the outskirts of Brooklyn, which practically exists on its cemetery business. On the other hand, Woodlawn is the only large cemetery convenient to the boroughs of Manhattan and the Bronx. As already stated, there was little change in the condition of the wholesale market during the past week. On May 28-29 an effort was made to push carnations to \$4 per 100, but it was rather a dismal failure, as by the afternoon of May 29, fair stock sold for \$1 per 100. The peony situation was somewhat improved, not from higher prices, but from the arrival of more good stock and less rubbish. Home grown Festiva Maxima and other good varieties are now on the market and are more satisfactory than stock shipped from distant points.

June 1.—After a rather discouraging week in the wholesale district, there was a more cheerful tone to the market today, and as in the past, June has been considered a good month for the florists, it is hoped that the experience of the opening day is a good omen. Good home grown peonies were on the market, and considering the recent demoralized condition in that stock, they brought good prices, that is, from 50 cents to \$1.20 per dozen, the latter price being paid for some very select stock. Special American Beauty roses range from \$25 to \$35 per 100. While many tea roses of poor quality are going cheap, some of the best specials of the Ophelia and Killarney types bring \$10 per 100. Good cattleyas were not over plentiful during the week, but the buyers balked on a price above 50 cents per flower for C. gigas. Carnations, particularly whites, were, so to speak, the "fly in the ointment," as thousands of them went to the push carts. "War weddings" are now considered more appropriate and up-to-date than June weddings, and it is hoped they will help the florists.

NOTES.

In our notes of June 1, reference was made to the Greek-American Florists' Association giving up its outing. N. J. Lales, an officer of this association, informs us that there are now 22 of its members serving under the Stars and Stripes, and several more are anxious to enter the service and will be proud to do so. The members are all greatly interested in the Red Cross and other war work, and contributed liberally in the recent Red Cross drive.

S. Masur, of Brooklyn, is attending to the horticultural features of a large summer hotel at Lake Ronconcoma, L. I., which is owned by a member of the Vanderbilt family. He recently furnished it with \$1,500 worth of plants. He is performing similar service for the Gedney Farm hotel at White Plains, Westchester county.

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), \$60.00 per 1000.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, NEW YORK

Mention the American Florist when writing.

At the store of James Weir, Inc., 324 Fulton street, Brooklyn, it was stated that they had a splendid Memorial day business. There is a greater number of homes of old residents in Brooklyn than in any other part of the entire city, and this store, having been long established, has many good customers among them.

W. P. Sears is now well located in his new store, 721 Sixth avenue. It is only three doors from his old stand, where he had been in business about 30 years. In the new store he has more room, better facilities, and a much more attractive front.

Before Justice Fawcett, in the Brooklyn supreme court, a verdict for \$10,000 was recently handed down against John F. Marsden, a well-known florist of Far Rockaway. His automobile struck and killed Mrs. Ellen Pelkington, October 23, 1913. Her relatives sued.

George Hoopis, of 601 West 144th street, a young man well and favorably known in the wholesale and retail trade of this city, has taken the position of eastern representative of the A. A. Arnold Paper Box Co. of Chicago. He succeeds Frank E. Henry.

The next meeting of the New York Florists' Club will be held on the night of June 10. President Totty and Secretary Young of the S. A. F., and F. R. and Wallace Pierson are likely to relate the experience of their recent trip to Washington.

Myer, Madison avenue and 58th street, arranged a fine decoration in St. Thomas' church, June 1, for the wedding of Miss Marion Townsend to Lieutenant Shotter, of the aviation corps, United States Army.

Maurice Kleinemann, who for a number of years has been buyer for Myer, Madison avenue and 58th street, is now in the flower department of Abraham & Strauss, Brooklyn.

S. Masur, 256 Fulton street, Brooklyn, stated that he had excellent business, and in addition to other features, had made up a great number of fine wreaths.

William P. Ford, 107 West 28th street, in addition to a great stock of peonies and other seasonable flowers, is receiving a fine quality of delphinium.

Frank Nielsen, the retailer of 17 East 28th street, has recently found it necessary, on account of increasing business, to enlarge and improve his store.

C. Remuzzi & Son, who are located opposite Calvary cemetery, Woodside, had a fine Memorial day business and are doing much cemetery work.

Spiwak & Perlow, of Elmhurst, specialize in plants, including heather and other stock suitable for the Christmas and Easter trade.

Traendly & Schenck are now receiving fine stock of Festiva Maxima and other varieties of peonies from a Connecticut grower.

Rodman & Sons have two good stores at Evergreen cemetery. They had good business in both cut flowers and plants.

Alfred Banhofer, 3047 Third avenue, has an attractive retail store and advises us that he has had a good season.

John de Niment, of C. A. Dards' staff,



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

112 W. 28th St. NEW YORK

Ulrich Brunner Roses a Specialty.



has a five acre farm at Park Ridge, N. J., and is cutting fine peonies.

George Beckman, of Elmhurst, is sending a fine quality of sweet peas to the Cut Flower Exchange.

Charles Beckman, of Elmhurst, is marketing fine lilies and a variety of other stock.

STATEN ISLAND.

At Richmond, a new firm, the Richmond Floral Co., Inc., has shown considerable enterprise, for these uncertain times. They bought the Henry range, over a year ago, but the houses were old and soon collapsed. They immediately set to work and erected four good houses and had them finished and planted for the winter business. They have been cutting a great crop of sweet peas, and are now preparing the beds for chrysanthemums.

The growing business established many years ago, at Port Richmond, by the late Charles Hunt, is now conducted under the firm name of Charles Hunt's Sons. As in former years, they have a great stock of geraniums and other bedding plants, which are selling well.

Christ Reitle, of New Springville, has had good crops of sweet peas and pansies.

A. F. F.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
8864 Farragut.

NEW YORK CITY

GEO. J. POLYKRANAS

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St.,

NEW YORK

Telephone No. 2264 Farragut.

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

Walter F. Sheridan

WHOLESALE FLORIST

Telephone Call:
3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
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Open for Cut Flower Sales at 6 o'clock
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Desirable wall space to rent for advertising.

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Fresh Cut Decorative Evergreens

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Prices Always Right. For Samples and Quotations write

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Fort Wayne, Ind.

JUNE TRADE OPENS PROMISINGLY.

June started in auspiciously with a fine demand for wedding work and the ever-present funeral, and school commencement bouquets, so it promises to be a busy month for the florist. The Memorial day trade brought May foremost among the months of the flower season, as in every instance the demand was heavy and showed a big increase over the business of 1917. This is accounted for to a large extent by the advertising done by the local florists and by the fine growing weather. Stock of all kinds was plentiful. Carnations suffered from the continued hot weather, although prices advanced from 75 cents to \$1 per dozen. Orchids were in fine, large supply and Easter and rubrum lilies met with a good call. One outstanding feature of the Memorial day business this year is that plants of every description were in much heavier demand than cut stock. No geraniums in bloom could be obtained from Monday preceding Memorial day, and thousands of orders had to be turned down. Prices for all kinds of plants were much higher than in other years. The sale of magnolia and other wreaths was not a prominent part of the Memorial day sales this year.

NOTES.

Adolph Jaenicke, superintendent of the city greenhouses and city forester, reports that the greenhouses have done \$6,000 worth of business in private forestry and landscape work since the first of January, 1918. Mr. Jaenicke has just returned from Ligonier, Ind., where work on the large American service flag and a large Red Cross with 6,000 bedding plants has just been completed for Simon Strauss, millionaire of that city.

Mrs. R. W. Doswell is suffering from a severe illness and has been absent from her post for over two weeks. Memorial day business was much greater at this store this year, with plants taking the lead, although many cut flowers were sold. This firm also did an immense business at the greenhouses which are situated at the entrance to Lindenwood cemetery.

W. J. & M. S. Vesey had a very satisfactory business in cut flowers for Memorial day, cutting many thousands of peonies, orchids, and a fine lot of roses. Many plant orders had to be turned away here, because their supply was exhausted. Tomato, cabbage and other vegetable plants continue to have a heavy sale.

Plants were very prominent in the Memorial day supply of A. J. Lanternier & Co. Hydrangeas, rubrum and Easter lilies, gloxinias and begonias were some of their fine offerings. Miscellaneous flowers sold well for cemetery purposes.

Cut flowers and plants met with about equal call at the store of the Flick Floral Co. Peonies were of mammoth size and roses were also of fine

quality. Gloxinias, hydrangeas and begonias took the lead in blooming plants here.

A fine line of pot plants, which were up to their usual good standard, were in evidence at the Freese Floral Co.'s shop for Memorial day and brought good returns. Their supply of cut flowers, particularly peonies, was very large.

Edgar Wenninghoff reports a record Memorial day demand, with peonies very much in the ascendancy. Plants met with a big call. Prices were an improvement over other years.

H. K.

Boston.

MEMORIAL DAY TRADE GOOD.

Memorial day trade was the best in years with an extra large demand for cut flowers and blossoming plants. Greenhouses disposed of every plant that was showing color and cut flowers, which were not over plentiful, cleaned up wonderfully well at a fair figure. Candytufts and feverfew were good and sold well at 50 and 75 cents a bunch. Lavender and white stock was very scarce and the demand so great that \$1 a bunch was the lowest price. Roses were the only flowers that were plentiful and they sold well—12-inch, \$6 a hundred; 21 and 24-inch, \$12.50 a hundred. Carnations, especially white, were a drug on the market, but these sold before the day was over. Sweet peas were very poor. Easter lilies were plentiful and \$10 a hundred was a good price. Large shipments of peonies arrived from the south and cleaned up at \$12 a hundred.

NOTES.

Penn, the Florist, had a large business in magnolia wreaths. This firm, one of the heaviest advertisers in the business, sold out completely. They carried a large stock of rose bushes, spireas and geraniums, besides a heavy stock of cut flowers.

After the holiday trade was over, Samuel Wax, of Wax Brothers, spent the week end at the lakes in New Hampshire trout fishing. He was very successful and several of the boys at the market had trout to take home.

Henry M. Robinson & Co. had their best year and the store was kept open continually from Monday until Thursday evening before any of the help were able to go home.

Thos. F. Galvin, Inc., had a very busy trade and went ahead of last year in the demand for magnolia wreaths and bouquets.

Welch Bros. Co. had a very busy week. Their stock of roses, carnations, lily of the valley and orchids was the best in this city.

B. A. Snyder & Co. had a very successful trade. Their shipping demand has increased 100 per cent over last year.

John J. Cassidy reports a large business, and is very much pleased the way trade in general has been.

S. K. G.

Baltimore, Md.

SEASON'S BUSINESS GRATIFYING.

The trade in the "Monument City" appear well satisfied with the past season's business. There are a number of good growers who keep the market well supplied with seasonable stock in variety. Three old established commission houses, and another added this spring, handle this stock efficiently. Manager McKissick, of Leo Niessen Co., is a live wire with a thorough knowledge of the business. His fine stock was, and had been moving in good shape the entire season. Even one or two periods of excess supply, had been weathered without much difficulty.

NOTES.

Samuel Feast & Sons, who have the oldest established retail business and large greenhouses for growing cutflowers and decorative stock, have, notwithstanding the loss of the major part of this latter work on account of the war activities, kept up with last season in the volume of trade. Charles Feast, who manages the store, believes one can overcome most of the war handicaps by meeting each situation as it presents itself and being always on the job.

The Edwin A. Seidewitz shop reported a good year. Wm. E. Seidewitz is interested in collie dogs, having quite a large kennel. His Queen Hectarine, 14 months old, has won 100 prizes at shows during her short life. Mr. Seidewitz sold his Annapolis property, greenhouses and land, May 20 to the Maryland State Emergency Hospital, whose grounds he adjoined.

The Baltimore Cutoffler & Supply Co., Wm. Muhly, manager, who has taken this position the past year, is much pleased with the prospects of the company, which is an organization of growers, formed to handle their own products. They also handle consigned stock.

John Cook has broken the record for May business. The Misses Cook, who manage the store, feel that the future of the cutoffler business is perfectly safe. Theirs is a beautiful shop.

At Mary Johnston's busy shop there is always something under way. The season had not been without its difficulties, but business on the whole had been very satisfactory.

The S. S. Pennock Co.'s stock cleaned up well for Memorial day, although this is not much of a holiday in Baltimore. Manager Perry stated that he was at his wits' end for help.

At Hamilton's pretty store, with its always attractive window, satisfaction was expressed with the year's business. The question of help is becoming serious.

Wm. J. Halliday was another of the satisfied florists who has done very well the past season. He enjoys a high class family trade.

Seick & Glick are the new comers who opened up the last week in March. They are much encouraged with their growing trade.

K.

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WILLS & SEGAR

ROYAL EXOTIC NURSERY,

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Cut Flowers, Floral Baskets, Floral Designs, Etc.

to American visitors in any part of Great Britain.

Cablegrams—"FLOSCULO PHONE, LONDON."

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We Have the Best Facilities in the City

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Adam Sekenger
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We cover all points in Maine.

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Flowers and Service THE BELLEVUE-STRATFORD,
BROAD AT WALNUT STS.
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We are in the Heart of New York
To out-of-town florists;
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.

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Largest and most centrally located store in the city. All orders given prompt attention.

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Reference or Cash must accompany all orders from unknown correspondents.
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Established 1874.

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Has his own correspondents in all the large cities of Europe and the British Colonies. Cable orders forwarded by private code. Telegraph and Cable Address, DARDSFLOR.

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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Established 1874. Incorporated 1909.

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Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
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Buffalo, N. Y.—L. H. Neubeck.
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Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
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Mention the American Florist when writing.

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O. C. SAAKE
FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.
215 W. FOURTH STREET

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**Wolfskill Bros. and
Morris Goldenson**
Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
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FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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Flowers delivered in city and state on short notice.

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ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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E. E. McCAUSLEN, Prop.
173 North Fourth Street
All Orders Promptly Executed.

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The Smith & Feters Co.,

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Order Your Flowers for delivery
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Night and day service in all Central
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ALFRED LOZIER ROSERY

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1133 O St., LINCOLN, NEB.
Will fill orders for the West on short notice.
Trade discounts. First-class stock.

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"Home Grown Flowers"

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Member of Florists' Telegraph Delivery.

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BUFFALO, N. Y.

Members
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Delivery Association



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**WASHINGTON
D. C.**

Gudes'

Members of Florists' Telegraph Delivery.

Michigan. Orders will be carefully cared for by
HENRY SMITH

Wholesale and Retail Florist of Grand Rapids.
Member of Florists' Telegraph Delivery.

E. W. PEARSON

38 State Street, Newburyport, Mass.
Covers All New England Points.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

LEIKENS,

Madison Ave. and 55th St.,
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Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

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Flowers of Quality

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Malandre Brothers

2077 Broadway, near 72nd Street
Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

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Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

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Mention the American Florist when writing.

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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Mention the American Florist when writing.

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H. W. BUCKBEE.

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The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
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Orders in or Around WASHINGTON, D. C.

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900 Fourteenth Street

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Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

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Greenhouses, 437 Bay Street.

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Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great Northwest. Daily deliveries to Superior, Wis

Newark, Ohio.

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Member of Florists' Telegraph Delivery.

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1338 O Street, LINCOLN, NEB.

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1062 Madison Ave., near 80th St.

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Satisfaction Guaranteed.

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132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

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AUGUST R. BAUMER,

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Member of Florists' Telegraph Delivery.

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16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD

GREENHOUSES

Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.

Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

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FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

CHAS. HOLLENBACH, Chicago, is planning a California trip.

VISITED NEW YORK: C. C. Massie and wife, Minneapolis, Minn.

ALBERT DICKINSON of Chicago is at the Signal Mountain Hotel, Chattanooga, Tenn.

A. H. GOODWIN, of the W. W. Barnard Co., Chicago, left this week to join Mrs. Goodwin at New York.

LOS ANGELES, CALIF.—The rainfall for the season to June 1 was 13.83 inches; last season, 15.26 inches.

JEAN SCHAEFFEL, only son of Eugene Schaeffel, of Vilmorin-Andrieux & Co., Paris, is with the French troops in Mesopotamia.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade June 5 were as follows: Timothy, \$7.00 to \$8.00 per 100 pounds.

THE term "German" millet has been changed to "American" millet by the board of directors of the Milwaukee Chamber of Commerce.

MILWAUKEE, WIS.—William B. Currie, accountant for the Currie Bros. Co., left recently for New York, where he will report for Y. M. C. A. work overseas.

In preparing the new catalogues, the increased freight rates and traveling expenses should not be overlooked when the selling prices of stocks are being revised.

LOUISVILLE, KY.—The National Seed Co. has filed amendment to its articles of incorporation, increasing the capital stock from \$5,000 to \$126,000, and the debt limit to \$200,000.

NEW YORK.—It is reported that the Dutch steamer Nieuw Amsterdam is ready to sail from Holland, but is held up there waiting for guarantee of safe conduct from Germany.

CLEVELAND, O.—The Templin-Crockett-Bradley Co., Inc., are adding two stories to their present plant, which when completed, will be one of the best equipped establishments of its kind in the country.

TOLEDO, O.—Clover, cash, was steady, June 3, at \$18.25, closing at the same price as on June 1. Timothy was lower for September; old, quoted at \$3.67½, September, \$4.30, October \$3.97½, December \$4.07½, March, \$4.15.

THE Federal Trade Commission has found the practice of bribing so common, so unfair and corrupt that it has asked Congress to enact a new law penalizing it. In some cases it is reported employees exact a commission of 20 per cent.

VISITED CHICAGO: Edwin B. Northrup, of Northrup, King & Co., Minneapolis, Minn., who will spend a month in California; George C. Thompson, of the same firm, enroute to the east; Geo. W. Kerr, with the W. Atlee Burpee Co., Philadelphia, Pa., returning from California.

PHILADELPHIA, PA.—The W. Atlee Burpee Co. reports vegetable seeds have been in extraordinary demand for war gardens, and flower seeds have about held their own. Much more field corn could have been disposed of had suitable seed been available. On the whole, it has been a very satisfactory season. With many of the most experienced employes in the army, and others engaged in munition and shipbuilding plants, the labor problem is a serious one, as it is necessary to pay almost any price to get help of any kind.

California Seed Crops.

San Francisco, May 29.—Lester L. Morse, of C. C. Morse & Co., says: "In the territory south of this city, where our crops are growing, we have had one of the driest seasons ever known, and a large proportion of our stands are drying out on account of the serious drouth. At San Juan the actual rainfall was less than seven inches, all of which fell the last week in February and the first two weeks in March. Radish, lettuce and endive will be very light, and parsley and salsify total failures. Other crops, grown in the delta regions, or what is called the river country, are looking better, there having been more rain in that section, and less moisture is usually required, the land being subirrigated from the rivers. Carrot, beet and spinach look well at present. As to onion, it is too early to make estimates, as the critical period will not arrive before about July 1. On the whole, the yield in this state will be light this year."

COOL WEATHER BENEFICIAL.

Gilroy, June 3.—L. W. Wheeler, of the Pieters-Wheeler Seed Co., reports that crops have been improved by cool weather during May, but it is doubtful whether the soil contains sufficient moisture to carry them to maturity, as rain does not usually fall after the above date.

Nebraska and Colorado Seed Crops.

Waterloo, May 28.—The Western Seed & Irrigation Co. reports as follows: "The season in Nebraska is starting out favorably. While it has been very dry, there have been some good rains during the past 10 days. Corn, generally, is making good stands, but the cut worms are doing damage in some localities and may necessitate some replanting. We are short of acreage in a few varieties of extra early and medium early sweet corn, but hope to be able to cover requirements possibly with other growers, or farmers who may find it too late to replant some

of their large varieties, making it necessary for them to put in early sorts.

The acreage of vine seeds, as near as we can ascertain, is much smaller than usual in this state and also in the vicinity of Rocky Ford, Colo., and we are going to be short in about four or five varieties of cucumber and about the same number of muskmelon, although we may get some additional acreage of the former before it is too late. In watermelon, pumpkin and squash we are fairly well covered in other localities, except in a few small lots of the last named, of varieties not generally known. With a favorable season, we look for fairly good deliveries with the exception of the few items mentioned."

CONDITIONS GOOD AT VALLEY.

Corn crops in this vicinity were all planted in good season and the conditions up to the present have been very favorable. The rainfall has been ample and there has been little replanting. It has been extremely difficult to place acreages of vine seed, particularly squash and pumpkin. We believe, however, there has been a fair acreage planted and the condition of these crops, as with corn, is quite favorable at this time.

THE C. HERBERT COY SEED CO.
Valley, Neb., May 29.

American Seed Trade Association.

With what promises to be an unusually representative and large attendance, the thirty-sixth annual convention of the American Seed Trade Association, which will be held at the Hotel Sherman, Chicago, June 18-20, will doubtless prove one of the most interesting meetings of that body. The programme, as announced in our issue of May 25, page 954, includes many papers, especially timely, and in the hands of able authorities, while the discussions on matters of vital importance to the trade under present conditions will doubtless bring forth expressions of opinion that will prove determining factors in the lessening of many troublesome problems. The action on the amendment to the by-laws, permitting a change in dues and initiation fees, will also come before the association at this time.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Onion,
Lettuce,
Radish,
Sweet Peas,
Etc.
Correspondence
Solicited.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

As previously announced, each firm having membership in the association, is requested to notify Secretary C. E. Kendel, 2010 Ontario street, Cleveland, O., not later than June 13, giving the name of the accredited representative who will be in attendance.

Hotel rates are announced as follows: Single room with bath, \$2 per day and upward; double, with bath, \$3 a day and upward.

Long Island Cabbage Seed.

About 90 per cent of the cabbage seed crop has been lost, the stock being severely frozen during the winter, and but a small portion found to be alive this spring. A number of varieties have been lost entirely as far as the 1918 crop is concerned, leaving but a few that will produce any seed whatever. A planting of spinach has been made under favorable conditions, the crop is quite large, and at the present time the condition is satisfactory.

J. M. LUPTON & SON.

Mattituck, May 31.

French Seed Crops.

Paris, May 4.—The busy season is now over. With labor so scarce, it was a difficult and unsatisfactory period. The short acreage planted is now looking well and it is hoped the crop will be good. Railroad transportation and shipping are very slow, however, and unless these improve before fall it will be no small task to carry on business and satisfy customers.

Onion Set Prospects.

Onion set prospects in the Chicago district were as follows June 3: About 65 per cent of the crop shows a stand of 60 to 75 per cent as compared with 1917; 15 per cent of the crop is below 60 per cent stand; 20 per cent of the crop is 90 to 100 per cent stand.

Prevalence of smut is the cause of the poor stand.

New Jersey Seed Crops.

Prospects at present are for large acreages of pepper and egg plant and an increase in tomato about 25 per cent over normal years. Most of the acreage has been planted, there seems to be a full supply of standard varieties, and the plants are looking well.

EDGAR F. HURFF.

Swedesboro, May 31.

CINCINNATI, O.—Walter C. Renaker, president and principal stockholder of the J. Wilder Seed Co., announces that the business will be offered for sale, owing to the fact that he expects to enter the government service in the near future.

BOSTON, MASS.—R. & J. Farquhar & Co. report excellent business in the seed department. Counter trade was late in starting, owing to a backward season, but came with a rush, making it difficult to handle at times. The demand for flower seeds for 1918 was about equal to that of last year. In vegetable seeds there was a decided increase.

ROCHESTER, N. Y.—According to James Vick's Sons, sales for the year, and likewise expenses, have shown large increases over previous seasons, with a possibility that the expense increases will run several laps ahead of those in sales. A big gain is recorded in the demand for vegetable and farm seeds, but there has been a large decrease in lawn grasses. Sales in nursery stock, hardy perennial plants and bulbs, flower seeds and flowering plants have not been as brisk as usual.

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS, "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

Mention the American Florist when writing.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application.

ENGLISH CORRESPONDENCE.

Mention the American Florist when writing.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS LANGPORT, Eng.

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

Mention the American Florist when writing.

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.
FREMONT, - - - - NEBRASKA.

Mention the American Florist when writing.

Cable Regulations.

New requirements in regard to all messages to and from foreign countries have been issued by the chief cable censor of the navy department. Hereafter cablegrams will not be passed unless the identity of the addressee and sender is satisfactorily established and the text is clear. It cannot be assumed that because a message is clear to the sender, who is familiar with all the surrounding circumstances, it will be equally understandable to the censor, who is unfamiliar with the circumstances. Anyone who willfully uses or attempts to use any code or other device for the purpose of concealing from the censors the intended meaning of any communication is subject to a fine of \$10,000 or 10 years' imprisonment, or both.

Catalogue Sizes Standardized

At the session in Chicago of the National Catalogue Conference, including representatives of purchasing agents, typothetae, and various associations, of paper and other industries, called by the standardization committee of the National Association of Purchasing Agents, the following resolutions were unanimously adopted:

Resolved, That catalogues be standardized to 6 by 9 or 7½ by 10½ or 8 by 11 inches; also resolved that we recommend for catalogues the manufacture of paper sheets ranging as follows, 25 by 38, 32 by 44, and 33 by 46 inches, with their double sizes; that we also indorse the weights of 40, 45, 50, 60, 70, and 80 pounds on the basis of 25 by 38, and that colors be limited to white and natural.

The standardization committee of the National Association of Purchasing Agents recommends that all catalogues meant for the use of purchasing agents be 7½ by 10½ inches.

Farmhands to Be Mobilized.

The war department will mobilize an army of 30,000 farmhands. Starting early next month in southern Oklahoma and Kansas with winter wheat cutting, this army will gradually work its way up into the spring wheat region in northern and northwestern states, finally crossing into Canada to help dominion farmers.

MILWAUKEE, WIS.—The articles of incorporation of the L. Teweles Seed Co. have been amended to permit an increase of the capital stock to \$500,000. Plans have been made to greatly enlarge the business.

KANSAS CITY, MO.—According to the Harnden Seed Co., trade in general has not come up to expectations, the volume being less than in 1917. The number of sales were about the same as last year, but in smaller amounts. It is possible that the adverse weather conditions in April will prolong the season and the difference may be made up in June.

S9. LOUIS, MO.—The Schisler-Corneli Seed Co. reports an active demand early in the season, but adverse weather conditions delayed the early summer buying for several weeks. During the last 10 days there has been a great improvement in the movement of cowpeas, soybeans, millet and cane seed. A large acreage of wheat planted last fall has reduced the space available ordinarily for other crops. Clover, at present, is in excellent condition and farmers in some sections are cutting the first crop.



CALIFORNIA FREESIAS

Better secure your stock now,
samples mailed free.

French Freesias are uncertain this
year and will probably arrive late.



IMPROVED
PURITY

(California Grown)

Size	Per 1000
5/8 to 3/4 in., extra fine	\$12.00
1/2 to 5/8 in., good grade	7.50
3/8 to 1/2 in., regular grade	4.00

NEW YORK Vaughan's Seed Store CHICAGO

JOHN H. ALLAN SEED CO.

Growers of Choice Varieties

Peas and Beans
Sheboygan, Wis.

EDGAR F. HURFF
SWEDESBORO, N. J.

Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash, Pumpkin,
Cucumber and Watermelon Seed and Field Corn,
on Contract.

CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties; Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip,
Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho. MILFORD, CONN.

Mention the American Florist when writing.

THE
J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED

Bloomisdale
Farm.

Bristol, Pa.

R. & M. GODINEAU
SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages,
Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

Clematis Paniculata
Seedlings

\$15.00 per 1000

Some are fit for 3 and 4 in. pots. Cash with order

SAMUEL V. SMITH

3323 Goodman St., Philadelphia, Pa.

We Make a Specialty in Grass Mixtures

FOR

The Lawns, Shady Spots or under trees,
The South, The Seashore, The Terrace
and Restoring old Lawns, Polo Grounds,
Tennis Courts, Putting Greens, Fair
Greens, Meadows and Pastures.
All of the finest reclaimed seeds.

J. M. THORBURN & CO.
53 Barclay Street, - New York

MICHELL'S Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed
100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10,000 seeds, \$30.00.
25,000 seeds, \$72.50

Also all other seasonable Seeds, Bulbs
and Supplies.
Wholesale Price List Free.

HENRY F. MICHELL CO.
518 Market St., Philadelphia, Pa.

BAMBOO CANE STAKES

	Size	Number to bale	Price Per bale
NATURAL,	6 ft.	2000	\$21.00
"	6-9 ft.	600	7.00
"	9-12 ft.	400	8.50

Prices ex warehouse New York.
Terms—Net cash 30 days.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

Mention the American Florist when writing.

We carry a reserve stock of the
important varieties of
Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

ROUTZAHN SEED CO.
Arroyo Grande, Calif.
Sweet Pea and Nasturtium Specialists.
Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

QUARTER POUND PACKETS

PEAS, BEANS and CORN

Will be shown running on the

THE BROWN BAG FILLING MACHINE

At Sherman House, Chicago, June 18, 19, 20

James Vick's Sons

Seedsman, Nurserymen,
Florists.

ROCHESTER, - N. Y.

Mention the American Florist when writing.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato,
Vine Seed and Field Corn.
Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

Mention the American Florist when writing.

Before Placing Orders for
SWEET PEAS, Spencers, Grandi-
floras, etc., ASTERS and FLOWER
SEEDS in general; TOMATO, LIMA
and POLE BEANS, write

JOHN BODGER & SONS CO.,
Contract Seed Growers
LOS ANGELES, CALIFORNIA

Mention the American Florist when writing.

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing.

THE G. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.
Contract Growers of

HIGH GRADE SEEDS

Cucumber, Melon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

Mention the American Florist when writing.

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

GLADIOLUS

Regular Grades

	1st Size 1½ in. and up	2nd Size 1¼-1½ in.
America.....Per 1000,	\$16.00	\$13.00
Mrs. F. King	15.00	12.00
Augusta.....	15.00	12.00
Chicago White.....	22.50	17.00
Scarlet Shades.....	14.00	11.00
Pink Shades.....	15.00	12.00
Standard Mixed...	13.00	10.00

Planting Stock

We offer the following for immediate planting:

Prices are per 1000.	No. 3 1-1¼ in.	No. 4 ¾-1 in.	No. 5 ½-¾ in.	No. 6 ¼ ins. under
America.....	\$ 8.50	\$6.00	\$4.00	\$2.50
Mrs. F. King.....	8.00	5.50	3.50	2.00
Augusta.....	8.50	6.00	4.00	2.50
Chicago White..	12.50	9.00	7.00	5.00
Panama.....	7.00	5.00

BLACK BULBLETS

America, \$4.00; Chicago White, \$6.50; King
and Augusta, \$3.00 per Peck.

Special prices on bushel lots or over.

Vaughan's Seed Store

31-33 W. Randolph St., - CHICAGO
41-43 Barclay St., - NEW YORK

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists
and Market Gardeners.

Robert Craig Co...

High - **PALMS**
Class

and Novelties in Decorative Plants.
Market and 49th Sts., Philadelphia, Pa.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

GREAT BRITAIN has increased her potato acreage 25 per cent over 1917.

DUNKIRK, N. Y.—Milton B. Schaffer, of Buffalo, N. Y., has been engaged as school garden supervisor for this city and Fredonia.

NEWFANE, N. Y.—The Newfane Canning Co., in addition to quantities of other vegetables, has contracted for 200 acres of tomatoes.

"PREPARATION of Strawberries for Market" is the title of Farmers' Bulletin 979, recently issued by the United States department of agriculture.

BUFFALO, N. Y.—An urgent call has been sent to this city for men for work on farms in this vicinity at wages ranging from \$40 to \$60 per month, with board.

Carlot Shipments of Vegetables and Fruits.

Carlot shipments of vegetables and fruits reported to the United States department of agriculture for the season to May 28 were as follows: Asparagus, 714; celery, 7,812; cucumbers, 1,077; egg plant, 49; green peas, 220; lettuce, 5,819; new onions, 3,353; old onions, 20,103; peppers, 322; string beans, 1,218; tomatoes, 3,202; white potatoes, new, 5,724; apples, 58,164; cantaloupes, 3; grapefruit, 2,878; oranges, 7,870; strawberries, 5,759; watermelons, 273.

Prices of Indoor Fruits and Vegetables.

CHICAGO, June 4.—Cucumbers, 2-dozen box, \$1.25 to \$1.85; celery, crate, \$4.00 to \$4.50; leaf lettuce, per box, 15 cents; radishes, per 100 bunches, \$1.75 to \$2.00; tomatoes, 6 baskets, \$4.00 to \$5.50.

NEW YORK, June 3.—Celery (Florida), per crate, \$1.00 to \$4.50; cucumbers, 50 cents to \$4.50 per basket; mushrooms, 40 cents to \$3.00 per 4-pound basket; tomatoes, per package, \$1.00 to \$4.50; lettuce, per package, \$1.50 to \$2.50; radishes, per 100 bunches, 50 cents to \$1.00.

Asparagus of Superior Strain.

A new strain of asparagus that is larger, more uniform and more productive than the old varieties and in addition is highly disease resistant has been developed through 10 years of work by J. B. Norton, a plant breeder in the bureau of plant industry, who introduced, tested and hybridized asparagus from all parts of the world, according to the United States department of agriculture. Introduction of the new strain is expected eventually to stamp out the "rust," a destructive disease that swept over the country a few years ago. Commercial quantities of the new type recently sold in Washington, D. C., for more than double the price of other asparagus.

Plant Trade Disappointment.

The spring plant trade has come and gone, and many hopes and expectations have gone to smash. "Overdone" has been the general verdict. We expected this, and would refer those interested to our notes in these columns a year ago. We said then that another year pansies and geraniums will make the money and not tomato plants. Every one having a hot bed or greenhouse jumped in to the plant game, and "too many cooks spoil the broth," is true again. Owing to scarcity of help, transplanting was not much attempted, most goods offered being seedlings, poorly grown and cheaply sold. As it is, the regular trade has suffered a bad set back in this vicinity (Ohio), which will require some patience and hard work to overcome.

Producers are slow to learn the lesson that it is folly to violently change one's course of procedure. Vegetable forcers can never expect to become rich over night by producing chrysanthemums, geraniums and pansies any more than florists can do so by raising tomato and cabbage plants for an undeveloped market. We should all develop our trade outlet carefully and steadily and avoid these fatal "plunges."

The weather in this section, helped for the final result—too favorable—if we had had a couple of sharp freezes to destroy part of the crops and necessitate resetting things might have come out different. But this is part of the plant trade—to be prepared for reverses.

MARKETMAN.

Parcel Post Shipments Facilitated.

An order was issued, May 29, by Postmaster General Burleson which will simplify and facilitate shipments of farm products by parcel post over a greater area. In lieu of the present restrictions as to the method of packing perishable articles, butter, eggs, dressed fowls, vegetables, fruits, etc., may be sent to any post office that can be

reached within a reasonable time without spoiling, packed in crates, boxes, baskets or other suitable containers which will properly protect the contents and prevent escape of anything therefrom. Heretofore eggs could be packed in this manner only for local delivery or from points on local rural routes, and other products to points within the second zone (150 miles). More liberal packing regulations covering liquids are also contained in this order.

Recently the weight limit on parcels was raised from 50 pounds to 70 pounds within the first three zones (300 miles), and from 20 pounds to 50 pounds to all other zones. Beginning with the July edition of the Official Postal Guide, that publication will be revised so that it may be used as a parcel post guide in ascertaining rates of postage on parcels. Space is provided in the list of post offices by states in this publication for the insertion of the zone number after the name of the post office. A zone key will be furnished with each guide. The Postal Guide will be sold by the Post Office Department to the public for 65 cents and an additional 35 cents for the eleven monthly supplements.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St., CHICAGO

VEGETABLE PLANTS.

Tomato, per 1000, \$1.50, per 100, 30c; Cabbage, per 1000, \$1.50, per 100, 30c; Pepper, per 1000, \$3.00, per 100, 50c; Egg and Cauliflower, per 1000, \$4.00, per 100, 60c; Sweet Potato, per 1000, \$3.00, per 100, 50c; Onion, per 1000, \$1.50, per 100, 25c; Brussels Sprouts and Kohl Rabi, per 1000, \$2.00, per 100, 30c; Beet, Lettuce and Endive, per 1000, \$2.00, per 100, 25c. All 1000 lots by express, collect; 100 lots by parcel post, prepaid.

WARREN SHINN,

WOODBURY, N. J.

TWENTY MILLIONS FROST-PROOF CABBAGE PLANTS READY

Our Frost-proof cabbage plants mean more profit for all seed houses and florists and are as staple as sugar and flour. Make the crop six weeks earlier.

From Indiana Dealer: "Have used your plants three years with satisfaction and must have more this season."

We are now moving large quantities North, East, and West. Jersey, Charleston, All-Head, Sure-Head, Flat Dutch varieties. For a limited time we are offering them in 5,000 lots and up at \$1.50 per 1,000, express collect, safely packed with Southern wild moss to move 3,000 miles.

OZARK SEED & PLANT CO.,

General Offices, NASHVILLE, ARKANSAS

TO SEEDSMEN ONLY

R. A. van der SCHOOT, Hillegom, Holland

Begs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

Inquiries and quotations may be addressed to the undersigned, who is the American representative of the House, and ready to furnish all information.

No retail trade solicited. We believe we are the only Holland House whose business in the United States is "STRICTLY WHOLESALE."

A. M. van der SCHOOT

Room 1600, Consumers Building,

CHICAGO, ILL.

Flower Seeds For Summer Sowing



CINERARIA—Vaughan's Columbian Mixture.

Our list of "Flower Seeds for Summer Sowing" now on the press; w'll be mailed shortly.

CHICAGO, ILL. **VAUGHAN'S SEED STORE,** NEW YORK, N. Y.

Asparagus Plumosus Nanus. Northern Greenhouse Grown.

Per 100 seeds, 50c; 250 seeds, \$1.00; 1000 seeds, \$3.00; 5000 seeds, at \$2.75 per 1000.

Asparagus Sprengeri. 100 seeds, 15c; 250 seeds, 25c; 1000 seeds, 75c; 5000 seeds, \$3.50; oz., 50c.

CALCEOLARIA HYBRIDA.

Vaughan's Extra Choice Mixed. Our mixture is composed of the choicest selections of the tigered, marbled, spotted and variegated varieties. Trade pkt., (1000 seeds) 50c; 3 trade pkts. for \$1.35.

CINERARIA.

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest strains and cannot be excelled in variety of colors, size, shape and substance of flowers and perfect habit of plant. Trade pkt., (500 seeds) 50c; 3 trade pkts., \$1.40.

Large-Flowering White.....	500 seeds, \$0.35
Crimson.....	} Each per trade pkt. (500 seeds) 35c
Blue.....	
Blood-Red.....	
Soft Pink.....	
Stella. Varieties with waved and twisted petals.....	
Matador. Brilliant scarlet. Trade pkt.....	500 seeds, .50
Old Rose. Pink to rich coppery red.....	500 seeds, .50
Pompadour. Blue striped on pink.....	500 seeds, .35
Hybrida. Fine large-flowering mixed.....	500 seeds, .25
Grandiflora. Semi-Dwarf. Mixed.....	500 seeds, .35
New Miniature.....	500 seeds, .50

DRACAENAS.

	Trade pkt.	Oz.
Indivisa Lineata.....	\$0.10	\$0.40
Indivisa. Narrow green leaves.....	lb., \$3.50	.10 .30
Latifolia.....	.10	.40
Australis. Green and red colored leaves.....	.10	.60

PRIMULA.

Vaughan's Chinese International Mixture. Packet of 250 seeds, 50c; 3 for \$1.40; per 1-16 oz., \$3.50.	Trade pkt.
Malacoides. An improved Forbesii.....	1-16 oz., 60c \$0.25
Alba.....	.25
Rosea.....	.50

Rooted Carnation Cuttings

	Per 100	Per 1000
Thenanthos.....	\$2.00	\$18.00
Beacon.....	2.50	20.00
Alice, (Light Pink).....	2.00	18.00
Herald.....	2.00	15.00

	Per 100	Per 1000
Wara.....	\$2.00	\$15.00
White Enchantress.....	2.50	20.00
Rose Pink Enchantress.....	2.50	20.00

ROSE PLANTS, 2½ in. Pots

	Per 100	Per 1000
Champ Welland.....	\$3.50	\$30.00
Pink Killarney.....	3.50	30.00
Ophelia.....	5.00	45.00

	Per 100	Per 1000
Richmond.....	\$3.50	\$30.00
My Maryland.....	4.00	35.00

500 MILADY, 3½-Inch Stock

\$5.00 per 100; \$40.00 per 1000

PETER REINBERG

WHOLESALE FLORIST

2,000,000 SQUARE FEET OF GLASS

30 East Randolph Street,

CHICAGO, ILL.

Mention the American Florist when writing.

Spring Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEK'N, ILL.

DAHLIAS

A good assortment of the best all around varieties. 2 inch pot plants at prices running from \$2.00 to \$25.00 per 100. We will send 1000 in an assortment of 20 varieties, our selection for \$20.00. Cash with order.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; J. R. Mayhew, Waxahachie, Tex., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-third annual convention will be held at Chicago, June 26-28, 1918.

NEW CASTLE, IND.—P. J. Lynch was nominated for clerk of the supreme court last week.

FRESNO, CALIF.—The Fancher Creek Nurseries report a heavy demand, especially for fruit trees.

NEW ALBANY, IND.—John K. Graham, veteran nurseryman of this city, is dead at the age of 75 years.

ELDRIDGE, IA.—The Alta Vista Nurseries will in the future be known as Rohlf's Nurseries, to individualize the establishment. There is no change in management.

SHRUBS and vines at Chicago were badly winter killed. Ampelopsis Veitchi on east and south fronts has been damaged in excess of any like happening for 10 years.

WE are in receipt of the thirty-fifth annual report of the board of park commissioners of Minneapolis, Minn., for 1917, an interesting book of 104 pages, handsomely illustrated.

THE state of Illinois has issued an official quarantine against the common barberry (*Berberis vulgaris* and its varieties) because of its increasing the destructive black stem rust of grains.

YORK, NEB.—Rev. C. S. Harrison, of the York Nursery Co., and well-known horticultural writer, is blind as the result of a ruptured eyeball, caused by a careless nurse, following what had been a successful operation in removing a cataract.

FRESNO, CALIF.—George C. Roeding, president of the Fancher Creek Nurseries, and who recently assumed the management of the California Nursery Co., is well pleased with the business done this season. He is preparing a sufficient supply of fruit trees to meet all demands next year.

FARMERS' Bulletin 938 has been issued by the United States department of agriculture, under the title, "Apple Bitter-rot and its Control." Apple bitter-rot is a serious disease in the southern apple growing regions of this country, especially favored by hot weather, particularly if moist.

SAN FRANCISCO, CALIF.—Manager J. T. Lynch, of the nursery department of the Hallawell Seed Co., reports the most successful season in the firm's history, the demand for all varieties of roses and fruit trees being particularly heavy. Large shipments of Holland stock arrived recently in good condition.

WASHINGTON, D. C.—A civil service examination to fill vacancies in the position of gardener in the parks in this city and vicinity will be held June 15. The examination is divided into three classes and applicants will be rated on past experience and physical ability. The pay varies from \$2.50 per day to \$70 per month.

American Association of Nurserymen.

CHICAGO CONVENTION, JUNE 26-28.

From present indications, it appears that the forty-third annual convention of the American Association of Nurserymen, which will be held at Chicago, June 26-28, will be one of the best attended and withal most interesting sessions of the organization. An excellent programme has been prepared, and in addition to a number of interesting papers the various discussions on matters of great importance to the trade at the present time, should bring forth much valuable information and helps in surmounting the various difficulties. The cooperative advertising plan, which has already been so favorably received by the live wires in the nursery business, will doubtless be given still greater impetus at this meeting.

One of the familiar faces at the annual gatherings of the association will doubtless be much missed this year, that of Lloyd C. Stark, Louisiana, Mo., past president, who resigned his office August 15, 1917, as announced in our issue of August 25, that year, page 318, having been commissioned major of field artillery, and who is now with the colors.

Early-Flowering Lilacs.

The earliest flowering lilac here in other years, *Syringa affinis*, is not blooming this year and there are not many flowers on its variety Giraldii with pale rose-colored flowers. The flower-buds of these lilacs are perfectly hardy and the cold winter cannot be charged with the absence of flowers on these north China plants. They are tall shrubs of loose and rather ungainly habit, but the foliage is good and the flowers are extremely fragrant. Another north China lilac, *S. oblata*, is blooming well this year although the flower-buds are often injured by the cold of less severe winters. If this lilac always flowered as well as it has this spring it would be one of the most valuable of the whole group for it blooms early, and the pale lilac-colored flowers in short compact clusters are very fragrant. The large broad leaves which are thick and leathery and are not disfigured by mildew turn in the autumn to handsome shades of orange and red. One of the first hybrid lilacs was obtained by crossing this Chinese species with the common lilac (*S. vulgaris*). The plant obtained by this cross is called *S. hyacinthiflora*. It is a large, compact, round-topped shrub with leaves resembling in shape those of its Chinese parent and with small clusters of extremely fragrant, pale lilac-colored double flowers. As a garden plant this lilac is more interesting than beautiful. *Syringa pubescens* is covered with clusters of opening flower-buds. Attention cannot be too often called to this native of northern China. It is a tall shrub with erect stems, small leaves and short broad clusters of pale lilac-colored flowers remarkable for the long tube of the corolla and for their pungent and delightful fragrance. For this fragrance, if for no other reason, this lilac should be found in every northern garden; indeed some persons consider it the most valuable of all lilacs. Although *S. pubescens* was first raised at the arboretum 36 years ago, it is still rare in this country, for it never produces seeds here and is not as

easily propagated by cuttings as other lilacs. It is in bloom nearly four weeks earlier than it was last year. Indeed all the lilacs are early this year, and by the time this bulletin reaches its Boston readers many of the varieties of the common lilac will be in full bloom.—Arnold Arboretum Bulletin, May 16, 1918.

Apples of Illinois.

The committee in charge of arrangements for the great show of apples grown in Illinois, to be held next November at the Hotel Sherman, Chicago, under the auspices of the State Horticultural Society, met at the exhibition quarters, May 30-June 1, to further plans for the event. President A. W. Brayton, of Mount Morris, says \$2,500 has been appropriated for prizes and that the premium list will shortly be ready. A. N. Augustine, of Normal, is secretary.

Correction.

In our issue of last week an error was made in the descriptions under the illustrations of the roses in the Arlington test garden, appearing on pages 973-974, the sub-titles being transposed, the illustration at the top of page 973 being of the baby ramblers, while that on the following page shows the hybrids.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

Specialists in Specimen Stock FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

2½ and 4-inch Pot-grown. **ROSES** Hardy Climbing Field-grown

See ad. page II, May 18, or send for complete list of

THE LEEDLE FLORAL COMPANY
SPRINGFIELD-OHIO

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,

P. O. Berlin, N. J. Williamstown June, N. J.

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The CONARD & JONES CO. WEST GROVE PENN'A.

Robert Pyle, Pres.



Ant. Wintzer, Vice-Pres.

JOSEPH HEACOCK CO., Wyncote, Pa.

Offers The Following

HOME GROWN PALMS

Well Established, Strong and Healthy.

Areca Lutescens, 3 plants in pot.

6 inch pot, 24-30 inches high.....	\$ 1.00
6 inch pot, 30-36 inches high.....	1.50
6 inch pot, 36-42 inches high.....	2.00

Kentia Forsteriana, made-up, 4 plants in tub.

11 inch tub, 4½ feet.....	10.00
11 inch tub, 5-5½ feet.....	15.00
11 inch tub, 6-6½ feet.....	20.00

Cibotium Schiedei

9 inch tub, 4½-5 foot spread.....	5.00
-----------------------------------	------

Kentia Belmoreana, 6 to 7 leaves.

6 inch pot, 22-24 inches high.....	\$ 1.00
6 inch pot, 26-28 inches high.....	1.50
6 inch pot, 28-30 inches high.....	2.00
7 inch tub, 34-36 inches high.....	3.00
9 inch tub, 40-42 inches high.....	5.00
9 inch tub, 48-54 inches high.....	8.00
9 inch tub, 4½-5 feet high.....	10.00



THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

Seasonable Stock You Will Need

	Per 100	Per 1000
Asparagus Sprengeri, 2½ in.....	\$3.00	\$27.50
Acalypha Sanderi and Triumphans, 2½ in.....	4.00	
Ferns, Aspidium Tsussimense, Cyrtomium Falcatum, Pteris Tremula and Pteris Wimsetti, 2½ in.....	3.50	30.00
Begonia Gracilis Luminosa, Prima Donna, White Pearl and Erfordia Superba, 2 in., at.....	3.50	30.00
Chrysanthemums, Pompon, in 30 standard varieties...	3.00	27.50
Chrysanthemums, single, in variety.....	3.50	
Roses, Pink and White Mamon Cochet, grand for summer cutting, field grown plants, now in 4 in. pots, \$12.00 per 100; 2½ in pots.....	3.50	
Palms, Kentia Belmoreana, 2½ in., \$10.00 per 100; 3 in., \$15.00 per 100; 4 in., \$40.00 per 100. Fine dwarf clean stock to grow on. Cocos Weddelliana, 2½ in., \$12.00 per 100.		

THE STORRS & HARRISON CO.
PAINESVILLE, OHIO

Mention the American Florist when writing.

GERANIUMS

ROOTED CUTTINGS.

Summer Prices—Ready now, and fresh lot every two weeks. S. A. Nutt, per 1000, \$10.00. Ricard and Poitevine, per 1000, \$12.50. If wanted by Parcel Post add \$1.00 per 1000 to above prices.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Bay St, NEW YORK
and ORANGE, CONN.

Mention the American Florist when writing.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

DAISIES

Our Stock Has Been Carefully Selected.

Mrs. F. Sander, 2-in.	Per 100
Boston Yellow, 2-in.	\$2.00
Alyssum, Giant Double, 2-in.	3.00
Geraniums, Labeled, 2-in.	2.00
Vinca Variegata, 2-in.	1.75

ELMER RAWLINGS, Allegany, N. Y.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DISTRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue to Market Gardeners and Florists.
Pratt & Light Sts., BALTIMORE, MD.

Mention the American Florist when writing.

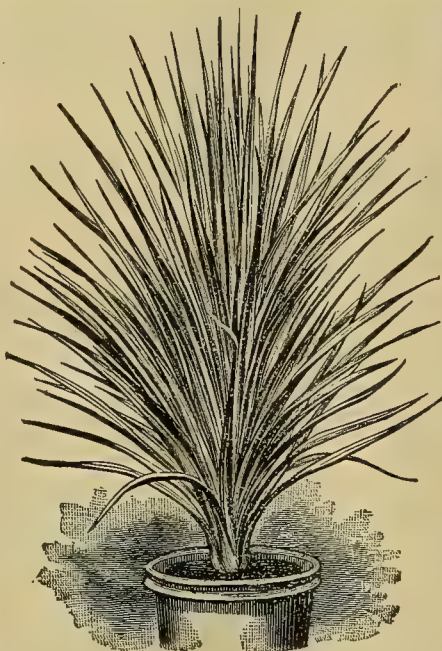
Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist April 6, page 612. Correspondence solicited.

Mention the American Florist when writing.



Dracaena Indivisa

2-inch, \$25.00 per 1000.

Vinca Variegata

3-inch, \$5.00 per 100; 4-inch, \$8.00 per 100.

4-inch, (strong) \$10.00 per 100; 5-inch, (strong) \$15.00 per 100.

English Ivy

4-inch \$1 50 per dozen

George Wittbold Co.

745 Buckingham Place, CHICAGO

L. D. Phone: Graceland 1112.

Kansas City.

MEMORIAL DAY BUSINESS WAS GOOD.

Warm weather during the past two weeks did not help the supply of stock for Memorial day, especially in the peony line, which fell far below the standard. Carnations were quite plentiful, but of poor quality and did not bring as good prices as usual. Roses were very good and quite numerous, but as they had to shoulder the bulk of the burden of demand they did not last long. Lilies, cape jasmines, daisies, hardy phlox and cornflowers were among the other offerings. Take it all in all, business was highly satisfactory.

NOTES.

T. J. Noll & Co. report a heavy shipping business and the trade in general as good as far as the limited supply would permit. They handled a nice line of roses, peonies, daisies, carnations and some fancy home-grown gladioli.

W. J. Barnes says his trade and deliveries were handled in better shape than ever before. His supply in all lines ran short of the demand. His force has been kept working steadily on the bedding business.

A. Newell featured artificial wreaths to an extent and reports the best Memorial day trade in years. He says he handled less stock than in former years, but profits were greater.

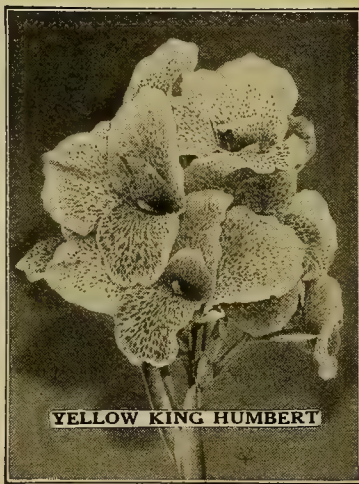
A. F. Barbe's place was crowded to the doors and customers lined up on the street awaiting their turn. In addition to much other stock, he sold 1,000 geranium plants.

Samuel Murray had a splendid showing of canterbury bells and hydrangeas. An immense cut flower trade was handled easily and in a most satisfactory manner.

H. Kusik & Co. report their only drawback was the scarcity of stock. Shipping trade was excellent and they had orders for numerous decorations.

The Alpha Floral Co. reports higher priced offerings went best. The demand in all lines was good, and there was less loss than in former years.

Ed. Humfeld put in one of the busiest periods in his career, and a needed rest was taken advantage of when the rush was over.



YELLOW KING HUMBERT

Yellow Humbert

The New Giant Yellow Canna
Best in Years

Started Plants, per 100 \$7.00, per
1000 \$65.00.

VAUGHAN'S SEED STORE,
New York Chicago

The Wm. L. Rock Flower Co. had one of its largest cuts of carnations for the season and also a very good line of pot stock.

Beiderman & Son report a harvest trade in decorations. A limited supply of stock was the only drawback.

The George M. Kellogg Flower & plant Co. handled about 25,000 peonies.
E. J. B.

BEACON, N. Y.—About 400 children have enrolled in the Home Garden Brigade, of this city, conducted under direction of Benjamin Hammond, well-known manufacturer of insecticides and greenhouse paint.

Hydrangeas

For Growing On

2½ inch pots.

Stocky and thrifty.

Varieties:

General de Vibraye	La Lorraine
Mme. Maurice Hamar	Radiant
Lily Mouilliere	Otaksa

Price \$4.50 per 100,
\$40.00 per 1000.

Jackson & Perkins Co.
NEWARK, NEW YORK

Mention the American Florist when writing.

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

"Horticultural Advertiser"

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, \$1.00.

As the H. A. is a purely TRADE medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."

LOWDHAM, NOTTS, ENGLAND.

Ready Reference Section.

10 CENTS PER LINE, NET.



ACALYPHA.

ACALYPHA MACAFAENA. Unusually good stock, 2-inch, \$2.00 per 100; 3-inch, \$3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ABUTILONS

ABUTILON SAVITZII. No better grown—3-inch, \$3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ALTERNANTHERAS.

ALTERNANTHERA AUREA NANA and Jewel. Fine, compact plants, 2-inch, \$1.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ASPARAGUS.

Asparagus Sprengeri, 3-in., \$6.00 per 100; 4-in., \$12.00 per 100. Asparagus Hatcherii, 2-in., \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

Asparagus Sprengeri, 2½-in.; \$3.00 per 100; \$27.50 per 1,000. The Storrs & Harrison Co., Painesville, O.

ASPLENIUM

Asplenium Nidus Avis (Bird's Nest Fern). We offer fine well furnished plants at 50c, 75c, \$1.00 and \$1.50 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

ASTERS.

ASTERS. Henderson's Invincible (one of the finest for cut flowers), white, shell pink, rose, lavender and purple. Strong plants, \$5.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

ASTERS, transplanted Giant Branching, separate colors, 75c per 100. ODOR GREENHOUSES, Iola, Kan.

BEGONIAS.

BEGONIAS

	100	1000
Lorraine, 2½-in. pots.....	\$14.00	\$120.00
Cincinnati, 2½-in. pots.....	15.00	
Mrs. J. A. Peterson, 2½-in. pots.....	20.00	180.00
Mellor, 2½-in. pots.....	20.00	
Julius Roehrs Co.,		
Rutherford,		N. J.

Now ready for delivery. Begonia Gloire de Lorraine, \$120.00 per 1,000; Glory of Cincinnati, \$150.00 per 1,000; Mellor, \$200.00 per 1,000. Strong, young plants, all propagated from leaf cuttings. J. A. PETERSON & SONS, Westwood, Cincinnati, Ohio.

Begonia. Prima Donna, 2-in., \$4.00 per 100; 3-in., extra strong, \$7.00 per 100. Begonia Vernon, 2½-in., \$4.00 per 100. Begonia Verdun, 2-in., \$10.00 per 100. ERNEST ROBER, Wilmette, Ill.

Begonias. Gracilis Luminosa, Prima Donna, White Pearl and Erfordia Superba, 2-in., \$3.50 per 100, \$30 per 1,000. The Storrs & Harrison Co., Painesville, O.

BEGONIA LUMINOSA. Fine 2-inch, \$2.00 per 100; 3-inch, \$3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

BULBS.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, 4-inch in bud and bloom, \$20.00 to \$25.00 per 100. ERNEST ROBER, Wilmette, Ill.

CALLAS.

CALLA ELLIOTIANA (Arum Lily). At present the only dependable new crop lily bulb for 1918-19. Large bulbs (1½ to 2-inch), per 1,000, \$62.50; Mammoth (2 to 2½-inch), per 1,000, \$90.00. Ready in September. VAUGHAN'S SEED STORE, Chicago and New York.

Callas, home-grown, fine stock, ready in August. For sizes and prices, see advertisement on front cover of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CANNAS.

Cannas. A good assortment of 3-in. standard varieties such as Gladiator, J. D. Eisele, Louisiana, Maros, Mme. Crozy, Mrs. Kate Gray, Queen Charlotte, Souv. de Crozy, Uncle Sam, Venus, Wyoming, \$1 per doz., \$3.50 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Cannas. Extra strong, 3-in. pots. 100 each Partinope, Rosea Gigantea, Egandale, Black Beauty, A. Bouvier, Philadelphia; 300 Mad. Crozy; 50 each New York, Panama, Crimson Bedder, J. D. Cabos, Francis Bates, Allemanil, Dr. Achenbach. \$5 per 100. Cash. JOSEPH BANCROFT & SON, (INC.), Cedar Falls, Ia.

Canna King Humbert, 4-inch, \$8.00 per 100; 3-inch, \$5.00 per 100; Florence Vaughan, 4-inch, \$7.00 per 100; 3-inch, \$4.00 per 100. Ernest Rober, Wilmette, Ill.

Canna Yellow Humbert, new giant yellow. Started plants, per 100, \$7.00; per 1,000, \$65.00. Vaughan's Seed Store, Chicago and New York.

Cannas, green, 4-in., 8c. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

CARNATIONS.

CARNATION PLANTS.

2½-in. pots.

	Per 100
Alice	\$3.00
Belle Washburn	7.00
Matchless	3.00

BASSETT & WASHBURN,
178 N. Wabash Ave., Greenhouses
Chicago. Hinsdale, Ill.

Rooted carnation cuttings. Thenanthos and Alice, \$2 per 100, \$18.00 per 1,000; Beacon, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2 per 100, \$15 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

FINE CLEAN STOCK OF BEST
KINDS FOR FLORISTS' USE.
Send Us List of Wants,
Catalogue Free.

ELMER D. SMITH & CO., Adrian, Mich.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.

Rooted Cuttings and Cut Back Plants.
Large supply of fine healthy stock, ready for immediate shipment. We have all the best commercial varieties and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

	Cut Back Plants	Rooted Cuttings
	100 1000	100 1000
Pink Chieftain.....	\$2.50	\$20.00
Dr. Enguehard	2.50	20.00
Edw. Seidewitz	2.50	20.00
Mrs. Chas. Razer.....	2.50	20.00
Smith's Ideal	2.50	20.00
Oconto	2.50	20.00
Buckbee	2.50	20.00
Early Frost	2.50	20.00
Major Bonaffon	2.50	20.00
Robt. Halliday	2.50	20.00
White Chieftain	2.50	20.00
William Turner.....	2.50	20.00
Marigold	2.50	20.00
Roman Gold	2.50	20.00
Intensity	2.50	20.00
White Bonaffon.....	2.50	20.00
Bronze Touset.....	2.50	20.00

POMPONS.

	2.50	20.00	2.50	20.00
Mensa	2.50	20.00	2.50	20.00
Buckingham	2.50	20.00	2.50	20.00
Golden Climax	2.50	20.00	2.50	20.00
Golden Wedding	2.50	20.00	2.50	20.00
Diana	2.50	20.00	2.50	20.00
Lula	2.50	20.00	2.50	20.00
Lillia	2.50	20.00	2.50	20.00
Baby Margaret	2.50	20.00	2.50	20.00
Quinola	2.50	20.00	2.50	20.00
Mrs. Beu	2.50	20.00	2.50	20.00
E. D. Godfrey	2.50	20.00	2.50	20.00
Baby Princess	2.50	20.00	2.50	20.00
Mrs. Astor	2.50	20.00	2.50	20.00
Sabey	2.50	20.00	2.50	20.00
Eugene Languet	2.50	20.00	2.50	20.00
Fairy Queen.....	2.50	20.00	2.50	20.00
Lillian Doty.....	2.50	20.00	2.50	20.00
Helen Newberry.....	2.50	20.00	2.50	20.00

WIETOR BROS.

162 N. Wabash Ave., Chicago
L. D. Phone Randolph 2081.

2½-INCH CHRYSANTHEMUM PLANTS.

	100	1000
White Chadwick	\$4.00	\$35.00
Yellow Chadwick	4.00	35.00
Nagoya	3.00	25.00
Seidewitz	3.00	25.00
Harvard	3.00	25.00
White Razer	3.00	25.00
Yellow Razer	3.00	25.00
Turner	3.00	25.00
Matchless	3.00	25.00
Buckbee	3.00	25.00
Smith's Ideal	3.00	25.00
Unaka	3.00	25.00

PETER REINBERG,

30 East Randolph St., Chicago.

COBAEAS.

Cobaea Scandens, 3 ft. and over, 8c. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

COLEUS.

COLEUS. Best bedding kinds, \$2.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus, mixed, 2-in., \$3 per 100; 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

CYCLAMEN.

CYCLAMEN. In the following colors: Pure white, white with pink eye, dark red, light red, and salmon.

2½-in. pots, \$8.00 per 100; \$75.00 per 1,000.
3-in. pots, 10.00 per 100; 95.00 per 1,000.
3½-4-in. pots, \$20.00 per 100.
If only salmon is ordered, the price will be 20 per cent higher.

JULIUS ROEHRS CO.,
Rutherford, N. J.

Cyclamen, Wandsbek type, transplanted seedlings, \$7.00 per 100, \$60.00 per 1,000. Seedlings, \$4.00 per 100; \$35.00 per 1,000. Salmon and Rococo, repots, \$1.00 extra; 2½-in., \$8.00 per 100, \$75.00 per 1,000. Six varieties, equally divided, Cyclamen bulbs, mixed, first size, \$10.00 per 100; second size, \$6.00 per 100. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN. Best strain of cyclamen grown. In 2½-inch pots. Varieties: Salmon-Pink, Light Pink, Blood Red, Pure White and White with Red Eye. \$7.50 per 100 or \$65.00 per 1,000. Cyclamen Seedlings, from three to five leaves, at \$5.00 per 100 or \$40.00 per 1,000.

J. H. FIESSER,
North Bergen, N. J.

DAHLIAS.

Dahlias. Finest assortment of 2-in. pot plants at from \$2 to \$25 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Indivisa, very fine, 5-in.; \$25 per 100. HARRY HEINL, W. Toledo, O.

Indivisa, 2-in., \$3 per 100; 3-in., \$6 per 100. ERNEST ROBER, Wilmette, Ill.

DAISIES.

Daisies. Yellow Boston, 2-in. and 3-in., \$4 and \$6 per 100. ERNEST ROBER, Wilmette, Ill.

FERNS.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns. Table, good assortment, 2½-in. pots, \$3.00 per 100; Holly ferns, Cyrtomium Rockfordianum, 4-in., \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns. Boston, out of bench, \$15.00 and \$20.00 per 100. Verona, 2-inch, \$8.00 per 100; 5-in., \$35.00 per 100. Japanese Fern bulbs, started, 50c each. ERNEST ROBER, Wilmette, Ill.

BOSTON FERNS. Extra heavy, from 6-inch pots, \$6.00 per doz. THE WAGNER PARK NURSERY CO., Sidney, O.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

FEVERFEW.

Feverfew. Strong transplanted, per 100, \$1.00. ODOR GREENHOUSES, IOLA, KANS.

FREESIAS.

FREESIAS. Improved Purity. Extra size, ¾ to 1-inch, per 1,000, \$12.00; ½ to ¾-inch, per 1,000, \$7.50; ¼-inch plump bulbs, per 1,000, \$5.50; ¾ to 1-inch, per 1,000, \$4.00. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

GERANIUMS.

GERANIUMS. Special this week. 10,000 Poitevine, 2½-in., fall-rooted cuttings, ready for 4-in. Strong, thrifty stocks, \$2.50 per 100, \$25.00 per 1,000. Other standard varieties same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

Geraniums, variegated, 2-in., \$5 per 100; 4-in., \$12 per 100; S. A. Nutt, 2½-in., \$4 per 100; 4-in., \$8 per 100. Madam Salleri, 2-in., \$3 per 100; 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, red, \$10 per 100. Ricard and Poitevine, \$12 per 100, without pots, for cash. H. W. ALLERSMA, Grand Rapids, Mich.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLUS.

Gladioli. Regular grades; also stock for immediate planting. For varieties and prices, see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Gladioli; strictly first size. For varieties and prices see advertisement on front page of this issue. A Henderson & Co., 211 N. State St., Chicago.

GLOXINIAS.

Gloxinias, blue, white, red, spotted, \$3.50 per 100, mixed, \$3.00 per 100. James Vick's Sons, Rochester, N. Y.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HYDRANGEAS.

Hydrangeas for growing on. 2½-in. General de Vibraye, La Lorraine, Lily Moullere, Mme. Maurice Hamar, Radiant, Otaksa, \$4.50 per 100, \$40.00 per 1,000. Jackson & Perkins Co., Newark, New York.

IVIES.

English Ivy, 4-in., \$1.50 per dozen. George Wittbold Co., 745 Buckingham Place, Chicago.

English Ivy, very fine, 4-in.; \$15 per 100. HARRY HEINL, W. Toledo, O.

LANTANAS.

Lantanas, mixed varieties, pink, yellow and red, 2-in., strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laello-Cattleyas, our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, nicely variegated, large specimens only, at \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

PETUNIAS.

PETUNIAS, single transplanted, Gen. Dodds, Snowball, Howard's Star and Rosy Morn, 75c per 100. ODOR GREENHOUSES, Iola, Kan.

PHLOX.

PHLOX, annual dwarf, Snowball, Fireball and Blue Star; also Drummondii, scarlet, white, and blue. ODOR GREENHOUSES, Iola, Kan.

PRIMULAS.

PRIMULA OBCONICA. Fine plants, best colors, 2½-in. pots, \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ROSES.**ROSES.**

Bench plants now ready for shipment, 4,000 American Beauties, 1,000, \$70.00; 250 at 1,000 rate.

Ophelia grafted plants, three years old, \$70.00 per 1,000.

Sunburst, two-year-old stock, 1,000, \$50.00. Pink Killarney and White Killarney, two-year-old stock, 1,000, \$40.00.

Richmond, per 1,000, \$50.00.

American Beauty, 4-in. choice plants...	100	\$16.00
American Beauty, 2½ in. choice plants...	100	10.00
Cecile Brunner, 2½-inch	3.00	
Shawyer, 2½-inch	3.50	

BASSETT & WASHBURN,

Office, 178 N. Wabash Ave. Chicago.

Hinsdale, Ill.

EXTRA FINE 2½-INCH ROSE PLANTS.

Killarney Brilliant	100	1,000
White Killarney	5.00	40.00
Pink Killarney	4.00	35.00
Sunburst	4.00	35.00
Mrs. George Elgar	5.00	45.00
	4.00	

WEITZOR BROS.

162 N. Wabash Avenue, Chicago.

L. D. Phone, Randolph 2081.

Roses. Own root 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney and Sunburst, \$7.50 per 100, \$70 per 1,000. Milady and Richmond, \$7 per 100, \$65 per 1,000. 3½-in. stock, \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

ROSES, 2½-INCH POTS.

Ophelia, \$4.00 per 100; \$35.00 per 1,000.

Sunburst, \$4.00 per 100; \$35.00 per 1,000.

Two-Year-Old Bench Plants.

Richmond, \$5.00 per 100; \$40.00 per 1,000.

GEORGE REINBERG,

162 N. Wabash Ave., Chicago.

2-YEAR-OLD BENCH PLANTS.

2500 Pink Killarney, 2500 Killarney Brilliant and 1500 Irish Fireflame, \$6.00 per 100; \$50.00 per 1,000.

CHICAGO FLOWER GROWERS' ASSOCIATION
182 N. Wabash Ave. Chicago

Rose Plants, 2½-inch pots. Champ Welland, Pink Killarney, Richmond, \$3.50 per 100, \$30.00 per 1,000. My Maryland, \$4.00 per 100, \$35.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses. Pink and white Mamon Cochet, field grown plants, 4-in., \$12 per 100; 2½-in., \$3.50 per 100. The Storrs & Harrison Co., Painesville, O.

Rose plants in bud and bloom, for June planting. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago.

Roses, in bud and bloom, 50c, 75c and up to \$2.00 each. ERNEST ROBER, Wilmette, Ill.

SALVIAS.

SALVIA SPLENDENS and Bonfire. Vigorous, established, 3-inch, \$4.00 per 100, \$30.00 per 1,000. THE WAGNER PARK NURSERY CO., Sidney, O.

Salvia Tricolor, 2-in., \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

SANTOLINA

Santolina, rooted cuttings, per 100, \$1.20. ODOR GREENHOUSES, Iola Kan.

SEEDS.**ASPARAGUS PLUMOSUS NANUS SEED.**

New crop, California lathhouse-grown, now ready:

Per 1,000 seeds\$1.50

ASPARAGUS SPRENGERI SEED.

Per 1,000 seeds\$0.75

ASPARAGUS ELONGATUS SEED.

Per 1,000 seeds\$5.00

Write for prices by the pound.

H. N. GAGE CO., INC.

MONTEBELLO, CALIFORNIA

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Flower for summer sowing. For varieties and prices, see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Tomato, pepper, egg plant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurf, Swedesboro, N. J.

Seeds, contract growers of cucumber, muskmelon, squash and pumpkin, sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Sweet peas, asters and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, egg plant, tomato vine, seed and field corn. George R. Pedrick & Son, contract seed growers. Pedricktown, N. J.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade; Beans, peas, sweet corn, onion, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. E. D. Woodruff & Sons, 82 Day St., New York.

Seeds. American grown Cyclamen seed. Peterson Strain for quality. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt & Ellicott Sts., Baltimore, Md.

Seeds, specialties. Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meets all requirements. The Albert Dickinson Co., Chicago.

Seeds, specialties; beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Rutzahn Seed Co., Arroyo Grande, Calif.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Company, San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds, which succeed. Get quotations from Landreth, Bristol, Pa.

Seeds. Choice varieties of peas and beans. John H. Allan Seed Co., Sheboygan, Wis.

VERBENAS.

VERBENAS. Bushy 3-inch in bud and bloom, \$4.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

VERBENAS, separate colors, 2½-in., 2½c each. ODOR GREENHOUSES, Iola, Kan.

Verbenas, mixed, 3-in., \$5.00 per 100. ERNEST ROBER, Wilmette, Ill.

VEGETABLE PLANTS.

CELERY PLANTS. Golden Self-Blanching (French strain), also the grand new Easy Blanching which is easy to grow; fine plants ready for the field, \$2.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cabbage plants, frost-proof Jersey, Charleston, All-Head, Sure-Head and Early Flat Dutch varieties at \$1.30 per 1,000 in 5,000 lots and up. Ozark Seed & Plant Co., Nashville, Ark.

100,000 sweet potato plants, \$3.00 per 1,000. Yellow Jersey. Cash with order. VICTOR H. THOMAS, Augusta, Ky.

VINCAS.

Vinca variegata 3-in., \$5; 4-in., \$8 per 100; 4-in., strong, \$10; 5-in., strong, \$15 per 100. George Wittbold Co., 745 Buckingham Place, Chicago.

VINCA VARIEGATA. Extra heavy, bushy plants from 4-inch, \$10.00 per 100; 3-inch, \$4.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

VINCAS. Variegated, 2-inch, extra strong, \$2.50 per 100; 4-inch, \$12.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Vinca variegata, 2-in., \$3.50; 3-in., \$6; 4-in., \$12 per 100. ERNEST ROBER, Wilmette, Ill.

Vincas, variegata, 2½-in., 2½c each. ODOR GREENHOUSES, Iola, Kan.

VIOLETS.

VIOLETS. Clean, well rooted, violet cuttings for sale. M. E. BISHOP, Box 91, Rhinebeck, Dutchess County, N. Y. Reference: J. M. Michelsen, care E. C. Amling Co., Chicago.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co. Okmulgee, Okla.

Model Extension Carnation Supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoo Bros. 61-73 Metropolitan Ave., Brooklyn, N. Y.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless Glazing Points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

MISCELLANEOUS.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 West Division Street, Chicago.

One-piece flower boxes, 24x4x3 in., \$2.00 per 100. The John Henry Co., Lansing, Mich.

Refrigerators. Write for catalogue. Buchbinder Bros., 618 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hall storm insurance. John G. Esler, Saddle River, N. J.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Grave Myrtle Clumps, \$10 per 100. ERNEST ROBER, Wilmette, Ill.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Cigar Plants, 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

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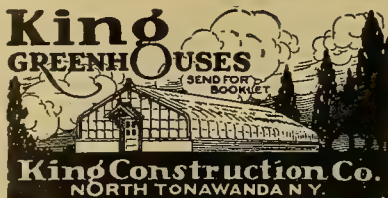
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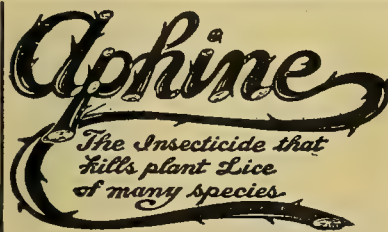
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CHICAGO AND NEW YORK, JUNE 15, 1918.

No. 1567

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dent; WM. GRAY, Bellevue Rd., Newport, R. I.,
Secretary. Next annual exhibition, Philadelphia,
Pa., June 25-26, 1918.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, June,
1919. JAMES BOYD, Haverford, Pa., President;
A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, New
York, September 24-26, 1918. OFFICERS—RICHARD
VINCENT, Jr., White Marsh, Md., President;
JASPER E. LEWIS, 736 Riverside Drive, New York,
Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition,
New York, November 6-8, 1918. Wm. W. Vert,
Greenwich, Conn., President; C. W. JOHNSON,
2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y.,
President; WM. J. KEIMEL, Elmhurst, Ill., Vice-
President; PROF. E. A. WHITE, Cornell Universi-
ty, Ithaca, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, Buffalo,
N. Y., August 14-17, 1918. OFFICERS—A. E. KUN-
DERD, Goshen, Ind., President; A. C. BEAL,
Ithaca N. Y., Secretary.

SUGGESTIONS FOR PLANT GROWERS.

Dracaena Indivisa.

The seedlings of *Dracaena indivisa* should now be taken from the flats and potted in small pots and placed in a good moist location that they may make a good growth before the fall. A palm or fern house or one with a similar temperature is the best for the small stock. The four-inch stock that was not disposed of during the spring sales can be either plunged outside or planted in a frame, where they will not demand the close attention necessary in the greenhouse. If planted out they should be potted up early, at least by September 1, when the roots are active and will quickly obtain a foothold in the new soil. They should be heavily shaded for a few days after potting or some loss of the plants may result. Any old plants that have outgrown their usefulness may be propagated, the stems cut up into small pieces and laid in a propagating bed with bottom heat, where the eyes will open and young plants quickly form.

Oleanders.

A plant that does not receive the attention that it should is the oleander. While there probably would not be a large demand for this plant, yet it is an old-time favorite, and well-grown specimens in bloom are a valuable addition to a porch or lawn. They are too often so sadly neglected that they get unshapely and far from being an ornament, but a little attention to trimming them into shape after they get through blooming will keep them in good condition. They can be wintered in any cool quarters, and if brought into the heat and light in early spring will be full of bloom in June and July and a valuable decorative plant. The cuttings root easily and at any time when the plant is in growth, and grow very rapidly for a hard-wooded plant. Any florist carrying a line of assorted stock should include a few of these in the variety which he

cultivates. The only insect which troubles them is the mealy bug, but a good frequent hard syringing will soon dislodge them.

Freesias.

A crop of freesias, or a few plants in pots in bloom, at Christmas is a valuable asset on that holiday. In order to have them in bloom at that time the bulbs should be planted by July 1. Select the large, strong bulbs and by careful inspection many will be found on which the root eyes are beginning to swell. These will make the earliest blooming plants, and this selecting will produce plants that will all bloom at the same time. The bulbs should be planted in a good soil enriched with well rotted manure, but no fresh manure; it is a well understood principle that bulbs of all kinds do not grow well in soil full of fresh manure. Eight to ten large bulbs in a 6-inch pot will give the best results. The pots should be well watered and placed in a dark, cool place until the shoots appear above the ground, when they should be given a light location. As soon as the growths get tall enough they should be staked and tied. By continual early selection of the bulbs and keeping the earliest separate, an early strain can be assured.

Nephrolepis.

Probably no plant that the florist grows gives more returns for the labor spent in its culture or the space that it occupies than the Boston fern and its various sports. The old Boston is still, however, the easiest to handle and grow. The plants should be repotted every year, and with good treatment are sure of making nice plants. Any plants that are in poor condition can be divided and with the young stock planted in a bench of good rich soil. The house should be shaded enough to assure of good color on the foliage, but not heavy enough to prevent the house being maintained at a good high temperature. During the day the house

should stand at about 80 degrees with a little ventilation, which should be closed down before the sun leaves the houses. The plants can be set 6 inches apart and the soil should be two parts loam, one part leaf mould, and one part rotted manure. The house should be frequently syringed to keep a moist atmosphere. Under these conditions fine plants can be produced from young stock in three months. In September they should be lifted and placed in 6-inch pots, if single specimens are desired, or three or four plants can be placed in a 9-inch or 10-inch pot if larger plants are wanted. In lifting the plants they can be cut around about two inches from the crown, and lifted with a trowel, leaving the runners in the bench if the place they occupy is not wanted at once. The runners will immediately break into small plants which can be placed in flats for young stock for the next season. The finer varieties of this fern, such as Whitmani, do not submit to the lifting and potting as well as the old Boston, and better plants can be obtained by potting along into larger pots as may be required. The only insects that trouble these ferns are the brown scale, and the plants should be kept clean from these by washing or spraying with aphine or a weak nicotine solution.

Poinsettias.

The propagation of poinsettias should be pushed to the utmost at this time, for it is the plants that are rooted early in July that make the best single specimens at Christmas. Those that are rooted later in July and during August will make fine plants for pans, placing four to eight plants in a 6-inch or 8-inch pan, for they will be much shorter than those rooted early in July. The plants that were rooted earlier should now be growing nicely and should be shifted into larger pots as soon as they require it; under no circumstances allow them to become pot-bound until the bracts begin to set in November. They should be placed in the bright sun as soon as strong enough to endure it, that the growth may be short and sturdy and the leaves as close together as is possible. A long drawn plant grown in the shade, with the leaves far apart, is not the typical plant for the holidays and does not meet with approval.

Gloxinias.

The gloxinias that were started in late winter should now be beginning to flower. After the flower beds have set they can be placed in a little shadier location and the danger of burning the foliage be obviated to a great degree. The plants should be spaced far enough apart that they do not touch and a proper circulation of air produced around the plant. If the flowers are to be used in floral work they should be cut as soon as fully open and placed in water away from draughts, and they will keep very well. These flowers are very fragile and should be handled carefully. If there are any particularly beautiful flowers that it is desired to propagate, the leaves can be rooted in the propagating bench by placing the base of the leaf in the sand to the depth of about an inch. The seedlings should be potted along for later blooming.

SCITUATE, MASS.—A petition in bankruptcy has been filed by P. S. Brown, florist. Liabilities are \$9,172; assets, \$9,044.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

Commencements are now in full swing, giving, in spite of the "slacker's" plea that it is not the custom to make gifts at this time, considerable work to the florist. Baskets and clusters are most in demand. A sample of each, made up as if for orders, displayed in the case, will often help to make a sale.

A bright dealer once said: "Mark a thing sold, and some one would be sure to want that particular plant or arrangement of flowers, although there



Spray of Russell Roses and Gypsophila.

were others just as good in the shop. After a little maneuvering, they were allowed to have it, as the selection had been made by the dealer and something else would do, in this case, just as well.

June weddings are still on, and a stock of requisites should be on hand that will fill the bill. The supply houses are always adding something new in this line, samples of which will often secure an order from those who are after novelty.

The backbone of the summer business is funeral work. Made up wreaths of green and bronze magnolia leaves, some decorated with small sago leaves, also entire wreaths of small sago, as well as wreaths of prepared oak leaves, should be on hand in variety, so that in a short time they can be finished with seasonable cut flowers. Even in this comparatively dull season, such preparation counts for a good deal when an extra demand finds one short handed.

Larkspur is now at its best and can be used to advantage in all classes of work. The light blue is particularly effective with pink roses in sprays or basket work. Foxglove, with its well filled spikes of bell shaped flowers in a great range of colors, is splendid for vases, baskets, and sprays. It does not last long out of water and is not a good shipper.

Well filled hanging baskets, that have had a start in the greenhouse, will attract attention and find sale as porch ornaments. Balance them in pairs, hooked to the same cord over pulleys. The ease with which they can be handled, when shown in this way, will often effect sales.

In delivering baskets or bouquets for commencements, concerts, etc., to any public place, it is worth while to get a receipt, as too often a card is lost or the wrong person gets the package, in which case the store, in addition to the dissatisfaction, has to stand the loss.

Hydrangeas in tubs well set with buds, that will flower during July and August, should be in demand for people that can afford them. They are ideal for the lawn or portiere.

Keep water lilies to the front; a good sized, shallow, moss-covered pan, filled with floating flowers that are at their best in the early morning, makes an attractive window decoration. A few open lilies are a good finish to a box of flowers.

Every shop should carry a line of ivory-tinted pottery in pedestals and jardinières. Green or other colored foliage plants look finished and salable in these receptacles, which can be used with good decorative effects about the store and window at this time.

Make another drive for all delinquent accounts. Customers are getting out of town fast these days, and it is either now or November. So make it now, if you can.

Funeral Flower Preparations.

The demand for funeral flowers is the most remunerative feature of the florist business; in fact, some stores do little else, devoting all their energies to securing work of this character. As this business is so important, every facility for the prompt transaction should be always at hand, as very frequently last-minute calls are made which must have instant attention. If, on account of lack of foresight or preparedness, the order is lost, not only is the profit gone, but the reputation of the store also suffers.

It is imperative that wire designs in various sizes of wreaths, crosses and pillows, together with stands to mount the larger sizes, should always be in stock and a sample of each mossed up. In the case of wreaths, a made-up sample or two of galax or magnolia should always be in the case; with this on hand five or 10 minutes is sufficient to turn out a very nice piece of work. If not thought large enough, when placed on an easel or stand 50 per cent is added to its effectiveness and a considerable sum quite out of proportion to the cost, to the price. If, however, the proper sized accessories have to be sent for, this is not possible and the opportunity is lost. Prepared palm leaves and wheat sheaves are standard stock that should never be allowed to run low, as both, with the addition of a few flowers, are quickly made into very acceptable pieces, particularly for the funeral of elderly persons.

One of the most showy designs, which requires scarcely any preparation, is a banking of palm leaves on an easel which is used as a background for a large spray-like effect. Long stemmed roses in one or two dozen sprays, or the same of Easter lilies, can be attached to this background, until gradually a large loose cluster of roses or of the lilies, which, with an appropriate ribbon, finishes out a very showy



HOUSE OF HYDRANGEAS IN TUBS FOR LAWN DECORATION AT THE ESTABLISHMENT OF ZIEGER & SONS, PHILADELPHIA, PA.

and effective design. A feature of all such work in which the easel forms an important part, is that nothing is lost, every flower showing in one direction, the full effect being seen at a glance.

When the preference is for a casket cover of which the regulation form would take too much time to arrange, a double spray on a flat palm leaf base can be made up in a very short time. The palm leaves, laid three each way to cover the top of a casket, are wired together in the center and two large loosely tied sprays are fastened to the palms. Where the stems come together the space is filled with more roses, stemmed on sticks, or any desired flower, such as violets, lily of the valley or orchids. A generous bow of ribbon gives a rich finish and a very good hastily constructed substitute for a blanket is ready.

Chiffon or ribbon bows, if made up at leisure moments, are then much more shapely and symmetrical and will keep their shape if packed in a box kept for the purpose. They can be wired or tied to the design in a moment.

Boxes of suitable size should also be on hand as often the order is by phone, and what florist is there without the exasperating experience of being out of a suitably sized box in which to ship something choice that has but a short time to make a train.

Land Security.

In times of war as in times of peace, land is the only permanent thing in the world—the source of all that which is indispensable to life. It is the only security known to man that is immovable, indestructible and imperishable, and when properly cared for and cultivated never fails to increase in principal value, nor to provide its owner with substantial dividends.—Howard Everett.

Zieger & Sons, Philadelphia, Pa.

When, in Philadelphia, quality or something choice, a little out of the common in cut flowers or flowering plants is required, the query frequently is: "Have you tried Zieger's?" Because you are almost sure to find there something odd, little grown, or standard stock that nearly always grades up to the highest notch.

Zieger & Sons, East Washington lane, Germantown, a suburb of the "Quaker City," grow a variety of stock in cut flowers and flowering plants. Several ranges of roses are done well. Cut chrysanthemums get a great finish here, particularly the early Golden Glow, which is exceptionally well done. The method is to start rather late with strong stock set out in tables of good rich soil. The plants are kept on the go from the start. The critical period comes after the first pinch, in the selection of the proper bud. Paper pointers will not help much, experience being the only teacher.

Hydrangeas are an important crop. These have two seasons, at Easter, and a batch later for lawn decoration. The latter are grown in from 12 to 14-inch tubs. The plants are field grown, lifted in late September, tubbed or potted, plunged back in the same soil where they make quite a good root growth and the wood is thoroughly ripened. Before severe frost, they are placed in single row trenches, in a sheltered situation, and well covered with leaves. Here they remain until wanted for forcing. A feature of great importance is, that no pinching or cutting back should be done after July 15 or away goes next year's flowers. The plants must be so protected during the winter that the ripened buds at the ends of the branches are not frozen. The failure to ripen the wood in the fall, so that flowering buds are not produced and allowing the perfected buds to freeze, is the cause of most of the failures in forcing hydrangeas. Another important point is, when brought in

for forcing to remove all old foliage, and thoroughly syringe the wood, to remove any matter likely to produce fungi. Light, sandy soil will produce fine plants, but for best results in forcing, a heavier soil, well drained, should be used, which produces stronger growth and larger flowers. Liquid stimulant, after buds are formed, increases size of blooms. The illustration is of a house of plants, mostly French varieties, in 12 to 14-inch tubs, carrying 20 to 25 buds and flowers.

Aquilegias, delphiniums and campanulas have been forced successfully. The first two are lifted and wintered in cold frames and brought inside in January. Campanulas, grown in summer into 1-inch pots, kept in frames, when moved in, are planted out on tables or into 6-inch pots for cutting, or for sale as pot plants. All old leaves and stems should be removed from this herbaceous stock, as they carry fungi, which in damp weather, always start something. This class of plants want to be kept cool, as low as 40°. They will not stand forcing. Kept too warm and subject to drafts, will cause mildew which is hard to manage. They can be flowered easily in April.

A golden yellow lupine is a novelty. Other colors are grown, but this plant has not been found profitable, as it does not move well, and requires to be started in the summer, taking up the house room for 10 months for the comparatively short flowering season.

Rubrum lilies have been found to produce a good second crop of flowers, if given time. After the first were cut here, the plants were planted in the asparagus house, and are now full of growth and buds, which will flower in July.

Asparagus plumosus is grown in four foot ground beds, three rows, one foot apart, plants six inches in the rows. The temperature must be kept from 70° to 75° to get results. Beds last from seven to 10 years. The first few years are best for sprays; later the

strong shoots are trained up for strings. Each summer, the beds are dried off, cut back, and heavily manured with cow dung; well dug in. If planted too close, a damp frequently sets in in dull weather, which will quickly spread over the entire house and ruin the foliage. In this range, the glass on the ends of the houses is close to the ground. This space is utilized for a row of Godfrey callas, planted five to a tub. They throw a lot of flowers, as it is cooler next the ground and glass. During the summer, they are planted out side in rows close together without division. They continue their growth, but ripen their bulbs during the hot dry days of August. Early in September, the tops are cut off with a sickle. The bulbs or plants, which never seem to entirely stop growing, are shook out and again planted in fresh soil in tubs and started on their winter campaign in the house.

A new set of cypress benches were interesting. These were reinforced on the inside with cement at end, in corners and on the boards over the cross support. The cement at these points was not more than an inch in thickness. A finish over the whole inside surface was made with a liquid, one-third cement and two-thirds soft ash dust. This was brushed on, and is said to be much better than lime.

An intensive use of space is made previous to Easter; a flat, skeleton staging placed well above beds of asparagus, calendulas and the herbacious stock, affords room on which to spread out and finish rambler roses and other specimen Easter plants. Immediately after the holiday, this is removed.

A large frame outside is filled with gladioli, just coming into bloom; these had been planted in March, close together, well protected from frost. They are well cut out before the field crops are in.

There are many other features here that would interest the average grower. The elder Mr. Zieger is a great lover of plants, very enthusiastic, and yet intensely practical in all that he does. He believes in doing everything well, so as to secure the best price, and at all times have a market for his stock.

Primula Obconica.

This class of primulas appears to be rapidly gaining in public favor, a fact which is not surprising, considering the number of ways in which the variety may be employed. Their keeping qualities and almost perpetual flowering

character render them invaluable for winter and early spring decoration, and as a cut flower they hold remarkably well in water.

Chenies Giant Hybrids, a strain of robust constitution, embrace brilliant shades of rose and crimson, the white and pale colors being purposely omitted by the raiser, John Dickson, but the size of the individual blooms and the wonderful trusses of flower make a gorgeous display. Chenies Blue is a strain of chaste and perfect flowers in shades of clear lavender and darker tints, very free flowering and excellent for grouping. Both these strains have been raised in the gardens of Adeline, Duchess of Bedford, at Chenies, Rickmansworth, England.

Primula Eureka, a valuable novelty, also raised in the same gardens, an illustration of which is presented herewith, is akin to obconica, but Mr. Dickson claims to have used *P. Sinensis* in breeding this variety. The plants are sturdy, resembling *sinensis* both in habit and size of flower, with leaves of a bright glaucous green, remarkably undulated and frilled, and the brilliantly colored flowers of a rich rosy carmine, shaded cerise, are greatly enhanced by a clear well defined yellow eye; the blooms are of great size and



Primula Eureka.

It Resembles *Sinensis* Both in Habit and Size of Flower.

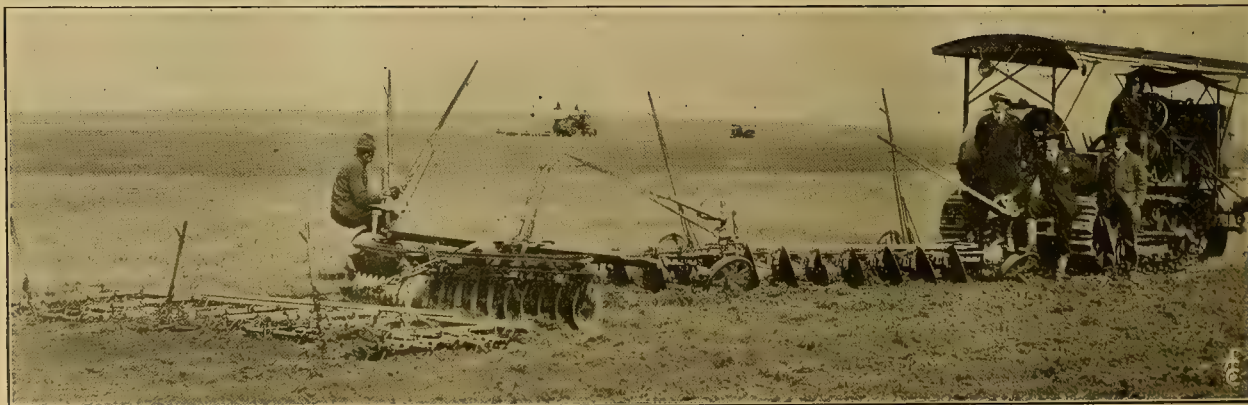
substance, with broad overlapping petals, and are borne in *sinensis*-like trusses on stout stems, obviating any necessity of artificial support. Eureka is practically perpetual and can be flowered in about six months from seed.

The entire stocks of the above choice specialties have been secured by Hurst & Son, wholesale seed merchants, London, Eng., who are now distributing them to the trade.

American Peony Society.

The fifteenth annual exhibition of the American Peony Society was staged in the "Victory Tent," Cleveland, O., June 5-6, under the auspices of the Canteen Club of that city, which maintains a large clubhouse for the accommodation of soldiers and sailors temporarily located there. The experiment of staging the show under canvas turned out better than some of the exhibitors thought possible as fortunately the weather the greater part of the time was cloudy and the majority of the blooms remained in fairly good condition until the end of the show. Among the best displays staged were those of B. H. Farr, Wyomissing, Pa.; G. B. Babcock, Jamestown, N. Y.; Martin Kohankie, Painesville, O.; Knoble Bros., Cleveland, and C. Betscher, Dover, O., besides a number of amateurs including Lee R. Bonnewitz, Van Wert, O.; Edwin C. Shaw, Akron, O.; O. A. Risk, Cleveland; Wm. McClelland, Saginaw, Mich.; A. P. Saunders, Clinton, N. Y., and others.

The most sensational feature of the exhibition was the new seedling displayed by E. J. Shaylor, Auburndale, Mass., which was awarded Mrs. Edward Harding's prize of \$100. This prize was given to the society three years ago, with the condition that if not awarded within five years, it was to be returned to the donor. Mr. Shaylor, unfortunately, could not be present to see the success of his production. The blooms were sent on by A. H. Fewkes, Newton Highlands, Mass., and after a few hours in water, came up in magnificent form. The flower, which goes under the number, 35, and is so far nameless, is an immense white of very strong growth with leathery foliage, the bloom something after the style of *Le Cygne*, the famous Lemoine white. The judges unqualifiedly recommended it to the nomenclature committee of the society, who under the conditions of the award, had the final decision, and it was unanimously agreed to award the prize.



HELPING THE GOVERNMENT.

Guy French, of French & Salm, Union Grove, Wis., Manager of a 1000 Acre Wheat Farm, at Billings, Mont. and Three of His Tractors at Work, Each One Pulling 14 Plows, a Disk and Harrow.



HOSPITAL FLOWERS FOR SOLDIERS BEING COLLECTED IN WHOLESALE DISTRICT, NEW YORK.

Seated in the Automobile are President Schenck of the New York Florists' Club and Members of the National League for Women's Service. Standing, with Hand on the Machine, Frederick R. Newbold, of the Horticultural Society of New York and the Red Cross. Standing Behind the Lady Chauffeur is the Representative of THE AMERICAN FLORIST.

Some of the local growers made very effective displays of peonies and other perennials, among them being Knoble Bros., S. P. Baldwin of Gates Mill and Martin Kohankie. In the large classes, those for 100 blooms, B. H. Farr's exhibit easily took first place. The flowers were wonderfully uniform in quality and most of them were shown in very perfect form. Lee R. Bonnewitz, an amateur, also came in this class with a fine display, and G. B. Babcock also had a very interesting group, including a number of A. M. Brand's seedlings and other novelties. There was also an interesting group of Japanese varieties and singles, which attracted a great deal of attention and held up surprisingly well throughout the show. It was quite a gathering of peony notables, among those present being James Boyd, president of the society, B. H. Farr, and others of the eastern growers. A. M. Brand, of Faribault, Minn.; D. W. C. Ruff, of St. Paul, Minn., and others from the western states.

The judging was in the capable hands of A. H. Fewkes, John Van Leeuwen and A. M. Brand.

THE BUSINESS SESSION.

The annual meeting of the society was held following the banquet at the Hotel Hollenden on the evening of the first day of the show. The attendance was better than usual and a very sociable atmosphere pervaded the proceedings throughout. Officers for the ensuing year were elected as follows: James Boyd, Philadelphia, Pa., president; A. H. Fewkes, Newton Highlands, Mass., vice-president; A. P. Saunders, Clinton, N. Y., secretary; A. H. Scott, Oak Lane, Pa., treasurer; R. T. Brown, Queens, N. Y., director to serve for three years.

In recognition of his services to peony culture in America, both as a pioneer in the introduction of fine varieties from England and France, and now, in his later years, as a creator of fine seedlings of his own, honorary membership in the society was conferred upon E. J. Shaylor.

It was voted to continue the publication of the news bulletins, which have now been issued twice yearly for

three years, and have proved of wide interest to peony growers throughout the country.

The question of canceling the meetings of the society for the duration of the war was taken up, and it was the sentiment of those present that no objection could be made to a society so small as the peony society, and for which so little transportation is needed in connection with the exhibitions, continuing to hold its regular meetings. Several localities were discussed, and it is hoped that it will be possible to arrange to hold the meeting in some centrally located city, possibly Detroit or Rochester.

The thanks of the society were extended to its hosts, the Ohio Horticultural Society, the Florists' Club of Cleveland, and the Cleveland Garden Club, and, in particular, to Messrs. Knoble, Vinson and Baldwin, who constituted the local committee, and to whose unsparing energy the success of the show is mainly due. All the members of the society who had come from a distance felt more than repaid in the delight and interest afforded by the superb and representative display of blooms, as well as by the opportunity of meeting their brother enthusiasts.

THE AWARDS.

Collection of not more than 100 named varieties, one bloom each. Gold medal and \$25.—B. H. Farr, Wyomissing, Pa., 1st; Lee R. Bonnewitz, 2nd; G. B. Babcock, Jamestown, N. Y., 3rd.

Vase or basket of peonies, not less than 100 blooms, arranged for effect—Knoble Bros., Cleveland, 1st; M. Kohankie, Painesville, O., 2nd.

Collection of 25 varieties, double, three blooms each—B. H. Farr, 1st; C. Betscher, Dover, O., 2nd.

Collection of single varieties, one bloom each—A. P. Saunders, Clinton, N. Y., 1st; G. B. Babcock, 2nd.

Collection of Japanese varieties, one bloom each—B. H. Farr, 1st; G. B. Babcock, 2nd.

Twenty-five blooms, white or cream, double, one variety—Knoble Bros., Cleveland, 1st; C. Betscher, 2nd.

Twenty-five blooms, light pink or pink and cream, double, one variety—G. B. Babcock, 1st; Lee R. Bonnewitz, 2nd.

Twenty-five blooms, dark pink, double, one variety—B. H. Farr, 1st; Knoble Bros., 2nd.

Twenty-five blooms, red or crimson, one variety—B. H. Farr, 1st; G. B. Babcock, 2nd.

Six specimen blooms, double, any variety—B. H. Farr, 1st; L. R. Bonnewitz, 2nd.

One specimen bloom, double, any variety—B. H. Farr, 1st; A. P. Saunders, 2nd.

Specimen bloom of new variety, double, produced since 1910—C. Betscher.

Specimen bloom, new seedling of American origin, not yet in commerce—A. P. Saunders.

Mrs. Edward Harding's prize of \$100 for seedling under conditions specified—E. J. Shaylor, Auburndale, Mass., with Seedling 35.

Vase of six blooms, double, any variety, grown more than 300 miles shortest railroad route from Cleveland—B. H. Farr, with Galathee, 1st; A. P. Saunders, with Immortelle, 2nd.

Most artistic arrangement of not more than 25 peonies—M. Kohankie, 1st; Knoble Bros., 2nd.

Collection of not more than 50 named varieties—A. P. Saunders, 1st; L. R. Bonnewitz, 2nd.

Collection of 10 named varieties, double—A. P. Saunders, 1st; L. R. Bonnewitz, 2nd.

Vase of 15 blooms, double, one variety—O. A. Risk, Cleveland, 1st; L. R. Bonnewitz, 2nd.

Collection of Japanese varieties, not more than three blooms of each—A. P. Saunders.

Collection of white varieties, double—A. P. Saunders, 1st; L. R. Bonnewitz, 2nd.

Collection of light pink, or pink and cream, double—A. P. Saunders, 1st; L. R. Bonnewitz, 2nd.

Collection of dark pink varieties—L. R. Bonnewitz, 1st; A. P. Saunders, 2nd.

Collection of red or crimson—A. P. Saunders, 1st; Wm. McClelland, Saginaw, 2nd.

Three blooms, white, double—S. J. Berry, Cleveland, 1st; Miss Alice Bonnewitz, Van Wert, O., 2nd.

Three blooms, light pink or pink and cream—Miss Bonnewitz.

Three blooms, dark pink—Miss Bonnewitz.

Three blooms, red or crimson—S. J. Berry.

Best collection of outdoor cut flowers, six species—S. J. Berry.

THE VISITORS.

The following were among those in attendance:

G. B. Babcock, Jamestown, N. Y.

C. Betscher, Dover, O.

John Betscher, Dover, O.

Lee R. Bonnewitz, Van Wert, O.

Mrs. Lee R. Bonnewitz, Van Wert, O.

James Boyd, Haverford, Pa.

A. M. Brand, Faribault, Minn.

W. F. Christman, Minneapolis, Minn.

H. W. Claybaugh, Franklin, Pa.

W. J. Engle, Dayton, O.

Mrs. W. J. Engle, Dayton, O.

M. L. Evens, Coldwater, Mich.

B. H. Farr, Wyomissing, Pa.

A. H. Fewkes, Newton Highlands, Mass.

F. B. Garman, Akron, O.

C. B. Gates, Mentor, O.

Mrs. C. B. Gates, Mentor, O.

E. C. George, Painesville, O.

H. W. Groschner, Napoleon, O.

Carl Hagenburger, West Mentor, O.

Mrs. Carl Hagenburger, West Mentor, O.

F. H. Hawley, LeRoy, O.

Martin Kohankie, Painesville, O.

Frederick McClain, Gibsonia, Pa.

Wm. McClelland, Saginaw, Mich.

J. F. Munsell, Ashtabula, O.

Harry A. Norton, Ayers Cliff, Que.

A. S. Parker, Detroit, Mich.

Wm. A. Peterson, Chicago.

D. W. C. Ruff, St. Paul, Minn.

Prof. A. P. Saunders, Clinton, N. Y.

Edwin C. Shaw, Akron, O.

Karl Van Leeuwen, Wyomissing, Pa.

R. P. Wenham, Painesville, O.

Daniel E. Weage, Coldwater, Mich.

Mrs. D. E. Weage, Coldwater, Mich.

C. F. Wessenberg, Van Wert, O.

Union Hill, N. J.

Miss Frances M. Steinhoff, daughter of Herman C. Steinhoff, a well known grower of West Hoboken and West Norwood, N. J., has bought the retail store, which has long been known as the "Fernery," located at 426 Hackensack Plank Road, opposite the Hudson Trust Company. In addition to designing and decorating, she is handling shrubbery, etc. Relating to the florist and nursery business, Miss Steinhoff has been trained in a good school, that is to say, by her father, and doubtless she will make a success of it.

Calling recently on Eugene Nehr, 223 Bergenline avenue, we found him busy with funeral work. He is a good designer, and a constant buyer in the New York market.

James Catsules has recently opened a neat retail store at 12 Bergenline avenue.

A. F. F.

More F. T. D.'ism.

Just to recall again the importance of our Florists' Telegraph Delivery Association. What would we do without it? The past several years have proven the worth and necessity of our organization to those who already belong; but how about the non-member who participates in the receiving of orders and perhaps sends orders with the full knowledge that his orders will receive every attention to fully justify his joining our association?

We should have members in every city and town in the United States and Canada to complete our chain which will give us absolute confidence that every order so transferred will be filled by a member of the F. T. D., which stands for service. To those who are not members allow me to say that the enthusiasm and spirit which is felt at our annual convention is worth all it costs you to join. This feature is growing more and more enthusiastic year after year, and no one can afford to miss them.

Send for membership application blank to Albert Pochelon, Detroit, Mich., our genial secretary, who will look after all details, and it will be doing something you will always be thankful you did.

HENRY PENN.

National Publicity for Flowers.

A well known gentleman in the millionaire class, and very prominent in New York society, when dining out recently, complimented his hostess upon the beauty of her table decoration. "Well," she said, "I do not know whether rightfully I should use flowers on my table. A good many people are eliminating flowers in their homes during war times, but when I read of the noble work the florists are doing, in spite of restrictions operating against them, I do not see why I should not have my flowers as usual."

And yet there are many among us who do not believe that our publicity for flowers campaign is effective. The fact must not be overlooked that we are getting a great deal of publicity through sources other than our magazine advertising. Our promotion bureau is meeting with success in many other directions, and it is safe to say that no opportunity is lost to exploit our slogan, "Say It With Flowers."

Are you, as florists, using this slogan to the extent that you might? Were we to judge from the demand for our beautiful glass sign, we would have

to form the opinion that there are less than 600 florists in the country. Is it realized that this sign, properly displayed, means business for those who display it? Is it not helpful to help one's self? It is hard to conclude that there are thousands of supposedly up-to-date florist stores which are not using this sign—a little trade-bringer that pays its cost in a single day.

Then think of our other aids—lantern slides for the movies, which are handsome enough to hold the attention of anyone with a normal soul, which cost a mere song, and which any motion picture theater will project for you at a trifling charge; booklets which treat of flowers in a manner calculated to make the desire to possess our products almost irresistible; electrotypes for use in your local newspapers, which save you the trouble of preparing good copy yourselves; stickers bearing our slogan which you can affix to anything you send out; and the slogan in transparency form, which which you can transfer to your store windows and doors and also use on the windshields of your automobiles.

It is expected of all in the trade that they lend a hand in this promotion work—make it general. And, can we not urge you, Mr. Nonsubscriber, to get in line with your fellows? Watch our lists of subscriptions that the trade papers so generously publish for us, and ask yourself why your name is not there. Do not be pessimistic in your views. Remember the fate of the farmer who feared to sow his corn because of the crows—he starved to death!

The following additional subscriptions to the fund have been recorded, annually for four years, except as noted:

E. Windler, Wakefield, Mass.\$ 2.00
John Dieckman, Elm Grove, W. Va. 15.00
Bertermann Bros. Co., Indianapolis, Ind. 50.00
Elizabeth P. Carney, Quincy, Mass. 5.00
E. E. Hall, Clyde, O. 2.00
H. L. Thompson, New Brighton, Pa. 10.00
W. W. Kennedy & Sons, Red Bank, N. J. 25.00
Wild Bros. Nursery Co., Sarcoxie, Mo. 5.00
Oscar S. Magunson, Kane, Pa. 5.00
A. T. Stokes, Morristown, N. J. 10.00
William Sorenson, Murray, Utah. 15.00
William Nause, Huguenot Park, N. Y. 20.00
Abele Bros. New Orleans, La. 5.00
H. S. Caplan, Boston, Mass. 10.00
F. E. Palmer, Brookline, Mass. 25.00
A. B. Rogers, Allston, Mass. 5.00
Pottler, Fiske, Rawson Co., Boston, Mass. 25.00
Liebman & Robbins, Boston, Mass. 5.00
Max Fine, Boston, Mass. 5.00
Mrs. A. B. Merrill, Brookline (1 yr.) 25.00
Frank Howard, Cambridge, Mass. 5.00
Fred C. Becker, Cambridge, Mass. 25.00
Harry Quint, Boston, Mass. 25.00
W. A. Hastings, Boston, Mass. 5.00
John A. Nelson, Framingham, Mass. 10.00
Alfred Walsh, Boston, Mass. 2.00
Chas. Bean, Springfield, Mass. 2.00
John J. O'Brien, Boston, Mass. 10.00
N. Liebman, Boston, Mass. 10.00
A. Caplan, Boston, Mass. 5.00
Nathan Lerner, Boston, Mass. 5.00
Ed. J. Roegan, Boston, Mass. 1.00
J. S. Manter, Boston, Mass. 1.00
Boston Cut Flower Co., Boston (1 year) 5.00
Chas. T. Bensley, East Milton, Mass. 10.00
R. E. Wadsworth & Co., Northboro, Mass. 5.00
Wm. N. Craig, Brookline, Mass. 10.00
Wm. Hannon & Son, Dorchester, Mass. 10.00
Westminster Ghs., Providence, R. I. 10.00
Wm. A. Bowers, Providence, R. I. 10.00
Johnston Bros., Providence, R. I. 25.00
T. O'Connor, Providence, R. I. 25.00
T. J. Johnston & Co., Providence, R. I. 25.00
Eugene McCarron, Providence, R. I. 10.00
M. J. Leach & Son, Pawtucket, R. I. 20.00
Fredk. C. Hoffman, Pawtucket, R. I. 10.00
Hayden, Watson Co., Tacoma, Wash. 20.00
California Florists, Tacoma, Wash. 20.00
A. A. Hinz, Tacoma, Wash. 10.00
Smith Floral Co., Tacoma, Wash. 10.00
Acme Floral Co., Tacoma, Wash. 5.00
Ben Betton, Tacoma, Wash. 5.00
Henry Beuthein, Tacoma, Wash. 5.00

\$625.00

Previously reported from all sources..\$34,766.75

Grand total\$35,391.75

New York Flower Show, 1919.

A meeting of the joint committee of the Horticultural Society of New York and the New York Florists' Club was held June 8, by invitation of T. A. Havemeyer at his beautiful estate at Brookville, L. I. The members were escorted through the extensive grounds by Mr. Havemeyer, and the horticultural treasurers of the place were inspected with great interest. Unfortunately, the lilacs had passed, and the large plantings of peonies and roses had suffered severely through storms. There was, however, a fine display of the giant eremuri, an unusual exhibition to many of the visitors. The many rare shrubs and plants in the different collections commanded the attention which, of course, was to be expected of them. The developments in nature gardening which have been in progress during the last few years were a revelation to all, of the landscapist's fine work, particularly those who were acquainted with the estate before the change was planned; and the engineering facilities in the direction of water supply and so forth astonished many through their completeness.

The business of the meeting, which was held in the Havemeyer residence, was the organization of the 1919 flower show committee. There were present, besides Mr. Havemeyer, F. R. Pierson, Wallace R. Pierson, C. H. Totty, W. H. Duckham, Joseph A. Manda, Edw. Sceery, James Stuart, P. W. Popp, George V. Nash, W. H. Siebrecht, Sr., A. L. Miller, John Scheepers, F. L. Atkins, and John Young. The election of officers resulted as follows: Theodore A. Havemeyer, chairman; John Young, secretary, and F. R. Newbold, treasurer. A resolution was passed instructing the secretary to communicate with the International Exposition Co., citing conditions as they exist at present among commercial growers and owners of private places in regard to restrictions placed upon their supplies of coal for greenhouse consumption, and notifying the company that under the circumstances it would be most unwise at this date to decide upon the question of holding a show next year, but that a meeting of the committee would be held in the fall, and if conditions at that time were changed for the better, a definite decision would be announced by November 1 whether the show would be held.

Mrs. Havemeyer was a delightful hostess and assisted Mr. Havemeyer in serving luncheon. A hearty vote of thanks was tendered to host and hostess for the day's enjoyment.

On the return trip, the committee visited "Willowmere," at Roslyn, the home of Admiral and Mrs. Aaron Ward, where they were cordially entertained, and enjoyed an inspection of the admiral's famous rose garden.

JOHN YOUNG, Sec'y.

EDWARDSVILLE, ILL.—J. F. Ammann's poisoned hand is now much better.

ST. CHARLES, ILL.—S. W. Pike says the business this year is considerably ahead of previous records in all lines.

WASHINGTON, D. C.—Of 22 employees of Gude Bros. Co. now with the colors, fully one-half are in service in France or England.

WASHINGTON, D. C.—The recently organized Advertising Club of this city has invited the retail florists to join the organization.

DAYTON, O.—J. W. Rodgers was in Chicago June 11-12 purchasing supplies for school and wedding work and says the retail trade has been very satisfactory this season.

Boston.**TRADE EXTREMELY QUIET.**

The market is dull, business very quiet, with weddings and graduations calling for very few flowers, which are not over plentiful, therefore stock cleans up each day at a fair figure. The help situation is another problem for growers and store keepers to worry about. Many of our boys have enlisted in both branches of the service, and others who have dependents are joining the shipbuilders. Roses are a drug on the market and one grower cleaned out his whole shipment of 20,000 at \$30 a thousand, Ophelia, Stanley, Hadley and Killarney, the stems ranging from 9 to 21 inches long. Sweet peas are quite plentiful and sell well at \$1 a hundred. Carnations are getting small and poor and \$15 a thousand is good money. Peonies are about over; the last few hot days developed them very fast, and they were hard to sell at 75c and \$1 a dozen. Francis King, Halley and America gladioli are seen in large numbers, selling for \$1.50 and \$2 a dozen.

NOTES.

Karl Butcher, buyer for The Rosary, has joined the shipbuilding force at Quincy. The Rosary reports business very good and is very much pleased the way their houses of carnations produced. The past season's cut was 350,000. Among them were Matchless, Ward, Benora and Pink Delight.

Neal Casey, of Casey Bros., Melrose, invited a number of the market boys to the Elks' home, where an entertainment and a supper awaited them, June 7. Among the speakers were Charles Evans and Arthur Parker, who acted the part of a comedian.

B. A. Snyder & Co. are having one of their most successful seasons. They carry a heavy stock of roses, carnations, sweet peas, and orchids.

Wm. Elliott has raised a service flag over his stall at the market with five blue stars, and a gold star for one of his men killed in action.

Arthur S. Parker, of Stoneham, is cutting some excellent sweet peas and reports his field of asters is looking remarkably well.

N. F. McCarthy's auction rooms are crowded each day. A large stock of bedding plants and shrubs can be found here.

Charles Carrigan, formerly salesman for A. M. Davenport, is now located at Penn's on Tremont street.

Welch Bros. Co., reports business very good; in fact, better than other years.

S. K. G.**Fort Wayne, Ind.****BUSINESS FAIRLY ACTIVE.**

There is a plentiful supply of all kinds of stock, although the quality of many of the greenhouse flowers has suffered from the effects of the hot weather of a few weeks ago. Wedding work was in good demand the latter part of the week, and there was a good call for bouquets for commencements. Funeral work was also in moderate demand. Outdoor flowers are fast finding favor with the flower-buying public. Delphiniums, larkspur, cantebury bells, gaillardias, coreopsis, Spanish iris and sweet williams are the principal varieties now being offered. In the flowering plant line, some handsome specimens of blue hydrangeas are being shown, which bring from 75 cents to \$3.00 each. Gloxinias, begonias, and a few baby ramblers are the extent of the variety.

NOTES.

Business during the month of May showed a good increase over the volume of business for May, 1917, or any other previous year. This is explained by the increased demand for flowers for both Mothers' day and Memorial day, when national, and local advertising was used extensively,

both by the individual florists, and co-operatively by the florists' club.

The next meeting of the florists' club will be held June 19 at a place to be announced later. As this will be the last meeting of the club until fall, President Wenninghoff is desirous of having a very good attendance. Several matters of importance will come up for discussion.

Miss Junetta Schoch has taken the position of bookkeeper with the Flick Floral Co. This firm had 57 corsages for a social event at the country club last week. Wedding flowers have also been in good demand at this establishment.

Edgar Wenninghoff reports the demand for bedding plants for the filling of porch baskets and boxes excellent. Although no blooming geraniums can be obtained, foliage plants and vines are meeting with a fine call.

The Freese Floral Co. had a good week, with funeral work in the lead, and a fine call for commencement bouquets. Mrs. Clara Shoaff of this firm is having a two-weeks' visit from her son Robert Shoaff.

The New Haven Floral Co. is cutting a large lot of Easter lilies, and roses. Both the wholesale and retail demand continue active for this season of the year.

W. J. & M. S. Vesey are cutting a fine lot of Shawyer roses and Cattleya gigas and Mossiae. They had a good demand last week, especially for orchids.

H. K.**Pittsburgh.****STOCK POOR AND BUSINESS DULL.**

There is plenty of all kinds of stock on the market at present, but from the appearance of the quality, it will not last long. Carnations are very small and very poor. Only the best grade has any call. Roses have more demand than anything else on the market. They are small and mostly short stems. The dull business of the past two weeks still continues and prices have suffered considerably. There are loads of lilies and they move fairly well. Outdoor flowers are now coming and sell very well, as most flower buyers are very glad to get something different at this time. Peonies are almost over for this season. The peony growers did not have a very successful season, as their stock was in ahead of Memorial day and there were too many other flowers on the market. American Beauties are not moving very well. The flowers are small and not very good.

NOTES.

Edw. Blind is still cutting some very good carnations; in fact, the best that are coming to this market. His plant business was exceptionally large this year.

Tom Silverblatt has taken charge of the flower stand at the Wm. Penn hotel.

C. C. Phillip expects to resume the road duties of Geo. McCallum this week.

A. W. Smith Co. is doing a large business in gold fish and fancy birds.

M.**Providence, R. I.****AMPLE SUPPLY AND DEMAND GOOD.**

Trade during the past week has been good, with stock plentiful and the supply increasing daily. The peony season came in with a rush, and the few days of warm weather brought them out almost faster than they could be disposed of. The stock brought five cents with three cents the lowest figure. Carnations are coming in slowly and are not very good property, while roses are excellent and sell on sight. Several weddings and social functions have aided in keeping the market fairly well cleaned up.

H. A. T.**Cincinnati.****MODERATE BUSINESS REPORTED.**

Business is only fair with enough stock to go around, but the supply of good quality is rather short and sells well. The other stock has a poor sale. Roses are in fair supply but the carnations have been badly affected by the weather and as far as quality is concerned are more or less minus. Some excellent formosum, Harrisii and rubrum lilies may be had and choice gladioli are coming into the market and prove good property. Excellent snapdragons and delphiniums are available. Other offerings are water lilies, cornflowers, coreopsis and a few sweet peas.

NOTES.

C. E. Critchell now has his new eastern fern. They have been meeting with a good demand.

P. J. Olinger is cutting some excellent formosum lilies. They have been selling well.

Visitors: George Lampert, Xenia, O.; J. J. Thares, of the Ferncliff Floral Co., Springfield, O., and Mr. Cheeseman, New York.

H.**Rochester, N. Y.****GOOD DEMAND CONTINUES.**

Trade has been quite good, but there was a slight falling off the latter part of the week. Peonies have suddenly come into favor, and the market is flooded with them in the early varieties. Few Festiva Maxima have been seen as yet. Harrisii lilies are superabundant, as are carnations. Columbines, pyrethrums, mignonette, larkspurs and cornflowers are in great demand. Hardy ferns are very poor. The fresh crop is good, but the supply has been limited.

NOTES.

George T. Boucher is making a specialty of stone garden ware and finds sales of plants, boxwood and baytrees are helped very much in this way.

Wm. Ballantine is growing some excellent long-stemmed red dahlias that sell well.

CHESTER.**Yonkers, N. Y.**

During the Red Cross week, the New York Floral Company, Manor House square and North Broadway, presented the ladies of that organization with 7,000 carnations with the privilege of using their store as a salesroom. The sale netted the Red Cross \$405. This concern has one of the finest stores in the state.

Albert Millard, formerly superintendent of the estate of George W. Perkins, at Riverdale, has recently accepted a similar position with Samuel Untermyer at Greystone.

At the store of Mrs. F. Millott, which we believe is the oldest in the city, business continues good.

The Hollywood Florist, 36 South Broadway, has a good store and seems to be prosperous.

A. F. F.**The Late William Hay.**

William Hay, for many years proprietor of a florist's establishment on Dyer avenue, Providence, R. I., and who later moved to Oaklawn, where he specialized in rose growing for the wholesale trade, died at his home, June 4. The deceased was born in Scotland and came to Rhode Island when a young man, being employed for several years in ranges and later entered business for himself, and at the time of his death had a number of houses. He is survived by a widow and six children. Of three brothers, Daniel Hay is a gardener for the Vanderbilt estate at Newport. James is a florist at East Greenwich and Lawrence, who conducts a florist business in East Providence.

H. A. T.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO.

'In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war.'

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Bulb Embargo—Official.

Wm. F. Gude, Washington representative of the Society of American Florists, telegraphs as follows, June 12: "Bulbs must remain on restricted list for the time being."

Since the original bulb embargo applied only to Bermuda, Japan and China, we assume French and Dutch restrictions remain as per former circular, namely, "When coming as a return cargo from European points, and then only (a) when coming from a convenient port, (b) when loaded without delay, and (c) when the importation from Europe is not specifically prohibited," etc., and this appears to be confirmed in a further message from Mr. Gude as follows:

"Everything is prohibited as the order stands at present unless ship sails with empty space and does not require war labor or time to load and special permits are obtained from both governments for each shipment."

American Rose Society.

The Hartford garden exhibit of the American Rose Society will be held in Elizabeth park, Hartford Conn., at 1:30, June 20. The local committee, consisting of Wallace R. Pierson, Cromwell, Conn., John Huss, Hartford, and Alexander Cumming, Jr., Cromwell, has made plans for a most enjoyable occasion. The Elizabeth park rose test garden is the oldest, and one of the best in the United States, and a visit to it will be a rare treat to all rosarians. In addition to an inspection of the garden, an interesting programme has been prepared and the speakers will be some of the best known American authorities on roses and rose culture. If enough of the members of the American Rose Society remain over night, an interesting trip will be arranged covering the Hartford parks. As the hotels are crowded, those members expecting to remain over night should notify George Lane, 180 Asylum street, Hartford, Conn., who will see that hotel accommodations are reserved. Such notices should reach Mr. Lane before Saturday night, June 15, or early Monday morning. All the Hartford incoming trains on Saturday morning will be met, and the members conveyed to the gardens. Members of the American Rose Society in the east should attend and bring their friends, and everyone should unite to make this meeting one of the big events in the annals of the American Rose Society.

E. A. WHITE, Sec'y.

HARTFORD ROSE GARDEN INSPECTION.

The various local committees appointed in connection with the garden exhibit met in the Municipal building, Hartford, June 7, and arranged a very attractive programme for the reception of visitors on this occasion. The meeting will be held Thursday, June 20. The programme for the afternoon will be as follows:

Meeting at rose garden, Elizabeth park, 1:30 until 3:30 p. m. Auto trip through Hartford parks, 3:30 until 5:30 p. m. Entertainment by recreation department, 5:30 until 6 p. m. Lunch, 6 to 7:30 p. m.

A rose lecture with stereopticon views will undoubtedly be arranged to take place at the Municipal building at 8 p. m.

Visiting members should arrive in Hartford in time to secure lunch before going to the park. Automobiles will meet members at the Union station until 1 p. m., conveying them directly to the rose garden. It is to be hoped that all who can will remain over Friday, as a trip will be arranged to cover the numerous places of interest and beauty with which Hartford is blessed. On the whole, an enjoyable second day may be anticipated.

THE GARDEN EXHIBIT.

This addition forms an attractive wing to the south end of the original rose garden. Forty-eight beds in all have been laid out and planted. These contain many of the newer hybrid teas and climbing roses and will make a splendid showing for a new garden. Among the large exhibitors are Henry A. Dreer, Inc., Bobbink & Atkins, A. N. Pierson, Inc., Henry F. Michell Co., Gude Bros., Adams Nursery Co., as well as local firms and individual members of the society.

WALLACE R. PIERSON,
JOHN HUSS,
ALEX. CUMMING, JR.,
Committee.

WASHINGTON ROSE TEST GARDEN.

On May 27, we stood on a new road looking over level sloping land. In the background was Arlington Heights with the Custis mansion, the one time home of Robert E. Lee, showing through the trees, the national cemetery with its thousands of graves hidden by the trees, the great skeleton frame towers for the wireless telegraphy at Fort Myers, a white marble government building standing out above the trees, and between this ridge and the road, was the rose test garden—all a picture of beauty.

The garden is fenced with a plain wire fence, pathways between the sections, high trellises with climbing roses, many in bloom, beds of various varieties splendid with color. During the three years of work the men in charge certainly have done well. Prof. Mulford, head gardener, Prof. G. C. Corbett and others deserve much praise. The committee of the American Rose Society for this test garden, Robert Pyle, chairman, has looked after its part well.

The large new greenhouses and other structures are a marked change over the Virginia clay roads and fields which we looked at four years ago when some of the autos in which we rode churned up the wet clay and stood still and the party had a taste of Virginia mud which was a new adventure to some. But the time is near when the Washington rose test garden will be one of the many attractions of the capital city of the nation. "A Rose for every home, a bush for every garden." BENJAMIN HAMMOND, Pres.

Express Companies Under Government.

Director General McAdoo of the Railroad Administration has announced that, with a view to handling the express business of the country in the most efficient and economical manner, he has sanctioned the forming of a new company composed of the Adams, American, Wells-Fargo, and Southern, with which he will make a contract for the carrying on of all express business for all railroads under government control. The character of the service and rates will be under the director general's control and subject to initiation by him. Under the new arrangement, the new company is to be capitalized only to the extent of the actual cash and property put into the business, and the government will share on a progressively increasing scale in any profits derived.

The new arrangement will make it practicable to avoid a great deal of wasteful duplication of facilities and to eliminate a large amount of accounting which, while necessary under the old system of separate contracts between the various express companies and the various railroad companies, will be unnecessary under the new system.

Labor Problem Helps.

The labor problem is rapidly becoming more acute as young men subject to the draft are enlisting daily. Now is the time to look about and size up the available material in ones community. Boys and girls can be taught to make themselves very useful in all branches of the craft, as those born to the service, have abundantly proved. Many elderly persons of both sexes, but who are still active, could probably devote a portion of their time to greenhouse or store work, and would, after a little experience, no doubt become helpful and dependable.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
 Where answers are to be mailed from this office
 enclose 10 cents extra to cover postage, etc.

Situation Wanted—By a good, all-around greenhouse man. Address
Key 898, care American Florist.

Situation Wanted—By general all-around gardener. Western states preferred. Address
Key 906, care American Florist.

Situation Wanted—By grower of a general line of plants. Would prefer to work on shares. Address
Key 904, care American Florist.

Situation Wanted—By grower of flowers, fruits or vegetables under glass. Original up-to-date ideas. Address
Key 905, care American Florist.

Situation Wanted—By a competent gardener, experience in all branches of gardening. Illinois or Wisconsin preferred. Address,
Key 896, care American Florist.

Situation Wanted — Horticulturist, agriculturist, head gardener, superintendent private estates; Denver, Colorado, preferred; landscape architect, gardener, all branches; experienced, practical, single man; references. Address
Key 894, Care American Florist.

Help Wanted—Man for rose section to work under foreman. State wages expected and give reference.
C. Loveridge, Peoria, Ill.

For Sale or To Rent—Eleven greenhouses, five acres of land and orchard at Ridge and Washington avenues, Wilmette. For further particulars call on or write to
Frank Felke, Wilmette, Ill.
716 Ridge Ave.,

For Sale—20 greenhouses to be taken down. 1000 boxes, 16x24, 217 boxes, 10x15, 100 boxes, 10x12, D. S. B. glass, 21,000 ft. 1 1/4 pipe, also 1 1/2, 2, 3 and 4-in. pipe; three return tubular boilers, ventilating apparatus, sash bars, plates, cast iron gutters, etc. One hand-power stock and die, cuts 1 to 4-in., with cut off; one gasoline engine and pump. Will sell all or any part.
Mrs. Geo. Anderson,
5230 Woodland Ave., Phila., Pa.

Situation Wanted

Good all around grower, capable of managing business, is open for engagement. Address

Key 809, care American Florist.

Situation Wanted

Good all around storeman capable of taking charge. Also understands growing business.

Key 914, care American Florist.

STOREMAN

Expert storeman over draft age is open for immediate engagement.

Key 810, care American Florist.

Help Wanted

Good storeman for work in Chicago. \$20.00 to start.

Key 808, care American Florist.

HELP WANTED

GROWER, capable of taking charge modern range of glass in Canada. Roses and carnations. Must be able to produce results. Good salary and house. Address

Key 911, care American Florist.

Help Wanted

Good all around general greenhouse man for pot plants.

RANDOLPH & McCLEMENTS
9536 Penn Avenue, Pittsburgh, Pa.

Lady Bookkeeper Wanted

One who has had experience in a retail flower store. Good wages to the right party. Reference required.

MALANDRE BROS.
Broadway and 72nd St., NEW YORK

Help Wanted

On account of vacancies caused by the draft, the advertiser desires designer, shipping clerk and stock man, all experienced with similar work in this city.

A. LANGE, 25 E. Madison St., Chicago

Situation Wanted

Experienced saleslady. Chicago preferred. Can furnish best of reference. State wages in first letter.

Key 913, care American Florist.

HELP WANTED

Hustlers in rose houses. Steady work at \$3.25 per day. Address

Key 912, care American Florist.

FOR SALE

Retail Florist Business of
B. SCHROETER, DETROIT

Up-to-date flower shop located in the business district. Established 45 years. For sale on account of the death of the owner. Address

MRS. B. SCHROETER
397 Helen Avenue, Detroit, Mich.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches.
FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

JUNE COMMENCEMENT AND WEDDING ACCESSORIES

Try us for an Assortment of
Baskets that will give
satisfaction.



Decorated
Flower Girls Baskets

75c to \$1.00 each

Tumbler Baskets

25c to 75c each



No. 121—65 cents each

VALLEY CHIFFON

6-inch, per yard, 8½ cents. 10-inch, per yard, 12 cents

Shepherd's Crooks, Bridal Muffs.

No. 2 Shower Gauze, 50-yard Bolt, \$1.00

Orders taken now for Sphagnum Moss
will receive our immediate attention.

Prompt Delivery On All Orders—TRY US

POEHLMAN

72-74 E. Randolph St.,

Our supply of this favorite basket is limited; order early and protect your supply.

111-1 each..25c	111-4 each..50c
111-2 each..30c	111-5 each..60c
111-3 each..35c	

Weddings and Commencements

**ROSES, ORCHIDS, VALLEY,
RUSSELL, LILIES, CARNATIONS**

PLUMOSUS SPRENGERI

ADIANTUM

GALAX FERNS

Chrysanthemum Stock.

	Rooted Cuttings		2½-Inch Plants			Rooted Cuttings		2½-Inch Plants	
	100	1,000	100	1,000		100	1,000	100	1,000
YELLOW					YELLOW				
as. Razer	\$3.00	\$25.00	\$4.00	\$32.50	Roman Gold	\$3.00	\$25.00	\$4.00	\$32.50
Papworth	3.00	25.00	4.00	32.50	Marigold	3.00	25.00	4.00	32.50
White Chieftain	3.00	25.00	4.00	32.50	PINK				
LOW					Patty	3.00	25.00	4.00	32.50
Crysolora	3.00	25.00	4.00	32.50	Dr. Engushard	3.00	25.00	4.00	32.50
S. G. C. Pollworth	3.00	25.00	4.00	32.50	Loeben	3.00	25.00	4.00	32.50

PLANTS

SINGLE PLANTS.
 Kentia Forsteriana, 2½-in. pot, \$12 per 100.
 Kentia Forsteriana, 2½-in. pot, \$12 per 100.
 Kentia Forsteriana, 3-in. pot, \$20 per 100.
 Kentia Forsteriana, 3-in. pot, \$20 per 100.
 Kentia Forsteriana, 4-in. pot, \$8 per doz.
 Kentia Forsteriana, 4-in. pot, \$8 per doz.
 Kentia Forsteriana, 5-in. pot, \$12 per doz.
 Kentia Forsteriana, 5-in. pot, \$12 per doz.

Kentia Forsteriana, 6-in. pot, \$2 each.
 Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.
 Livistona Rotundifolia, 4-in., \$8 per doz.
 Livistona Rotundifolia, 5-in., \$9 per doz.
 Livistona Rotundifolia, 6-in., \$1.25 each.
 Phoenix Robelenii, 5-in., pot, \$1 each.
 Dracaena Massangeana, 4-in. pot, \$60 per 100.
 Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.

Crotons, 4-in., \$4.80 per doz.
 " 5-in., \$9.00 per doz.
 " 6-in., \$1 to \$1.50 each.
 Pandanus Veitchii, 6-in., \$1.25 each.
 Dracaena Indivisa, 4-in., \$15 to \$20 per 100.
 Dracaena Indivisa, 5-in., \$25 to \$35 per 100.
 Dracaena Indivisa, 6-in., \$8 per doz.
 English Ivy, 4-in., \$15 per 100.
 Smilax, 2½-in., \$3.00 per 100.

1-inch Own Root Rose Stock.

White Killarney } \$ 7.50 per 100;
 Ophelia } 70.00 per 1000.
 Aaron Ward }
 Sunburst }
 Killarney Brilliant }
 Milady } \$ 7.00 per 100;
 Richmond } 65.00 per 1000.

3½-inch Own Root Rose Stock.

White Killarney } \$ 11.00 per 100;
 Ophelia }
 Aaron Ward } 105.00 per 1000.
 Sunburst }
 Killarney Brilliant }
 Milady } \$ 10.50 per 100;
 Richmond } 100.00 per 1000.

N BROS. CO.

Long Distance Phone, **CHICAGO, ILL.**
 Randolph 35.

BIG CUT OF RUSSELL

Best Summer Rose—We are now cutting from 60,000 plants.

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, Ophelia and White Killarney.

WHITE and RED CARNATIONS, Fancy Stock, \$2.00 to \$3.00 per 100.

Regular shipments of new Fancy Ferns, \$2.50 per 1000.

CURRENT PRICE LIST

RUSSELL—best in this market.

	Per doz.
Specials, extra long	\$2.00
Good length	1.50
Good medium	1.00 to 1.25
Good short50 to .75

**HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST.
WHITE KILLARNEY—**

	Per 100
Long stems	\$8.00
Good medium	\$5.00 to 6.00
Good short	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY, per 100..... 5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGERI, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

NEW FANCY FERNS, per 1,000..... 2.50

ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

✍️ WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

TRADE IS IMPROVING.

Business is a trifle better at this writing than it has been and there does not appear to be as much stock as there was last week, but at that there is more than enough to go around. American Beauty roses in the fancy grades are bringing \$5 per dozen with very little stock obtainable. Mrs. Chas. Russell roses are in good supply and are moving nicely. A few Columbia are included in the daily shipments. Roses in general are arriving in large supply but the shipments of real first-class stock in this line is limited. Some of the growers are cutting roses from young stock which is attracting the attention of the buyers, especially the Killarney. Carnations are not as plentiful as they have been. Lily of the valley is in short supply and orchids appear to be holding their own. Lilies are in good demand and no trouble is experienced in disposing of the few callas that reach the market. Peonies are plentiful and are moving as nicely as can be expected considering the general market conditions. Gladioli are in good demand but are none too plentiful. Daisies, gardenias, feverfew, water lilies, cornflowers, candytuft, stocks, pansies, sweet peas, Spanish iris and calendulas are included in the offerings. Green goods are plentiful with the exception of smilax and adiantum. All the wholesalers have agreed to close on Sundays commencing July 7 and will make arrangements to handle all shipping orders on Saturday if the action is definitely decided upon at a meeting to be held this week. The retail florists are seriously considering of closing all day Sunday also.

NOTES.

Kyle & Foerster received a card this week from Matt and Fred Welter,

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Summer Flowers

**Complete Line of Roses,
Carnations, Peonies, Etc.**

Van 100% service guarantees you satisfaction.

who are at present with Battery E., 332nd heavy field artillery at Sparta, Wis. The boys made the long hike from Camp Grant to Sparta and are likely to be in foreign service soon. Mrs. Horton, of the Bassett & Washburn office force, has a son with the same regiment.

The Central Floral Co. has another very appropriate window display that is attracting much favorable attention. The entire south window is devoted to the girl graduate, which is a splendid advertisement not only to this firm, but to every retail florist store in the city.

Robert H. Risch, son of John Risch, of Weiland & Risch, who is attending Campion College at Prairie du Chien, Wis., played an important part in the annual dramatic event staged there this week.

Harry Gardiner of A. T. Pyfer & Co. is enjoying a two-weeks' vacation. He expects to be called to the colors June 24.

Louis Finermann, of the Grossberg-Tyler-Finermann Co., made a business trip to St. Louis, Mo., this week.

Miss Gould has taken a position as saleslady in the cut flower department of the A. L. Randall Co.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP

ROSES AND CARNATIONS

Lilies, Sweet Peas, Valley. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$18.00 to \$20.00
Medium	12.00 to 15.00
Select	8.00
Short	4.00 to 6.00

RICHMOND

	Per 100
Specials	\$10.00
Select	8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

MILADY

	Per 100
Specials	\$10.00
Select	8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

Killarney

White Killarney

Killarney Brilliant

Sunburst

My Maryland

Ophelia

Champ Weiland

	Per 100
Special	\$10.00
Select	8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

ROSES, OUR SELECTION

	Per 100
Carnations, fancy	\$ 2.00 to 3.00
Harristii	12.50 to 15.00
Valley	6.00
Sweet Peas	.75 to 1.00
Smilax	per doz. strings 3.50
Adiantum	1.00 to 1.50
Asparagus, per bunch	.50c to 75c
Ferns, per 1,000	\$4.00
Boxwood	per bunch, 35c
Galax, bronze and green, per 1,000	\$1.00
Leucothoe Sprays	.75 to 1.00

2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association



182 North Wabash Avenue

L. D. Phone Randolph 631

CHICAGO

EVERYTHING FOR

Weddings and Commencements

RUSSELL	Per 100
Special	\$18.00 to \$20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	6.00

RICHMOND	Per 100
Special	\$10.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

MILADY	Per 100
Special	\$10.00 to \$12.00
Select	6.00 to 8.00
Short	4.00 to 5.00

BRILLIANT	Per 100
Special	\$10.00 to \$12.00
Select	6.00 to 8.00
Short	4.00 to 5.00

OPHELIA	Per 100
Special	\$12.00
Select	\$8.00 to 10.00
Short	4.00 to 6.00

WHITE KILLARNEY	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00 to 5.00

KILLARNEY	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00 to 5.00

WARD	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00

SUNBURST	Per 100
Special	\$12.00
Select	\$ 8.00 to 10.00
Short	4.00 to 6.00

CECILE BRUNNER	Per 100
Per 100	\$2.00 to \$3.00

ROSES	Per 100
Our Selection, per 100	\$3.00

Special Roses

BILLED ACCORDINGLY

PEONIES	Per 100
Fancy	\$6.00 to \$8.00
Special	4.00 to 5.00
Good	3.00

CARNATIONS	Per 100
Extra fancy	\$3.00
Fancy	2.00
Good	1.50

VALLEY	Per 100
Per 100	\$6.00

EASTER LILIES	Per 100
Per 100	\$10.00 to 15.00

BABY GLADIOLI	Per 100
Per 100	\$3.00 to \$4.00

DAISIES	Per 100
Per 100	\$1.50 to \$2.00

CALENDULAS	Per 100
Per 100	\$2.00 to \$3.00

SWEET PEAS	Per 100
Per 100	.75c to \$1.50

FEVERFEW	Per bunch
Per bunch	20c

PANSIES	Per bunch
Per bunch	.4c to 6c

PLUMOSUS	Per bunch
Strings	.50c to 75c
Per bunch	.35c to 50c

SPRENGERI	Per bunch
Per bunch	.35c to 50c

ADIANTUM	Per bunch
Fancy long, per 100	\$1.00

SMILAX	Per dozen
Per dozen	\$2.50

FERNS	Per 1,000
Per 1,000	\$4.00

GALAX	Per 1,000
Per 1,000	\$1.25

MEXICAN IVY	Per 1,000
Per 1,000	\$5.00

LEUCOTHOE	Per 100
Per 100	.75c

BOXWOOD	Per lb., 25c; cases
Per lb., 25c; cases	\$7.50

Order here. You cannot do better elsewhere—often not nearly as good.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY

Wedding Commencement Flowers

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$3.00 to \$10.00
Good	5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.	Per 100
White—KILLARNEY—Pink.	
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	\$3.00 to 4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00

MINIATURE ROSES.	Per 100
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES, OUR SELECTION.....	4.00
CARNATIONS.	Per 100
Fancy	\$3.00
Good	2.00

MISCELLANEOUS.	Per 100
Valley	\$ 6.00 to \$ 8.00
Peonies	6.00 to 8.00
Lilies	12.50 to 15.00
Ferns, per 1,000	4.00
Smilax, per doz. strings.....	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch.....	.50
Asparagus Plumosus, bunch.....	.50
Boxwood, per lb.35
Other Green Goods Market Rates.	

J. J. Hess, of Hess & Swoboda, Omaha, Neb., and son, Carl, passed through here this week on their way home from Delavan, Wis., where Carl has been attending school at St. John's Military Academy. Mr. Hess was accompanied from St. Paul, Minn., to Delavan by O. J. Olson, of Holm & Olson, whose son, George, graduated at the same school as lieutenant with the highest military honors. He was awarded \$100 in gold for being the best all-around cadet.

Zech & Mann's rose shipments now include a limited supply of the new rose, Columbia, grown by the A. F. Ameling Co. at Maywood. Allie Zech and wife will attend the annual convention of the Society of American Florists, to be held at St. Louis, Mo., August 20-22, and are planning on making the trip by auto.

Henry Hassen and family, 1742 Rosehill drive, have the sympathy of the entire trade in the loss of their son and brother Elmer, whose death occurred June 8. The funeral was held June 11, at 9:30 A. M., from the home to St. Gregory's church, thence to St. Henry's cemetery.

O. J. Friedman, chairman of the garden committee of the florists' club, has received many complaints that growing plants are being destroyed by malicious boys or Hun sympathizers. J. H. Prost, garden director, has asked police protection that the war measure be not thwarted.

At Peter Reinberg's store Mrs. Chas. Russell roses are in large supply and appear to be the principal offering. Champ Weiland continues to attract attention and is gradually being recognized as one of necessary varieties in this market.

Eddie Hunt, formerly with the Chicago Flower Growers' Association, who is at the Great Lakes Naval training station, visited his many friends in the wholesale market June 8. He is now taking a special course in gunnery.

John Poehlmann and Kellogg M. Patterson passed through here this week on their way to Camp Pike, near Little Rock, Ark. Both of the young men are well-known to the trade and have just received commissions as second-lieutenants.

Frank Gorly and wife and E. F. Grimm and his cousin, Miss Alice Rush, of St. Louis, Mo., are here on an auto trip. Mr. Grimm has been accepted for military service and is awaiting his call to the colors.

This includes
Retailers from
Buffalo
to
Denver,
and
Winnipeg
to
New Orleans.



PROTECTION

There may be some other
Cut Flower Markets, but
there is none like Chicago.

KENNICOTT BROS. CO.

Established 1881

H. B. Kennicott, Pres. J. E. Pollworth, Sec'y and Mgr.

Wietor Bros are cutting a fine supply of Killarney in addition to their usual line of roses. A heavy demand is reported for chrysanthemum stock with new orders arriving every day.

Hugo Stech, formerly with the Des Plaines Floral Co., is with the colors at Macon, Ga. Richard Schmoldt, formerly with H. C. Blewitt, also at Des Plaines, is at the same camp.

O. A. & L. A. Tonner are long on peonies in all the seasonable varieties among which is some exceptionally fine stock that is in good demand by the city buyers.

Percy Jones, Inc., is not complaining any in regard to business especially in the shipping line, which is holding up well taking everything into consideration.

Bassett & Washburn are cutting from 60,000 Mrs. Chas. Russell rose plants, which accounts for the large supply received daily at their store.

Miss Ruth Schrieber, of the Bassett & Washburn office force, and James Conn were married June 9. They are spending their honeymoon in Texas.

John Risch is again attending to his duties regularly at Weiland & Risch's store, after serving on the jury for two weeks in Judge McKinley's court.

Michael Fink, 2640 Herndon street, reports a splendid spring business

with a grand clean-up in all bedding stock particularly geraniums.

A. L. Vaughan & Co. are receiving their share of peonies as well as other seasonable flowers and report business as good in the shipping line.

J. W. Rodgers, of Dayton, O., was here on a business trip June 11, when he was the guest of J. E. Pollworth, of Kennicott Bros. Co.

Vaughan's Seed Store is mailing its summer price list of pansy and perennial seeds, freesia bulbs and seasonable plants.

Erne & Company are showing fancy peonies in all colors as well as their usual complete line of other cut flowers.

W. N. Rudd and daughter, Miss Phyllis Rudd, left this week for Flambeau, Wis., on their annual fishing trip.

J. A. Budlong is one of the few chrysanthemum growers offering stock of Golden Glow this season.

Tom Fagin, with A. Henderson & Co., has enlisted in the aviation corps and is now at Boston, Mass.

Paul Amling is with the colors, and when last heard from was at Jefferson Barracks, Mo.

Mrs. Sol Garland, of Des Plaines, has been on the sick list for several months.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

HEAVY SUPPLY

Peonies -- Roses -- Carnations

Make up a list of what you need and let us have your order as early as possible. Do it now.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.		ROSES—Continued Per 100		CARNATIONS. Per 100	
Extra long stems.....	\$5.00	Ophelia, special	\$10.00	Fancy	\$3.00
Stems 48 inches	4.00	“ select	8.00	Good	2.00
Stems 30 to 36 inches	3.00	“ medium	\$5.00 to 6.00	PEONIES.	
Stems 24 inches	2.50	“ short	4.00	Fancy	\$4.00 to \$8.00
Stems 18 to 20 inches	2.00	White Killarney, special	\$10.00	ORCHIDS. Per doz.	
Stems 12 inches	\$1.00 to 1.50	“ “ select	8.00	Cattleyas	\$9.00
Short stems	100, 4.00 to 6.00	“ “ medium	\$5.00 to 6.00	Select	\$12.50 to \$15.00
MRS. CHAS. RUSSELL Per 100		“ “ short	4.00	MISCELLANEOUS. Per 100	
Special	\$25.00	Killarney, special	\$10.00	Valley	\$6.00
Select	\$15.00 to 20.00	“ select	8.00	Calendulas	\$2.00 to 4.00
Medium	8.00 to 12.00	“ medium	\$5.00 to 6.00	Daisies	1.00 to 2.00
Short	5.00 to 6.00	“ short	4.00	Snapdragons.....per bunch	.75 to 1.00
ROSES.		Mrs. Ward, special	\$10.00	Callas	per doz. \$1.50 to 2.00
Richmond, special	\$10.00	“ “ select	8.00	Sweet Peas75 to 1.50
“ select	8.00	“ “ medium	\$5.00 to 6.00	DECORATIVE.	
“ medium	\$5.00 to 6.00	“ “ short	4.00	Plumosus strings	\$0.50 to \$0.75
“ short	4.00	Sunburst, special	\$10.00	Plumosus	per bunch .35 to .50
Milady, special	\$10.00	“ select	8.00	Sprenger35 to .50
“ select	8.00	“ medium	\$5.00 to 6.00	Adiantum, fancy long...per 100	1.00
“ medium	\$5.00 to 6.00	“ short	4.00	Smilax	per doz. 2.50
“ short	4.00	Cecile Brunner	\$2.00 to 3.00	Ferns	per 1,000 4.00
Killarney Brilliant, special	\$10.00	Elgar	2.00 to 3.00	Galax	1.25
“ select	8.00	Baby Doll	2.00 to 3.00	Mexican Ivy	5.00
“ medium	\$5.00 to 6.00	ROSES, OUR SELECTION.....	5.00	Leucothoe sprays75c
“ short	4.00	Extra special roses billed accordingly.		Boxwood, per lb. .25c; cases	7.50

WE HAVE REACHED THE FRONT

By Satisfying Our Customers With High
Quality Cut Flowers at Reasonable Prices.

PEONIES
ROSES
CARNATIONS
SWEET PEAS



YELLOW DAISIES
LILIES
CALENDULAS
GLADIOLI

A. T. PYFER & CO., 164 N. Wabash Ave., Chicago, Ill.

Long Distance Telephone, Central 3373.

Poehlmann Bros. Co. is cutting an exceptionally fine supply of Mrs. Chas. Russell roses which are in good demand. This firm will have a large cut

of roses all through the summer months in all the best commercial varieties. Cattleyas and white phalaenopsis are in good supply at this store.

James G. Hancock has resigned his position with Frank Oechslein to take effect June 15, after being in charge of the office for 11 years.

FOR YOUR WEDDINGS

Big cut of Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to heavy supplies of Carnations-Peonies-Valley-Sweet Peas-Callas-Galax Harrissi-Asparagus-Sprengeri-Adiantum and other Seasonable Stock and Greens.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO
CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE**

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits

More than 700 maids and matrons have volunteered their services for flower day in behalf of indigent elderly mothers, which is set for June 20. On this occasion flowers will be sold in all parts of the city. The Mothers' Relief Association is responsible for this happy thought and the sale is now an established feature of their programme. The proceeds of these sales bring a bit of cheer to thousands of mothers who otherwise would receive little recognition or comfort in the declining years of their lives. Among the girls prominently identified with the sale are Miss Eleanor Harkness, Doris Clawson, Mabel Cosler, Janet Thorp, Helen Van Buren, Selma Hallberg, Dorothy Newton and Clara Helmcke.

Herbert Stone, with A. Lange, has the sympathy of his many friends in the trade in the loss of his mother, whose death occurred this week.

Vaughan's Seed Store is showing freesia bulbs, well graded, and possibly at the earliest date ever put on sale.

Martin Nielsen, formerly with A. Lange, is now with the colors in Georgia.

Chicago Florists' Club.

The regular meeting of the Chicago Florists' Club was held at the Hotel Randolph, April 6, with a good attendance. Vice-President Friedman occupied the chair, in the absence of President Lautenschlager. The feature of the meeting was a lively discussion on the growing and marketing of stock, in which John Michelsen, O. J. Friedman, Paul Klingsporn, Peter Pearson, Geo. J. Ball, Otto H. Amling, Walter Amling and others participated. Mr. Michelsen claimed it would be better for the trade all around if the retailers took more of the stock off the market in times of glut, displaying it in their stores to attract buyers, and he criticized the amateur and commercial growers of plants for peddling peony and other cut flowers among retailers, to the disadvantage of the wholesale trade. He urged greater co-operation of all branches of the trade, with a view to producing the best possible flowers and securing for them the best possible prices.

FINE KEEPING QUALITY

PEONIES

**SNAPDRAGON, ROSES, CARNATIONS, DAISIES,
SWEET PEAS, CALENDULAS, LILIES, GREENS, ETC.**

SUPPLY DEPARTMENT—Fancy line of Made-up Wreaths, Cut Flower and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies 30 E. Randolph St., CHICAGO, ILL.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street, Phone Majestic 7175. CHICAGO, ILL.

Otto H. Amling told of some of the grower's problems, emphasizing the importance of correct knowledge of costs in the production of stock. Without this information, he felt that many growers may slip backward to a dangerous extent without knowing it. Mr. Amling thought that under present conditions roses ought to bring an average price of four cents to be profitable to the grower and carnations three cents.

Mr. Friedman believed the prices of cut flowers could be standardized, so that orchids, for example, could be bought and sold at a uniform figure the year through. It was very annoying to the retailer, he said, to charge his customer 25 cents for a given flower today and \$1 for the same flower the following day. Mr. Friedman also spoke of the good work of the Red Cross and garden committees, the latter distributing some 200,000 vegetable plants.

Chairman Waters, of the good-of-the-club committee, announced that the next meeting would be held at Kart-hausen's grove, Rogers Park, July 18. The proposed picnic was abandoned.

The following were elected to membership: Harry Blewitt, Thomas D. Long, Emil Danz, John Frickett, Louis Meuret, Park Ridge, and J. C. Nielsen, 72 East Randolph street.

Vaughan's Seed Store exhibited handsome vases of peonies and irises, the former including Avalanche, Delachei, Festiva Maxima, Krelage, L'Indispensable, Martin Cahuzac, M. Dupont, M. Velie, President Taft, Triomphe de l'Ex de Lille, and many others. The iris collection consisted of Caprice, Candelabre, Celeste, Cherubin, Clio, Crepuscle, Dalmarius, Darius, Dr. Bernice, Edward Michell, Eldorado, Fairy, Honorabilis, Hector, Isoline, Lohengrin, Mars, Monsignor, Mme. Chereau, Pallida Dalmatica, and Pallida Mandaliscae.

Vice-President Friedman, in feeling terms, called the attention of members to the death of the wife of H. E. Philpott, one of the most highly esteemed members of the club, and his associates gave suitable expression to their sincere sympathy in this great bereavement.

For
Your
Supply of
CUT FLOWERS

Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

CAR LOADS ARRIVING

VAUGHAN'S
CLEAN SPHAGNUM
FOR FLORISTS

Burlapped Bales

Wired Bales
Cheaper

SPHAGNUM

MOSS

For Florists

For Nurserymen

**GREEN
SHEET
MOSS**

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph St. NEW YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

Toledo.

BUSINESS CONTINUES GOOD.

The writer has by this time been able to interview every florist of consequence since the big rush occasioned by Mother's day and Memorial day has once more passed into history. Not one has any complaint to make and are agreed that these two days were better than ever, both as regards volume of sales and better prices. The market, which at first threatened to run short, finally revived sufficiently to take care of all demands. All kinds of wreaths sold well on Memorial day. The war has certainly caused no decrease in the demand for bedding plants, shrubs and porch and window boxes as had been anticipated by some florists. The sales were not only more brisk than ever before, but the prices received more profitable. The customary five cent sales of geraniums, so popular at this time before the war, are now a matter of history. They ought never to be revived. The big grower, who sells his stock at retail for what he wholesales it to the retail florist, is doing the latter a grave injustice, and this practice ought to be stopped for the good of the trade. Ferns are enjoying a lively sale at this time, because many of these favorite household plants were lost during the recent cold winter. Bedding plants are still moving at this time, but the stock is nearly exhausted. Those florists who made an effort to increase the sale of seeds, did a very profitable business.

NOTES.

Tom Magee, of the Scottwood Greenhouses, is well pleased with the business he did in bedding plants and shrubs. He has a reputation among flower lovers in this city for producing plants that are really specimens of the best that a modern greenhouse can produce, and at every season of the year, when flowers and plants are in demand, he

has very little difficulty in selling out. His geraniums were beauties this year, and were eagerly snapped up by his patrons. He also states that Memorial day surpassed his fondest expectations.

Metz & Bateman, who from the inception of their career, have occupied a room in the Ohio building, will remove after July 1 to 231 Superior street. This firm always did a big business in their present location, but the quarters were too small to allow any great expansion. In their new room they will have plenty of space to take care of their enlarged patronage. Extensive alterations are being made with a view to making their shop one of the most modern in the city.

Schramm Brothers have been doing a remarkable business during the past two weeks in funeral work, wedding orders and graduation flowers. Among the orders were two beautiful casket covers, several large basket orders, and several large weddings. The greenhouses are almost cleaned out of bedding plants. Lawn vases and stands were sold in good variety.

J. L. Shiller's business on Prouty avenue has been growing to such an extent during the past few years that he was forced to take a partner, in order to relieve himself of some of the duties of active management. C. G. Anderson, of Lincoln, Ill., is the new man. He is an expert grower, and ought to be a success in his new position.

The new "work or fight" order of General Crowder will most likely hit some florists quite hard, as they have some of their best salesmen and growers included in this classification. As the war goes on, florists will have to make even greater sacrifices.

The Summit-Cherry cooperative market house, which was recently opened in this city, has added a flower department. Since many people are drawn into this place every day, business should be good at the new department.

A. C. K.

**Z M
E A
& N
C N
H N**

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

**ROSES.
COLUMBIA**

Russell
White Killarney
Pink Killarney

Milady Sunburst
Shawyer
Ward Ophelia
Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

CARNATIONS.

All Colors.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

SWEET PEAS

Our famous high quality stock is positively the best obtainable.

PEONIES

Large quantity of all the seasonable varieties.

Valley Callas
Cattleyas Calendulas
White Daisies Yellow Daisies
Pansies
Candytuft Stocks

GLADIOLI

GREENS.

Plumosus. Sprenger.
Galax, bronze. Galax, green.
Ferns.
Mexican Ivy. Smilax.
Leucothoe Sprays.
Adiantum. Boxwood.

RAEDLEIN SPECIALS

No. 313.

FRENCH BRIDESMAID BASKET

Made of Braided Straw.

Size	Width inches	Height over-all inches	Natural each	Stained each	Enameled each	Two-tone each	Liner extra
2	9	22	\$0.45	\$0.50	\$0.55	\$0.60	\$0.10
3	10½	24	.50	.60	.65	.75	.10
4	12	26	.65	.80	.85	.95	.15



No. 313½.

THE SAME STYLE AS No. 313

But Beautifully Made of Willow

Size	Width inches	Height over-all inches	Natural each	Stained each	Enameled each	Two-tone each	Liner extra
2	9	22	\$0.60	\$0.65	\$0.70	\$0.75	\$0.10
3	11	24	.70	.75	.85	.95	.10
4	13	27	.80	.90	.95	1.05	.15
6	16	35	1.30	1.45	1.55	1.70	.15

25 TUMBLER BASKETS with Paraffine Liners. All Colors..... \$6.50

25 TUMBLER BASKETS with Metal Liners. All Colors..... 8.50

RAEDLEIN BASKET CO., 713 Milwaukee Avenue, CHICAGO, ILL.

For Weddings and School Closings

Large Supply of Peonies-Roses-Carnations-Sweet Peas-Lilies-Valley-Greens, Etc.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

St. Louis, Mo.

WARM WEATHER CONDITIONS FELT.

Summer weather has arrived and can be plainly seen in stock which arrives on the market. Business also has assumed summer proportions to a great extent. The best flowers coming to this market at present are gladioli and roses. The latter in all colors are coming in good supply, but do not last. Russell is the exception to this rule. Carnations are getting very poor and it will not be long before they disappear all together. Sweet peas are of fair quality, but cannot be depended upon. Outdoor larkspurs have been exceptionally good and have a good call. Other outdoor stock has been of good quality and in big supply. New shipments of fancy ferns are arriving and are welcome after using so many unsatisfactory substitutes. Other greens are in good supply.

NOTES.

President Bourdet, of the florists' club, has announced the following committees to take care of the visitors to the S. A. F. convention in August: Hotel—J. J. Benecke, chairman. Finance—Wm. C. Smith, chairman. President's Reception—L. Jules Bourdet, chairman. Entertainment—Frank Windler, chairman. Ladies' Reception—W. J. Pilcher, chairman. Reception—J. J. Windler, chairman. The trustees have been empowered to select a place and date in July to hold the annual florists' club picnic. Everybody looks forward to this annual event, and the committee is striving to make it better and bigger than last year.

Geo. Schmidt, rose grower, who has been with W. J. Pilcher for the last few years, has severed his connection and taken a position with Otto Brueinig, who is running the range vacated by Chas. Steidle, Olivette, Mo.

The landscape gardeners and bedding plant growers had a big season,

and are about cleaned out of everything. Good four-inch geraniums were scarce a few weeks ago.

A visitor the past week was Fred Lautenschlager, Chicago, who was in town to attend the plumbers' convention, and incidentally visited a number of florists.

J. J. W.

Kansas City.

SUPPLY POOR IN QUALITY AND LIMITED.

The market is poorly supplied with a run of inferior stocks. Roses are about the best offerings, but that is saying very little, as they are small and open fast. Carnations are very poor and move slowly, with the exception of the arrivals from Colorado. Gladioli are very good, but slow in arriving, and are taken up on sight. Outdoor garden material is plentiful, the quality good, and is playing quite a big part in the trade at present. Lilies are numerous and the quality is fine.

NOTES.

One of the best features seen in this city for boosting the sale of thrift stamps was a sidewalk booth decoration arranged by Mr. Carter, of the Wm. L. Rock Flower Co., in front of that establishment. Each purchaser was presented with a rose donated by the firm.

The amateur flower growers of this city held their annual show at the Baltimore hotel, and the displays were both numerous and unusually good. The attendance was large and the proceeds went to the Red Cross.

The week has been a good one for orders for corsages, vase and arm bouquets, as well as decorations for school commencements.

Growers report a good run of bedding plants still on, which helps to clean up the odds and ends.

E. J. B.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.

440 So. Dearborn St.

CHICAGO.



REISTERSTOWN, Md.—R. N. Wright is disposing of his stock and preparing to discontinue business.

WASHINGTON, D. C.—Z. D. Blackstone has moved to his farm at Fort Washington, Md., for the summer.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Chicago
Store: 162 N. Wabash Ave.

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS
Per bag (100 square feet).....\$3.50
NATURAL LOG MOSS
Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

WEILAND-RISCH CO.

FLOWER GROWERS

TELEPHONE CENTRAL 679 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$5.00@ \$6.00
" " 48-in.	4.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell....	1.00@ 4.00
100	
" Hoosier Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Sawyer.....	4.00@10.00
" Milady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward.....	4.00@10.00
" Hadley	4.00@10.00
" Opbella	4.00@10.00
" Double White Killarney.	4.00@10.00
" Mrs. Moorefield Storey..	4.00@10.00
" Champ Welland	4.00@10.00
" Stanley	4.00@10.00
" Tipperary	4.00@10.00
" Francis Scott Key.....	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Our Selection.....	3.00
Carnations	2.00@ 3.00
Cattleyas	per doz. 3.00@ 7.50
Daisies	1.00@ 2.00
Lilium	10.00@15.00
Peonies	4.00@ 8.00
Valley	6.00
Ferns	per 100, \$4.00
Sweet Peas75@ 1.50
Snaptagons	per bunch .50@ .75
Calendulas	2.00@ 3.00
Gladioli	6.00@ 8.00
Candytuft	per bunch .50@ 1.00

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing.

PLAIN CHIFFON

(About 35 to 40 yards to bolt.) Can be had in any color.

2 in. wide, per yd., 3¼c 6 in. wide, per yd.... 7c
4 in. wide, per yd.... 6c 10 in. wide, per yd.... 10c

Geo. H. Angermueller Co.

Wholesale Florists, 1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

One Piece Flower Boxes

One piece; one size; One price.

24x4x3.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

Trade Directory

OF THE

Florists, Seedsmen and Nurserymen

United States and Canada

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

EASTER LILIES

\$10.00 per 100.

Lilies don't show the effect of the heat and are always good. We have a fresh supply every morning and can furnish any quantity. Remember, that we make a specialty to have good Lilies every day during the summer months.

THE LEO NIESSEN CO., Wholesale Florists 1201-5 Race St., Philadelphia, Pa.

Philadelphia.

BRISK DEMAND FOR QUALITY STOCK.

A demand for good stock, particularly roses, carnations and sweet peas, was the feature of the past week. All flowers of these varieties, that half graded up, brought very good prices for the season. About 75 per cent of the material, however, was poor, without substance or color, would not do to ship, and had, therefore, to be sold, most of it to the street men, at wagon load prices. The few hot days the last of May were very injurious to greenhouse stock. This, coupled with the shortage of labor, which is becoming daily more acute, greatly interferes with the proper care of all inside stock. Sweet peas, particularly, were hard hit, carnations also show the effects of the heat, while a number of varieties of roses have little substance and pop wide open, even in the flower case. Ophelia, Sunburst, September Morn, and Victoria, (the Kaiserin Augusta, part of the name has been dropped), are the best. Ward and Sweetheart are also good summer sorts. American Beauties are almost out of it. There is still a little lily of the valley and plenty of Easter lilies. Peonies from cold storage look very well, all right for the first 24 hours. Outdoor larkspur was never finer, but the market is greatly overstocked. Early sweet peas from frames are seen in limited quantities. The field crops should be in any day. Cattleyas are very scarce at top prices. There are quite a few weddings, at all of which, however, the decorations are far from elaborate. The great demand is for funeral flowers, the business for which, with quite a number of the trade, is perceptibly increasing.

EXERCISING JUDGMENT.

A large commission dealer, in speaking of the quality of low grade stock, which fills the market at times of overproduction, stated that it seemed very difficult to get the average grower to realize, that at such times, he should grade his stock with the greatest care, shipping only the best, and that this should also be bunched with the greatest care, every flower perfect, as one bad or too open a flower will often condemn a whole bunch. The standard method for handling roses is that each 25 of a grade, shall be wrapped in a bundle with paper and tied around the middle with one piece of string. Newspaper will do, but brown paper, cut in correct sizes, with the grade as well as his own designation number stenciled on with rubber stamps is best. The grower who skins in his grading in these packages only cheats himself, as he is soon called to account. Roses put up in this way are not bruised in the handling, are counted 25 at a time, ready for immediate shipping, and carry better than when packed in separate layers. Why is this not the universal custom? Because it takes a long time to shake off the old and establish any new business practice. This is one of the reforms, however, that is fast being adopted.

NOTES.

When attending the Shriners' session at Atlantic City, last week, Charles, Grakelow came to the front again, as the man of the hour. A crowd col-

EDWARD REID

American Beauties, Orchids, Valley, Peonies. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots.

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, June 12. Per 100		
Roses, Killarney	2.00@	8.00
" Mrs. Chas. Russell	4.00@	12.00
" Ophelia	3.00@	8.00
" Richmond	2.00@	8.00
" Sunburst	2.00@	8.00
Lilium Giganteum	1.00@	10.00
Gladiol	6.00@	8.00
Sweet Peas	.35@	.50
Peonies	4.00@	8.00
Carnations	1.00@	2.00

BOSTON, June 12. Per 100		
Roses, Beauty	12.00@	25.00
" Killarney Queen	4.00@	6.00
" White and Pink Killarney	8.00@	12.00
" Double White Killarney	2.00@	4.00
" Killarney Brilliant	2.00@	8.00
" Hadley	4.00@	8.00
" Mock	2.00@	6.00
" Mrs. Chas. Russell	4.00@	8.00
" Taft	2.00@	6.00
" Milady	2.00@	6.00
" Ward and Hillinodon	2.00@	6.00
" My Maryland	2.00@	12.00
Carnations	1.00@	2.00

BUFFALO, June 12. Per 100		
Beauty Special	\$20.00@	\$30.00
" Fancy	15.00@	20.00
" Extra	10.00@	15.00
" 1st	5.00@	10.00
Roses, Killarney	3.00@	8.00
" My Maryland	3.00@	8.00
" Sunburst	8.00@	8.00
" Ward	3.00@	6.00
" Ophelia	5.00@	10.00
" Russell	4.00@	10.00
" Stanley	3.00@	8.00
" Mock	4.00@	8.00
" Sawyer	5.00@	10.00
Lilies	8.00@	10.00
Cattleyas	40.00@	50.00
Carnations	1.00@	2.50
Asparagus Sprenger	.35@	.50
Ferns	per 1,000	3.00
Smilax		20.00
Sweet Peas	.50@	1.00
Tulips	1.00@	2.00
Calendulas	2.00@	3.00
Peonies	2.00@	3.00
Daisies	1.00@	1.50

lected on the beach to help bring in the survivors of the submarined ship, Carolina. One of the lifeboats reached the shore with 29 passengers. They looked so forlorn that Mr. Grakelow, hastily getting the Shriners' band and a few of the clan together, started up the famous boardwalk, soliciting funds. Each time a crowd collected, Charles would make the appeal in his forceful manner and his aids passed the hat. Inside of an hour, a sum of over \$1,000 was raised and turned over to the mayor of the city to purchase new outfits for the survivors.

Frank M. Ross had the misfortune to have his new Buick touring car stolen, June 8. It had only been parked a short time on 16th street near Ludlow, next the curb, while he was in the wholesale houses purchasing flowers. It is covered by insurance in every way. He lost another car in the same manner a year ago, but which was later recovered.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

BERGER BROS.

Central Market

Roses, Orchids, Peonies

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

Mention the American Florist when writing.

H. Bayersdorfer & Co.

The Wholesale Supply
House of America...

EVERYTHING THE BEST IN FLORISTS' SUPPLIES
1127 Arch St., Philadelphia, Pa.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Philadelphia, Pa.

Mention the American Florist when writing.

C.C. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

Samuel Lilley stepped on a rusty nail and has been compelled to use a cane as a means of support. He was more scared than hurt, and now no more spiked boards are allowed on the floor. Chas. Pappas also leans on a cane. An auto truck laid him out. Charlie is a careful fellow, but somehow could not help this, and is thankful it was no worse.

Wm. Leonard, of Lansdowne, has secured more coal than he knows what to do with. Fourteen box cars of bituminous arrived one day last week and he does not know where to put it, as this is more than his quota. Labor is so scarce with him now that about all that can be done is cutting roses and the watering.

Martin Gannon thinks the flower business in this city would take on a wonderful spurt if the men engaged in it were as good as the United States marines in France.

W. H. Earnshaw is now with the Bristol Shipbuilding Co., Bristol, Pa. Probably a lot more of the trade will follow before long.

Frank Polites has closed his Chestnut street store for the summer.

WITH THE WHOLESALEERS.

Clarence Watson, of the Leo Niessen force, says there is plenty of business for good stock, but a great shortage of this grade. Hot weather and a general slowing up of business keeps prices down. Roses, carnations and larkspur are features.

The Philadelphia Wholesale Florists' Exchange lost two men last week. Benny Berman, next to chief Miller, and Raymond Walton, their chauffeur. Choice larkspur, roses and carnations were leading items of the stock.

Berger Brothers had a fair week, but find good stock scarce. Easter lilies, Maryland roses and carnations are handled in quantity.

"A good demand for all roses we can get, and a fair week's business," was the report from Edward Reid.

A fine sample line of ferns are seen at the Jos. Heacock Co.'s. Carl Cortis reports cattleyas very scarce.

K.

BALTIMORE, MD.—The stock at the range of the late M. J. Hannigan is being disposed of by his son, and the business will be discontinued, in view of shortage of fuel and labor.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446

Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, **WHOLESALE Florist**

All Seasonable Cut Flowers
Mfr. and Dealer in "Florists'" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, June 12. Per 100		
Roses, Beauty, special	30.00@40.00	
" " fancy	10.00@20.00	
" " extra	5.00@10.00	
" " shorter grades	2.00@ 5.00	
" Mrs. Chas. Russell	6.00@20.00	
" Killarney	2.00@ 8.00	
" Hadley	4.00@10.00	
" Sunburst	3.00@ 8.00	
" Wards	2.00@ 4.00	
" Ophelia	3.00@ 5.00	
Cattleyas	1.00@ 3.00	
Cattleyas..... each \$0.35@ .50		
Valley	8.00@10.00	
Lilium Rubrum	5.00@ 6.00	
Easter Lilies	6.00@10.00	
Snappdragons	4.00@ 8.00	
Callas	6.00@10.00	
Calendulas	1.00@ 2.00	
Sweet Peas	.50@ .75	
Asparagus.....string or bunch	.35@ .50	

PITTSBURGH, June 12. Per 100		
Roses, Beauty, special	15.00@20.00	
" " fancy	8.00@10.00	
" " extra	4.00@ 6.00	
" " No. 1	2.00@ 4.00	
" Killarney	2.00@ 8.00	
" My Maryland	2.00@ 8.00	
" Sunburst	2.00@ 8.00	
" Mrs. Aaron Ward	2.00@ 8.00	
Cattleyas	50.00@100.00	
Lilium Giganteum	4.00@ 8.00	
Adiantum	1.00	
Asparagus Sprenger, bunch	35@40	
New Crop Green Galax per 1000	\$1.25	
Carnations	1.00@ 3.00	
Valley	4.00	
Iris	1.00@ 3.00	
Daisies	1.00	
Delphinium, per doz.	1.00	
Gaillardia	1.00@ 1.50	

MILWAUKEE, June 12. Per 100		
Roses, Killarney, W. Killarney	\$2.00@ \$8.00	
" Ward	2.00@ 6.00	
" Mrs. Chas. Russell	6.00@20.00	
" Ophelia	3.00@ 8.00	
" Hoosier Beauty	4.00@ 8.00	
" Bon Silene, per bunch	.30@ .50	
Carnations, assorted	1.50@ 3.00	
Valley	4.00@ 5.00	
Sweet Peas	.50@ .75	
Cattleyas	per doz. 6.00	
Peonies	4.00@ 5.00	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing.

EUGENE BERNHEIMER

—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia,

CARNATIONS

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, June 12. Per 100		
Roses, Hadley	2.00@ 5.00	
" Killarney	2.00@ 4.00	
" White Killarney	2.00@ 4.00	
" Hoosier Beauty	3.00@10.00	
" Russell	4.00@15.00	
" Sunburst	8.00@10.00	
" Ward	3.00@ 6.00	
" Mrs. Sawyer	2.00@ 8.00	
" Ophelia	4.00@10.00	
Ferns	per 1,000 8.50	
Carnations	1.00@ 2.50	

New York.

HEAVY SUPPLY BRINGS LOW PRICES.

The business of the past week was dull and disappointing. Though there were a few weddings, none of them called for a great amount of stock, so funeral work and a minimum of counter trade were the main outlets for the wholesale district. In addition to a heavy supply of roses, carnations and peonies on the market, there was a great quantity of what one wholesaler facetiously called "junk," meaning corn flowers, gaillardias and various other outdoor stock, which sells cheap. It was almost impossible to sell carnations, even the best hanging fire. As for whites and inferior stock of other colors, if sold at all, they went at push cart prices. Though a few good roses brought fair figures, the surplus was nearly as hard to move as the carnations. The bulk of the rose stock was poor, consequently it went cheap. It would seem that wholesalers, who are this season handling large shipments of peonies, will hereafter vote them more of a nuisance than otherwise. The crop is hard to handle, much of the stock is poor and is in the way of everything else. In cattleyas, lilies and lily of the valley, there has been more than enough to supply the light demand and all moved slowly. A fine quality of delphinium, or larkspur, is on the market, which in better times would sell well, but it drags.

June 10.—The market continues in poor condition, with a large amount of inferior stocks.

NOTES.

Professor Thomas N. Carver, of Harvard University and Boston, has written a letter to one of our city papers, of which the following is a part: "Are we a fat or a muscular nation? Is every part of our body politic working to win the war, or is a large part of it wasting itself either in idleness or self-indulgence? Are we wasting a large part of our man power and resources in producing non-essentials, and do those who are producing essentials waste a part of their own and others' time and energy in self-indulgence by buying non-essentials?" Before Cambridge and Boston undertake to reform the rest of these United States, they should be sure that their own houses are thoroughly swept and garnished. It has been charged that a man, long a professor at Harvard, was at the same time drawing a salary from the German government, presumably for his spy work and propaganda. Fortunately, the unholy compact, if such it was, ended by his recent death. If we mistake not, the notorious Dr. Muck, now in a prison camp, was long a pride and pet of Boston. There are many excellent men holding chairs in the universities and colleges of this country, but that gives them no special license to prefer wild and groundless charges against the rest of the people. The professor is harping on the old and much worn string of "non-essentials." We agree that there are non-essentials that cannot help to win the war, and among them are the college professors who produce nothing but wild and misleading statements. Probably, in the opinion of Professor Carver, the florists and other industrious trades are of the earth, earthy, and, therefore, non-essential. We would remind him that all trades and professions—possibly excepting college professors—have a full quota of members enrolled under the stars and stripes, many of them being in the battle lines, and that those they have left at home are giving both time and money to sustain and comfort the boys at the front as well as the unfortunate ones who are in hospitals, suffering from wounds or disease incurred in the discharge of their duty. All the people cannot fight, build ships or make munitions, and there are many

things which are not essential in a sea or land battle, but which contribute largely to support, sustain and comfort those who are engaged in war and its industries and help to raise the enormous revenue, so necessary to carry on this war. Figuratively speaking, it is useless to clothe ourselves in sackcloth and put ashes on our heads just because we are in war. Serious as the situation is, and we do not attempt to minimize its seriousness, there should yet be some joy in living. Not the joy of extravagance or over-indulgence, but the joy of doing loyally and well whatever our hands find to do.

The coal question continues to disturb the minds, not only of the florists, but of the whole population that is given to straight and serious thinking. The large coal dealers say that they will not be able to fill the orders already placed before snow flies. There was a general response to Fuel Administrator Garfield's advice to order early, but the orders cannot be filled, the dealers claiming that they cannot get the coal. Joseph M. Bacon, a large Brooklyn dealer, recently said that there was no need of camouflaging the situation, and added: "The distribution of coal depends on the amount of coal we get," which seems to the point.

Frank M. Bradley, a wealthy fruit grower of Niagara county, was elected president of the state federation of agriculture at a convention held in Albany, June 7. Nineteen organizations were represented, among them being the New York State Fruit Growers' Association and the New York State Horticultural Society. The agriculturists and horticulturists are causing uneasiness among the professional politicians and lawyers.

On June 9, the splendid rose garden of Rear Admiral Aaron Ward, U. S. N., retired, and Mrs. Ward at Roslyn, L. I., was thrown open to the public and so continued for the past week. For a number of years this has been an annual event. This year, to swell the fund for the American Ambulance in France, an admission fee of \$1 was charged. Admiral Ward's estate is famous, not only for roses, but many other good horticultural features.

An exhibition of peonies and roses under the auspices of the Horticultural Society of New York, will be held in the Museum building, New York botanical garden, Bronx park, June 15-16. A lecture on "Rose Gardens" will be delivered in the lecture hall of the museum, June 15, at 4 p. m., by Secretary George V. Nash.

Adam Krebs, who has been employed by Leo Klein, of Lexington avenue and 60th street, has enlisted, and been assigned to the quartermaster's department and is now at Fort Slocum.

Charles H. Totty is shipping an exceptionally fine quality of delphinium to Joseph S. Fenrich.

Max Schling says that he is very busy with wedding decorations, funeral and other work.

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), \$60.00 per 1000.

CHAS. SCHWAKE & CO., Inc.
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Wholesale Florists

112 W. 28th St. NEW YORK

Ulrich Brunner Roses a Specialty.

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New York Florists' Club.

The club met in its rooms in the Grand Opera House building on the night of June 10, President Schenck in the chair. A thunderstorm, which came up in the early evening, caused the attendance to be lighter than usual, but a fair number were present. Resolutions of condolence on the death of James McArdle, long a member of the club, were read by P. W. Popp, and on motion of Patrick O'Mara, were adopted.

President Totty, of the Society of American Florists, reported on the recent meeting with the fuel administration in Washington, saying among other things, that the small growers in the towns and villages throughout the country would be taken care of, the fuel commissioner feeling favorably toward them. The amended rule to cover their case has already been published in THE AMERICAN FLORIST. William H. Siebrecht, Jr., who was also a delegate to Washington, speaking on the fuel question, said that every conceivable argument was used before

A. F. F.

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3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
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All the New and Standard Varieties of Roses,
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The Right People to Deal With.

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Receivers and Distributors of Choicest Cut Flowers.

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Wholesale Flower Markets

NEW YORK, June 12. Per 100		
Roses, Beauty, special	10.00@30.00	
" " extra and fancy	6.00@ 8.00	
" " No. 1 and No. 2	3.00@ 5.00	
" Hadley	4.00@25.00	
" Francis Scott Key	2.00@25.00	
" Prima Donna	1.00@10.00	
" Alice Stanley	.50@ 6.00	
" Mrs. Geo. Sawyer	.50@ 6.00	
" Double White Killarney	2.00@10.00	
" Killarney	.50@ 4.00	
" " Queen	1.00@ 8.00	
" " Brilliant	1.00@ 8.00	
" Aaron Ward	1.00@ 5.00	
" J. L. Mock	2.50@10.00	
" Ophelia	.50@ 8.00	
" Mrs. Chas. Russell	2.00@15.00	
" Ulrich Brunner	1.00@10.00	
Cattleya Orchids, special	30.00@50.00	
Rubrum	3.00@ 5.00	
Lilies, Longiflorum and Formosum	3.00@ 5.00	
Lily of the Valley	2.00@ 5.00	
Adiantum Croweanum and		
Hybridum	.75@ 1.00	
Asparagus Plumosus...doz. behs.	1.50@ 3.00	
Smilaxdoz. strings	1.00@ 2.50	
Carnations	.50@ 2.00	
Snapdragonsper doz.	.50@ .75	
Iris	.20@ .40	
Sweet Peas	.25@ .75	
Callas	.75@ 1.00	
Daisies	.50@ .75	
Peonies	.35@ .50	
Stocks, double	1.00@ 3.00	
Larkspurs	.50@ .60	

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.
Orchids, Roses, Carnations, and all the other
best products of the leading growers.

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Bet. Sixth and Seventh Aves. NEW YORK

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Coogan Bldg., 6th Av. and W. 28th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

Mention the American Florist when writing.

The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

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The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing.

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Consignments Solicited.

Mention the American Florist when writing.

Boxes That Have Never Failed To Give Satisfaction

To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

3102-3108 W. Division St.,

CHICAGO

Send us your name and address and we will send you free of charge 100 GREEN STICKS, 4 inch, our own manufacture.

Bestbilt Brand Wired Picks and Sticks

GEO. HERRMANN CO.

"The House So Different"

MT. VERNON, N. Y.

FLORISTS' SUPPLIES

the commissioner in favor of the florists, even to pointing out that advertisers were allowed to burn coal for illuminated signs, which was less useful than that used by the florist business, which has been classed as a non-essential. Commissioner Noyes, in reply, said that the advertising men had helped the Liberty Loan, Red Cross and other projects to sustain and win the war by their signs throughout the country; also, that the amount of coal used was small compared with that used by the florists. F. R. Pierson, who was also at Washington, spoke in an optimistic vein, saying that he believed that the florists would manage to pull through in good shape, regardless of all difficulties. He also spoke on the efforts of the New York delegation before the federal horticultural board, relating to the embargo on nursery stock.

Winifred Rolker spoke at length and strongly, in opposition to the embargo, giving the result of his interviews with prominent statesmen, and advised the members who could advance any good arguments against the exclusion of plants from foreign countries, to put them in writing and send them to the federal horticultural commission. Patrick O'Mara said that the members should write to their senators and members of the House of Representatives, expressing their views in opposition to the proposed embargo. The following committee was appointed to prepare a letter of protest to the federal horticultural commission against an embargo on bulbs and plants from England, France and Holland: Winifred Rolker, chairman; F. R. Pierson, Patrick O'Mara and Wm. H. Siebrecht, Jr.

F. R. Pierson spoke of his interview with the shipping board, relating to Japanese imports, and concluded by saying: "We certainly had two busy days in Washington." President Totty highly commended the untiring and helpful activities of William F. Gude, Washington representative of the S. A. F. Throughout the discussion there was a high tone of loyalty and resolve

that to win the war is the first and greatest consideration.

P. W. Popp reported the death of Mrs. H. Darlington, of Mamaroneck, N. Y., which occurred, May 26. For the past 12 years he has been superintendent of her estate and he spoke with feeling of her kindness, charity and philanthropy.

J. S. Fenrich, chairman of the committee for the collection of flowers for the hospitals, reported that 20,000 blooms had recently been collected and turned over to the ladies of the League for Women's Service. The club voted \$25 for vases for the hospitals.

Adolph LeMoult, New York, and Henry Butterwick, Jamaica, L. I., were elected members. P. W. Popp exhibited four vases of fine blooms of the rose Frau Karl Druschki, also vases of spurred hybrid columbines.

A. F. F.

Omaha.

MEMORIAL DAY TRADE DISAPPOINTING.

Memorial day business in this city was by no means what the florists had anticipated. Several things conspired against it. One was that a heavy thunder shower came up in the early morning, the very hour that all societies and organizations had planned to visit the florists' establishments and get their flowers and then go to the cemeteries and decorate the graves. Immediately after the weather cleared it grew intensely hot, and many put off their decoration of graves until evening or late in the afternoon. Then, again unfavorable weather conditions developed—and the bulk of the decorating simply was not done. One florist said that while last year they sold 2,000 peonies they this year disposed of only 500 for Memorial day. This seems to be about the average of the difference between last year's activity and this. Some other flowers, however, sold better than the peonies and to some extent averaged up the general day's business. The peonies this year were not up to standard in this section, partially owing to the long dry spell, which, when broken,

was followed by rains which have poured every day for the past 16 or 18. Thus the plants were retarded by the drought for a time and then forced along too fast by too much moisture. The celebrated Rosenfield peony farm, west of this city, which was sold last year, did not produce as many peonies as usual this year. One of the Rosenfield sons has returned to the farm to superintend the peony activity, with a view to bringing the fields back to standard and making them produce as of old. Though the peonies were not so numerous this year, the growers got \$1 a dozen for them, as against 60 cents a dozen last year.

NOTES.

The practice among private individuals of raising cut flowers in their gardens for the trade is growing rapidly here. Many of the florists bought as many peonies this spring from the private growers as they did from the large peony farms or from the greenhouses. This practice has occasioned quite a stiff demand for seeds among the private growers. There are as many as a dozen retail florists in this city who depend entirely upon these private growers for their supplies of cut flowers.

The rumor is persistent that The Fernery, a retail florist shop operated by Mrs. Baldwin, has been sold, but thus far no official confirmation of the report has been made. It is rumored also that several other changes are in immediate prospect in this city, involving the going out of business of one or two florists, but the negotiations have not developed far enough to become matters of public information.

Roy Wilcox has returned from California, after spending a year there for his health, and will again assume active management of the extensive greenhouses and florist business of J. F. Wilcox & Sons, of Council Bluffs.

O. H. Herman, of Council Bluffs, Ia., is looking for a foreman for his greenhouses, as his man in charge has resigned.

A. E. L.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857



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Send us your retail orders.

We Have the Best Facilities in the City

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Adam Sekenger
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No. 32 NEWBURY STREET

We cover all points in Maine.

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THE F. WALKER CO.

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CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing.

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EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Mention the American Florist when writing.

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Mention the American Florist when writing.



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THOS. F. GALVIN INC.

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Deliveries to Steamers and All Eastern Points.

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ROANOKE, VA.

FALLON, Florist.

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We are in the Heart of New York
To out-of-town florists;
And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.

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Largest and most centrally located store in the city. All orders given prompt attention.

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San Francisco, Calif.

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Successor to Sievers & Boland

FLORIST

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NEW YORK CITY.

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Reference or Cash must accompany all orders from unknown correspondents.

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Telegraph orders receive our usual good care and prompt attention. Phones, 270-271 Main.

For St. Louis

WIRE

Grimm & Gorly

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LEADING FLORISTS OF THE NORTHWEST

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Established 1874

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Help do your bit to-day by selling
Thrift and War Saving Stamps

Stand behind
The Food Conservation Laws
Display prominently patriotic posters.
DO IT NOW

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20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH.

HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

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Begerow's

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Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

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Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

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The London Flower Shop

1800 Chestnut Street

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Albany, N. Y.—Eyes, 106 State St.
Albany, N. Y.—Danker's.
Bangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. H. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Fraunfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
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Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Paley.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Martinsburg, W. Va.—The Flower Store.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Dards, 44th and Madison Ave.
New York—Hession.
New York—A. Meyer, 1062 Madison Ave.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
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New York—Malandre Bros.
New York—Nicholas G. Pappas & Co.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 735 Fifth Ave.
New York—G. E. M. Stump.
New York—Young & Nugent.
Omaha, Neb.—Alfred Donaghue.
Omaha, Neb.—Hess & Swoboda, Farnam St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
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Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heintz & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington—Geo. H. Cooke, Conn. Ave. and L.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—The Flower Store.
Washington—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

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In the Heart of most exclusive residential section.

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CLEVELAND

EUCLID AVENUE

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Canada's best known and most reliable florist

Only
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We deliver anywhere in Canada and guarantee
safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

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Cor. Prospect Place, BROOKLYN, N. Y.
Brooklyn Representatives of National Floral Corporation

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Chas. H. Grakelow

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Mention the American Florist when writing.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to



Schiller The Florist
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

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JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store— 334 Lewis Ave., Telephone No. 1150 Bedford
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

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Both Phones, 527

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The Largest Growers of Flowers in the City.

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J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

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The Best Service



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Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

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Established 1849

David Clarke's Sons

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— FLOWERS —

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

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Phones—Franklin 3579, 3841, 3842

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Elks' Building,
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Telegraph orders for Dayton will receive our immediate and careful attention.

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Madison Ave. and 76th St.
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Quality Flowers

TWO GREENHOUSES
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QUALITY and PROMPTNESS
New Orleans, La.
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3442 ST. CHARLES AVENUE
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Mail or telegraphic orders promptly and most carefully executed.

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.



Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

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Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Mention the American Florist when writing.

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Samuel Murray,

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We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

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Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.

229 WEST THIRD STREET

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All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

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Flowers delivered in city and state on short notice.

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GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

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Orders Carefully Executed

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CHARLES L. SCHMIDT

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Night and day service in all Central Pennsylvania.

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ALFRED LOZIER ROSERY

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Covers All New England Points.

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Will fill orders for the West on short notice

Trade discounts. First-class stock.

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134 West King Street

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The Flower Store

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NEAR GARFIELD PARK
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For Wisconsin Delivery

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"Home Grown Flowers"

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Palmer's

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HENRY SMITH

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or M. O. Orders.

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Madison Ave and 55th St.,
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Summer Season, 110 Bellevue Avenue,
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Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

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Flowers of Quality

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Malandre Brothers

2077 Broadway, near 72nd Street
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Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of
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Orders from other cities receive our personal
attention.

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New York Floral Co.

Cor. Manor House Square
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G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

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Oldest Florist South

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Mention the American Florist when writing.

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HARDESTY & CO.

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THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

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H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

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The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
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Orders in or Around WASHINGTON, D. C.

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Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

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Greenhouses, 437 Bay Street.

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Floral Experts

5936 Penn Av., Pittsburgh, Pa.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great
Northwest. Daily deliveries to Superior, Wis

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

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1062 Madison Ave., near 80th St.

Phones, Lenox 2352-7019

Satisfaction Guaranteed.

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Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

"WE NEVER SLEEP"

IDLEWILD
GREENHOUSES

Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.

Every Flower in Season

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

TERRE HAUTE, IND.

THINK OF HEINL'S

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-sixth annual meeting will be held at Chicago, June 18-20, 1918.

TOLEDO, O.—King & Co. report clover seed prospects are 102, compared with 84 last year.

CHICAGO.—The government opened bids here, June 1, for 10,800,000 cans of navy beans.

READING, ENG.—Out of five members of the Sutton family, who were in the British army, four have died.

SLIGO, IRELAND.—The Gore-Booth bulb acreage has been plowed up and will be devoted to food production.

THE federal government has begun to prosecute those who fail to report enemy property in their charge.

LOS ANGELES, CALIF.—The rainfall for the season to June 9 was 13.83 inches; last season, 15.26 inches.

VISITED CHICAGO.—H. A. Johns, of Sioux City Seed & Nursery Co., Sioux City, Ia.; W. B. Gray, Billings, Mont.

CINCINNATI, O.—Alfred J. Brown, of the Alfred J. Brown Seed Co., Grand Rapids, Mich., is visiting J. Charles McCullough.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade June 12 were as follows: Timothy, \$7.00 to \$8.00 per 100 pounds.

THE following industries will receive preferential treatment in the distribution of coal, raw materials and supplies: Fertilizers, insecticides, plants producing feed, and seedsmen, producers and wholesalers, except flower seeds.

OF the Long Island cabbage for seed which went into the trenches in very limited quantities, but few withstood the severe winter, so the growers are all short and many kinds are entire failures. For 1919 delivery \$1.25 is being offered, but farmers are not keen for growing.

ST. LOUIS, MO.—In comparison with May, 1917, counter trade in flower, field and vegetable seeds during April and May this year has not been up to standard, according to the St. Louis Seed Co., due doubtless to cold weather and continued rains during this month. The general demand has been good, however, during the past few weeks, and the volume of sales for the season have been as good as in former years. If the weather does not become too warm, it is expected the loss suffered in April will be made up.

American Seed Trade Association.

All indications point to an unusually large attendance at the annual convention of the American Seed Trade Association to be held at the Hotel Sherman, Chicago, next week, June 18-20. The local seedsmen will entertain the ladies, Tuesday afternoon, June 18, for tea at Marshall Field's and to a matinee, "Friendly Enemies," at the Woods theater, on Wednesday afternoon, June 19. Visiting seedsmen should keep these events in mind.

Pea and Bean Crops.

Grand Rapids, Mich., June 7.—Alfred J. Brown, of the Alfred J. Brown Seed Co., says that very good reports regarding pea crops in the west, as well as in this state, have been received and with favorable conditions between now and harvest time a good average crop is expected. The weather has been favorable for bean planting. Probably half of this firm's crops in Michigan



Gunner Lawrence S. Payn.

First Regiment French Artillery. Representative of Simon Louis Freres & Co., Bruyeres-Le-Chatel.

are in by this time, and in the west the planting is about completed. The beans are going into the ground under very favorable conditions, and consequently the outlook to date is very promising. The acreage in both peas and beans is about 40 per cent greater than last year, and with a good yield the supply will be ample to fill all future contracts, with probably some to spare.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish, Etc.
Correspondence
Solicited.

Sheboygan, Wis., June 5.—The John H. Allan Seed Co. reports as follows: "In a general way, the planting of beans has progressed very satisfactorily in both the east and west. The sowing of peas was also accomplished under favorable conditions and the time would average early. In the middle west we have had too much rain, but cannot say at this time whether damage has resulted. In the west several beneficial rains have covered the territories, obviating the necessity of irrigating."

California Seed Crops.

Los Angeles, June 2.—John C. Bodger, of John Bodger & Sons Co., reports that, although the season is at least two months late, due to lack of rain, it is expected an average yield of flower seeds, excepting sweet peas, will be harvested—this crop being behind the normal season, and during the past 10 days the aphid has been destructive, some fields being a total loss. It is feared that, unless a change comes soon, the crop will be very light, as the vines are too small to resist the ravages of this pest in such numbers.

In vegetable seeds, the prospects for beans are good at this date. Most of the acreage was planted in good season, and there is a satisfactory stand, and with increased acreage it is hoped to make full delivery on all contracts. Salsify and parsley are failures, but lettuce looks well. The fields of the latter have been irrigated and should produce good crops. Regarding other vegetables, much depends upon favorable weather to carry the crops through owing to lack of spring rains in the sections where these are grown.

Gunner Lawrence S. Payn.

Gunner Lawrence S. Payn, soldier in the First Regiment of Artillery of the French Army, takes pleasure in sending greetings to all his American friends and correspondents. He regrets to inform them that this year he will not be able to undertake his annual trip to the United States and pay them a visit, as he had the pleasure of doing for several seasons past, representing Simon Louis Freres & Co., Bruyeres-le-Chatel, S. & O.,

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

Clipper Cleaners

Successfully Handle
All Kinds of Field
and Garden Seeds,
Grains, Beans, Peas,
Etc. If you are in-
terested in a machine
for screening and
grading any kind of
seeds, grain, beans,
peas or bulbs you
might do well to in-
vestigate our claims
in regard to our ma-
chines.

The "Clipper" Cleaners

are used by all large seedsmen
in the United States, also in many
foreign countries.

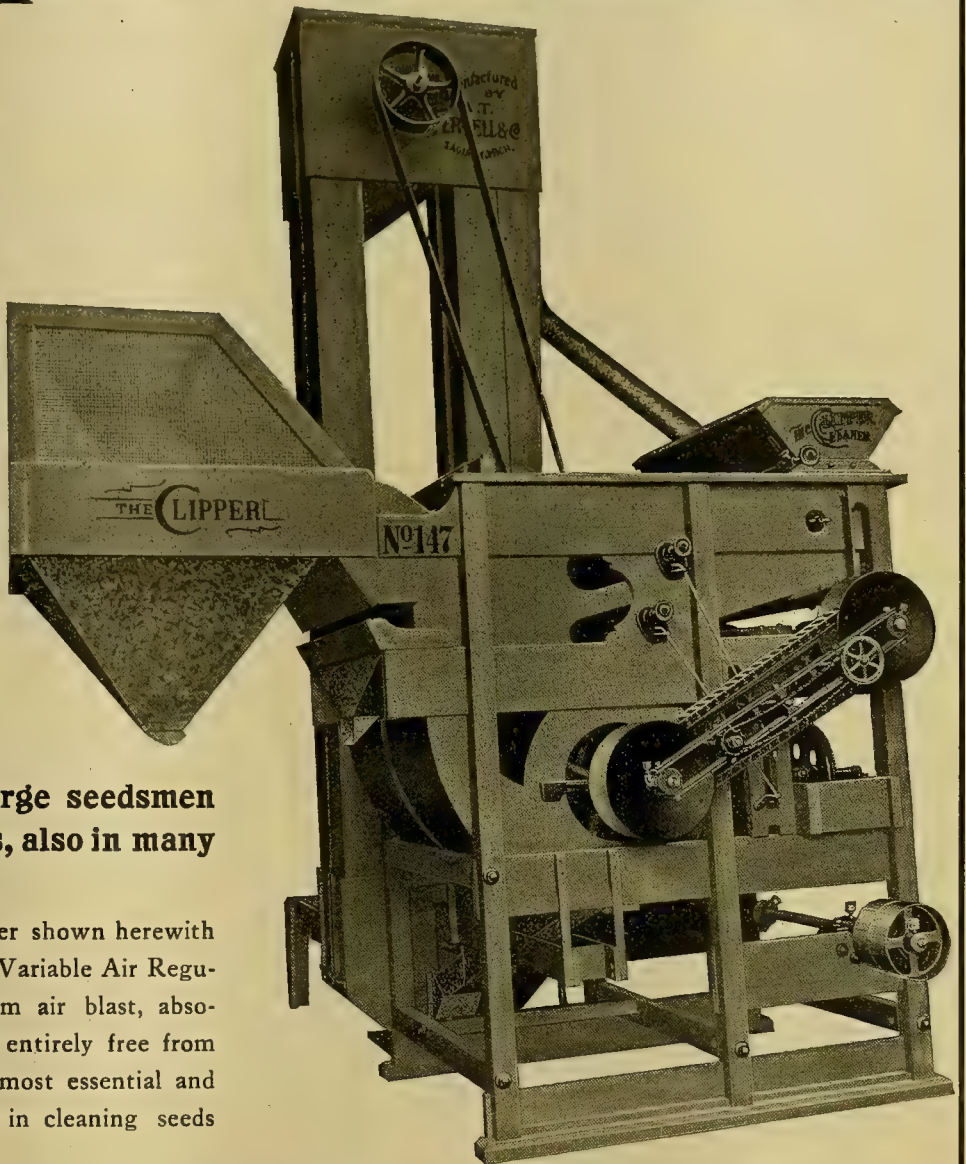
The No. 147 Cleaner shown herewith
is equipped with our new Variable Air Regu-
lator. A perfectly uniform air blast, abso-
lutely under control and entirely free from
fluctuation is one of the most essential and
important considerations in cleaning seeds
and grains.

Different kinds of seeds and grains, and, different conditions of the seeds or grains, call for varying strength of the air blast used in separating the dust, chaff, and light shrunk seeds or grain from the heavy, perfect seeds and grain. The Clipper Variable Air Regulator gives exact control of the air blast at every desired point. "From a Zephyr to a Hurricane" exactly describes the range of air blast that can be secured by this mechanical device. We can produce a blast strong enough to blow out the heaviest grain, or peas or beans, and by an adjustment requiring but an instant reduce the blast sufficient for handling the lightest seeds such as timothy, red top or blue grass.

Write for full description.

MANUFACTURED BY

A. T. FERRELL & CO.,
SAGINAW, W. S., MICH.



France, a firm which for the fourth time since its foundation in 1666, in Metz (Lorraine) has suffered through German invasion.

Although absent from business, Mr. Payn still remains connected with the firm, and his American friends will be informed in due time concerning crop conditions and they will receive prices for the seeds of the 1918 harvest, which promises to be quite normal. He regrets, of course, to be away from business for the time being, but his spirits are heightened by the thought of his doing his duty as a soldier, and serving the red, white and blue flag, the emblem of right, courage and liberty. He sends his heartiest wishes to all his friends, and all those who have joined the allied troops, and calls out to them, "To the end and to victory."

Omaha Seed Trade.

Henry G. Windheim, president of the Nebraska Seed Co., has passed through a federal grand jury investigation with clean hands, following the attempt of a local newspaper to have him indicted for throwing away onion sets, on the alleged grounds that he was unpatriotic. Mr. Windheim showed clearly that there was an immense surplus of red onion sets in this city this year; that he had hundreds of bushels which he could not sell after the season was over, and, although admitting that he had thrown fully 100 bushels in the sewer, he said they were the culls which had rotted on his hands, and the storage room was badly needed for other stocks. The newspaper made much of the fact that some of the onion sets had been thrown away and sought to represent such action as a waste of food, but it was clearly shown that the sets, even when sound, are not food, but seeds, and it was also made evident that the Nebraska Seed Co. had sold all the sets it was possible to dispose of and the balance must either rot in the store or in the sewer, as there was no further demand for them. When the newspaper notoriety started, Mr. Windheim offered to give away hundreds of bushels of the sets, but insisted that people take them from the sidewalk, as room for them could no longer be spared inside the establishment, and quantities were accordingly dumped on the curb for people to pick up. Some of the newspapers took wagonloads to give away, but the rush was not unusually heavy. The attention of the grand jury was also called to the situation in which the firm would be placed if, after selling all the sets possible until the retailers were loaded up, the balance of the company's stock in the warehouses was offered free to the public, an injustice to the retail seedsman, who, after buying full stocks, hoped to sell the same.

Seedsmen are complaining of the fact that so much of their line of business is handled nowadays by the department stores that the store specializing in seeds and plants finds it harder and harder to meet the competition that is thrown in its way everywhere. It is an established fact that 80,000 rose bushes were sold through the department stores here this spring. Along this line, it is noticeable also that not all of these rosebushes grew and produced flowers. This is not displeasing to the seed houses, for it is an evidence that the public cannot well depend upon the department store, the "jack-of-all-trades" store, to handle first-class

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

stock in this line. Even the 10-cent stores here have handled lines of this kind. It was also noticeable that they frequently sold bushes the roots of which had apparently been dry for many moons, and the average buyer who thought he was getting something cheap did not know the difference until he found that his plants did not grow. Some of the seed houses are planning an active campaign of advertising next year to bring out the fact that the public, in these matters, cannot afford to be satisfied with anything but the best; that they must cultivate the habit of coming to the seed stores, to the specialists, who know how to handle these things, instead of to a store where the shopgirl sells you socks with one hand and rose bushes and shrubs with the other, and knows as little about one as the other.

A. E. L.

The Late William C. Beckert.

In the death of William C. Beckert, which occurred May 11, announcement of which was made in our issue of June 1, page 1,000, the seed trade of Pittsburgh, Pa., feels the loss of one of its best known and respected members. He had been ill for several weeks, but the family had hopes for his recovery. Up to that time he enjoyed the best of health and was at his business every day.

Mr. Beckert was born in Allegheny county in 1853, and his early days were spent in the trucking business with his parents. When 23 years of age, he traveled considerably, visiting the western part of the United States and Australia and Honolulu, where he gained much experience in the seed line. He entered into the business with his brother, Theodore, in 1860. The firm continued several years under the name of Beckert Bros., when Theodore withdrew and the firm was known as W. C. Beckert until 1914, when it was incorporated, changing the firm name to Beckert's Seed Store. Several faithful employees were taken into the firm at that time.

Mr. Beckert is survived by his widow, one son and three brothers, all of Pittsburgh. He will be sadly missed by all who associated with him.

Puget Sound Cabbage Seed.

Seattle, Wash., May 29.—The Chas. H. Lilly Co. reports that while the acreage of cabbage seed in the Puget Sound district for 1918 is somewhat larger than in any previous year, the yield will not average over 25 per cent of a crop, due to unusual weather conditions last winter, the most severe in the 15 years that the firm has been growing this item. There was considerable damage from excessive rainfall, and thaws which brought the snow down from the mountains and flooded the valleys, after which the land on which the crop was planted froze. This condition was repeated with greater severity than the first time, and much of the stand was completely destroyed,

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Pratt & Light Sts., BALTIMORE, MD.

the balance left standing was weakened, and the crop as a whole cut down materially. The fields on high land, which were fortunate in escaping the flood, are looking well at the present time. The company reports a much larger acreage for 1919 than was ever

planted in this section, but it will all be needed, as there will be very little carried over from the small crop this year.

Iowa Seed Dealers' Association.

Owing to heavy rains, resulting in washouts and lack of power on many of the interurban lines, the meeting of the Iowa Seed Dealers' Association, at Des Moines, June 4-5, was not largely attended, but the business session at the Chamber of Commerce, which was called on the second day was, nevertheless, an interesting event. An absentee who was much missed was President Frank Page, now in the United States service and stationed temporarily at Ithaca, N. Y. One of the most prominent speakers was Charles Page, the first president of the association, his remarks being listened to with much interest, as were those of Mr. Redfern, of the state dairy commission; Messrs. Jarnegen and Clark, of the Iowa Farmer; F. J. Wright, of Successful Farming, and others, many of them members of the association.

Officers were elected for the ensuing year as follows: C. E. Atherton, Deep River, president; O. Lorenz, Des Moines, vice-president; A. M. Eldridge, Shenandoah, secretary; Hon. John T. Hamilton, Cedar Rapids, treasurer.

Canary Island Onion Seed.

Regarding shipments of Bermuda onion seed from Tenerife, Canary Islands, Frederic C. Varela, at that place, writes, May 13, that transportation of the crop this year is almost impossible, due to the activity of German submarines, and the Spanish Mail Co. has decided to stop further sailings to Cuba and the United States until absolute assurance is given that they will have nothing to fear from U-boats. Last year, according to Mr. Varela, under less aggravating conditions, Secretary of Agriculture Houston told Senator Garner of Texas that "the onion seed from Tenerife would be forthcoming as usual, even if necessary to send warships to bring it over." The moment for action of this patriotic decision has now arrived, Mr. Varela says, and appeals to congressmen are urged, supporting the petitions that are now being made by Texas and other states for aid in transporting the crop not later than August 5-10. It is estimated the crop of Bermuda onion seed in July will be 80,000 pounds less than in 1917.

New York Seed Trade.

The stock and fixtures of the store of William Elliott & Sons, 42 Vesey street, were sold at public auction, June 4, William Elliott acting as auctioneer. The firm is retiring from business. Representatives of practically all the seed stores of the city were present, and the results of the sale are said to have been satisfactory. Various stock and fixtures went to Vaughan's Seed Store, W. E. Marshall & Co., Burnett Brothers, Joseph A. Manda, a florist of West Orange, N. J., and others.

During the past week, Peter Henderson & Co., have had at their store a fine exhibit of peony blooms. Their "Peony Guide", which lists 450 varieties, was in demand, and many copies were given away.

Burnett Brothers, having bought the building at 92 Chambers street, will remove to it, from Number 98, about September 1. A. F. F.

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

BUFFALO, N. Y.—The Garden League of this city has started a drive for 2,000 additional war gardens, there being hundreds of acres of vacant lands for which no applications have been received.

Beans Nutritious.

The protein content of beans is large, being about 22 per cent, and twice that in the soy bean, with which we are just becoming acquainted. Measured by calories, one pound of the ordinary beans is equal to two pounds of round steak or 18 eggs. It would take five pounds of potatoes to balance one pound of the beans.

Prices of Indoor Fruits and Vegetables.

CHICAGO, June 11.—Cucumbers, 2-dozen box, \$1.25 to \$1.60; celery, crate, \$3.50 to \$4.00; leaf lettuce, per box, 15 cents; radishes, per 100 bunches, \$2.00 to \$2.50; tomatoes, 6 baskets, \$5.25 to \$5.50.

NEW YORK, June 10.—Celery (Florida), per crate, \$1.00 to \$4.50; cucumbers, 50 cents to \$4.00 per basket; mushrooms, 60 cents to \$4.00 per 4-pound basket; tomatoes, per pound, 15 to 30 cents; lettuce, per package, \$1.50 to \$2.50; radishes, per 100 bunches, 50 cents to \$1.00.

Seedlings and Fungoid Diseases.

During the discussion of Edmund A. Harvey's very excellent paper on "Coal Conservation and Greenhouse Crop Rotation," at the recent meeting of the Florists' club of Philadelphia, some valuable cultural points were brought out. Otto J. Thilow spoke of a lettuce disease, which had baffled the best growers, a scald or sloughing of the outside leaves, just as the head was finishing. This, after a number of experiments was found to be due to sowing the seed and growing the young plants in very rich soil. Seed was sown and young plants raised to good size in sterilized soil, without manure. They were then planted in pure manure, came along rapidly, and headed perfectly without a trace of the disease. Mr. Thilow said seedlings were plant babies, and should not be given rich stimulating food until they were able to digest it. Much of the trouble of seedlings and young plants rotting off in the infant stage was caused by too rich soil. Such stock would contract fungoid diseases that would perhaps not develop until the blooming period, which after infancy, is its most strenuous time, then if anything latent is in its system, it will make its appearance. Seed and seedlings should be planted in sterilized soil or at least that which is free of manure or other fungi producing material.

Mr. Harvey said he had found tomatoes, planted in the house March

1, after peas a very good crop; these had come into fruit the last of June and had brought 25 to 30 cents a pound, lasted until the middle of August, and then sold for 10 to 12 cents. Arthur Niessen knew of quite a few grower retailers, who found a good summer demand for hothouse tomatoes in their stores.

The fuel and labor problems were discussed freely, but until the situation crystallizes, no one seemed disposed to say just what they would do. Mr. Thilow thought it would be safest considering labor and coal prospects, to shut down 50 per cent of the place farthest from the boiler. Robert Craig spoke of the difficulty of getting bituminous coal at the legal price of \$3.20 per ton, plenty at \$4.10 at the mines and immediate delivery. They would have to grow fewer of the tropical plants such as crotons, dracenas and pandanus, which took a temperature of 70 degrees, and devote their available space to stock which could be grown in 60 degrees. This would save half the coal.

Greenhouse Insects.

By the careful use of hydrocyanic-acid gas, practically all insects infesting the foliage of ornamental plants in greenhouses may be controlled more cheaply and effectively than by any other means, according to a bulletin just issued by the United States department of agriculture entitled "Fumigation of Ornamental Greenhouse Plants with Hydrocyanic-Acid Gas," by E. R. Lasscer and A. D. Borden.

It is pointed out, however, that in fumigating a greenhouse containing a large variety of plants, even when using the correct quantity and under just the right conditions, there is risk that the tender growth of some plants may be injured. This injury is not permanent, however, and such plants will show new vigorous growth in a short time. The growth of many plants is stimulated by hydrocyanic-acid gas.

The chemicals required for the fumigation are sodium cyanid containing not less than 51 per cent cyanogen, or potassium cyanid containing not less than 38.4 per cent cyanogen, sulphuric acid 93 per cent pure, and water. Cyanid for fumigation purposes should be practically free from chlorin.

PRECAUTIONS TO BE TAKEN.

Fumigation should not be attempted in daylight, the department warns, or when the temperature in the house is below 50 degrees F. or above 70 degrees F. Cyanid is one of the most poisonous substances known and extreme care must be used in its handling. The chemicals must not be within reach of those unacquainted with their nature, and must always be plainly labeled. Among other measures of care are the following: Chemicals should be handled preferably with old gloves used for no other purpose; the acid must not touch clothes or skin. The water must not be poured on the acid; put the water in the generator first and then the acid.

The person who places the cyanid in the water and acid must leave the greenhouse immediately, and persons must never enter a fumigated house until it is thoroughly aired. To insure this, some arrangement must be provided by which the ventilators can be opened from the outside. Danger signs must be posted at all entrances, and the house tightly closed before the fumigation begins, and a greenhouse adjoining a dwelling should not be fumigated without previously notifying the residents of the dwelling.

These precautions and others, together with a fumigation table which tells of chemicals to be used for various insects on a great variety of plants, are given in Farmers' Bulletin 880, which will be sent free on request from the United States department of agriculture at Washington. The bulletin is of interest only to those who own or operate greenhouses.

CHATHAM, N. J.—James Wagner, of the Wagner Rose Co., has joined the colors and is at Camp Dix, Wrightstown, N. J.

BALTIMORE, Md.—Charles M. Wagner, of the Hamilton Greenhouses, at Mt. Washington, has resigned his position to become superintendent of a private estate.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

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and Restoring old Lawns, Polo Grounds,
Tennis Courts, Putting Greens, Fair
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All of the finest re-cleaned seeds.

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Northern Greenhouse Grown Seed
100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
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The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President; J. R. Mayhew, Waxahachie, Tex., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-third annual convention will be held at Chicago, June 26-28, 1918.

Ellwanger & Barry to Dissolve.

The Ellwanger & Barry Nursery at Rochester, N. Y., the oldest nursery in that part of the country is to be dissolved according to report. The firm was organized in 1840 by George Ellwanger and Patrick Barry, both of whom are dead. When the concern was established, apple growing in Western New York was undeveloped. Appreciating the possibility of soil and climate, the company organized, and was one of the principal factors in developing the fruit business in that section.

Continued encroachments of the city on land used for nursery purposes are given as the reason for dissolution. William C. Barry, for 25 years president of the Western New York Horticultural Society, was president of the company at the time of his death, about two years ago.

American Association of Nurserymen.

CHICAGO CONVENTION PROGRAMME.

As announced in our issue of June 8, page 1048, the forty-third annual convention of the above association will be held at the Hotel Sherman, Chicago, June 26-28, the business sessions in the Crystal room, with the exhibits in the West room, adjoining.

The opening session will be called to order at 10 a. m. Wednesday by the vice-president in the absence of President Lloyd C. Stark, now serving with the colors as major of field artillery at Camp Lee, Va. Following the invocation by Rev. C. S. Harrison, York, Neb., the "Glad Hand" will be extended by George M. Spangler, Jr., of the Chicago Association of Commerce. A message from Major Stark will be read, and the balance of the session will be devoted to reports of chairmen of various committees, closing with an address by Dr. E. C. Stakman, of the United States department of agriculture, on "Banish the Barberry and Save the Wheat."

At the afternoon session, Secretary-Counsel Curtis Nye Smith and Treasurer J. W. Hill will present their reports, and L. D. H. Weld, of Chicago, will address the meeting on "Marketing Methods." The special order of business for the afternoon will be the presentation of the resolution and amendment to the constitution. At 7:30 in the evening, there will be a meeting of the state vice-presidents, which will be followed at 8:30 by a "get-together" reception and banquet.

Thursday's programme will be devoted to a number of papers and discussions on timely topics, among them the following: "Market Development," report of temporary committee; report of publicity committee, by F. L. Atkins, chairman; the booklet, "Home Grounds," from the publisher's standpoint, presented by J. Horace McFarland, and from the user's viewpoint, by O. Joe Howard, Pomona, N. C.; "Costs, Profits and Income Tax" by Alvin E. Nelson, Chicago, followed by

a discussion led by Arthur H. Hill and Guy A. Bryant. Following the election of officers, the morning session will adjourn. The afternoon meeting will be featured by a paper on "Fuel Conservation" by Osborn Monnet, of the United States fuel administration, and there will be four-minute talks by E. C. Hilborn, W. H. Wyman, R. D. Underwood and J. R. Mayhew on "Wartimes and the Nursery Business." In the evening there will be meetings of the American Nurserymen's Protective Association and the Retail Nurserymen's Protective Association.

The Friday morning programme consists of addresses by E. P. Bernardin, Parsons, Kan., on "Standardizing and Bunching of Nursery Stock" and by E. H. Smith, York, Neb., on "The Retail Salesman."

The entertainment committee has arranged for a number of interesting and enjoyable features, including a theater party, trip to Great Lakes naval training school, and a visit to the Art Institute among others.

New Chinese Lilacs.

Many of the lilacs discovered by Wilson and other travellers in the recent explorations of western and northern China are now so well established in the Arboretum and in a few other American gardens that it is possible to form an opinion of their value. Observations of the living plants show that too many species were made when botanists had only the dried specimens sent home from China to work with. Now that most of these plants have flowered in the Arboretum and have been again studied it appears that Syringa Wilsonii and S. Dielsiana are the same as S. tomentella; that S. Sargentiana is a variety of S. Komarowii with a pubescent calyx; that S. tetanoloba is S. Sweginzowii, and that S. Rehderiana is probably only a pubescent form of S. tomentella. S. Komarowii Sargentiana is not in the Arboretum collection and probably has not been introduced. S. Rehderiana, S. Potaninii and S. verrucosa are still unknown in gardens. As a garden plant the handsomest of the new Chinese lilacs is Syringa reflexa, which Wilson discovered in western Hupeh. This is a tall broad shrub with leaves resembling in size and shape those of S. villosa. The flowers have long slender corolla-tubes and are borne in long, wide branched, open, drooping clusters; the flower-buds are red but as the flowers open the corolla becomes dark rose color except the inner surface of the lobes which is white. The wide drooping clusters, and the contrast in the colors of the inner surface of the corolla-lobes and its tube, make S. reflexa one of the handsomest and most interesting of the new Chinese lilacs. Next in merit probably as an ornamental plant is Syringa Sweginzowii. This, too, is a tall shrub but the branches are not as stout as those of S. reflexa, and the leaves are narrower, pointed at the ends and pale on the lower surface. The flowers are produced in broad erect clusters and are pale rose color and half an inch long. The flower-buds are of a peculiar brownish green color, and as the flowers open gradually from the bottom to the top of the cluster the contrast between the open flowers below and the closed buds above give this plant a peculiar appearance during the week or 10 days the flowers are opening. This lilac was first made known through plants raised in the Arboretum of Max von Sivers at

Riga in Russia from seeds sent from some place in Mongolia or northern China, the name of which is not recorded. Later it was found by Wilson in western China, but the plants growing in the Arboretum were obtained from the nursery of Regel & Kesselring in Petrograd. S. Komarowii has leaves which resemble those of S. reflexa but the flowers are produced in short, compact, nearly cylindrical clusters nodding on long stems. The flower-buds are bright red and very conspicuous, and the open flowers are deep rose color. This lilac sometimes blooms profusely when still a small bush. Syringa tomentella promises to grow taller than the other new Chinese lilacs for some of the plants in the Arboretum are now nearly 10 feet high. The leaves resemble those of S. villosa, and the flowers are pale rose color or white, and are borne in narrow erect clusters. None of the Arboretum plants have ever produced many flowers and S. tomentella promises to be one of the least desirable of the new lilacs as a garden plant. Syringa Julianae flowers earlier than most of the new Chinese lilacs and the flowers are already fading. As it grows here this is a compact low shrub nearly as broad as high, and for several years has covered itself with short clusters of rose-colored and white fragrant flowers. Related to the Chinese S. pubescens, it blooms much later than that and other related species, and is an excellent addition to the list of lilacs which can be grown in our gardens. Syringa Wolfii, which has dark violet-purple flowers in short compact clusters, is another good garden plant in this climate. This species, too, was first cultivated by Von Sivers at Riga, who obtained it from some place in northern China which is not known. The other new Chinese lilacs in the Arboretum, S. Meyerii, S. microphylla, S. pinnatifolia and S. yunnanensis have comparatively little decorative value and are curiosities rather than good garden plants.—Arnold Arboretum Bulletin, June 5, 1918.

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If you want Orchids for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

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A fine flower, and free blooming plant as is well known is produced from our strain which is unsurpassed by any other, both as regards size and color of flower and habit of plant.

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Prices Net Cash With Ord r. Postage Paid.

To insure against possible loss, 5% added to these prices will cover War and Maritime Risk.

Bush Hill Pioneer (white, rose, persicum, persicum mauve, salmon) in packets at \$5 per doz. net, \$7.50 per 1000 seeds. \$20 per ounce.

CHERRY RIPE (New)—nearly scarlet—\$12.50 per 1000 seeds. \$30 per ounce.

Eileen Low (stock exhausted).

MRS. BUCKSTON (bright salmon) in packets \$5 per dozen net, and \$10 per 1000 seeds.

Majestic (white with blush base) in packets \$5 per dozen net, and \$12.50 per 1000 seeds.

Purple Prince (foliage like St. George, flowers lovely purple) in packets \$5 per dozen net.

PINK PEARL (New)—a lovely pale salmon—\$10 per 1000 seeds. \$25 per ounce.

Persicum (white with red eye) \$4 per 1000 seeds. \$10 per ounce.

Persicum Rose (bright rose colored variety) \$4 per 1000 seeds. \$10 per ounce.

Persicum Mauve (a delicate mauve with carmine eye) \$4 per 1000 seeds, \$10 per ounce.

Phoenix (a lighter red than Vulcan) \$4 per 1000 seeds, \$10 per ounce.

Princess May (gigantic rose with purple base) \$4 per 1000 seeds, \$10 per ounce.

Papilio (Butterfly Cyclamen) in white, red, rose mauve shades, Persicum) \$7.50 per 1000 seeds, \$20 per ounce.

St. George (the silver leaf Cyclamen) in packets \$5 per dozen net.

Scented (possessing the true old Cyclamen perfume) in packets \$5 per dozen net.

SALMON KING \$6 per 1000 seeds. \$12.50 per ounce.

Sunset (bright orange salmon) \$12.50 per 1000 seeds. \$30 per ounce.

Victoria in packets \$5 per dozen net; \$10 per 1000 seeds.

Vulcan (deepest red, blood red Cyclamen) \$4 per 1000 seeds, \$10 per ounce.

White Swan or Charming Bride (giant white) \$4 per 1000 seeds, \$10 per ounce.

CYCLAMEN SEED of the various colors mixed, \$10 per ounce.

Dry bulbs for growing on can be shipped August onwards at \$15 per 100.

STREPTOCARPUS SEED of the finest strain, \$10 per ounce. \$2.50 wholesale packet, net.

STUART LOW CO., BUSH HILL PARK, Middx., Eng.

Mention the American Florist when writing.



CALIFORNIA FREESIAS

Better secure your stock now,
samples mailed free.

French Freesias are uncertain this
year and will probably arrive late.



IMPROVED

Size

Per 1000

PURITY

(California Grown)

⅝ to ¾ in., extra fine . \$12.00

½ to ⅝ in., good grade . 7.50

⅜ to ½ in., regular grade 4.00

NEW YORK Vaughan's Seed Store CHICAGO

Mention the American Florist when writing.

PRIMULA OBCONICA

THE FAMOUS CHENIES STRAIN OF GIANT HYBRIDS.

Individual flowers 2 to 2¼ inches across, range in color from dark crimson to beautiful shell pink, per 100 pkts., \$20.00; per doz., \$3.00; retailing at 36c per pkt.

Also CHENIES BLUE

Delightful shades of color, per 100 pkts., \$36.00; per doz., \$4.80; retailing at 60c per pkt.

PRIMULA EUREKA Award of Merit, R. H. S.
May 8, 1917.

Akin to Obconica, but an entirely new form. Compact flower heads of large well shaped flowers carried well above the foliage, rich rosy carmine, shaded cerise, per 100 pkts., \$36.00; per doz., \$4.80; retailing at 60c per pkt.

HURST & SON, Seed Merchants and Growers

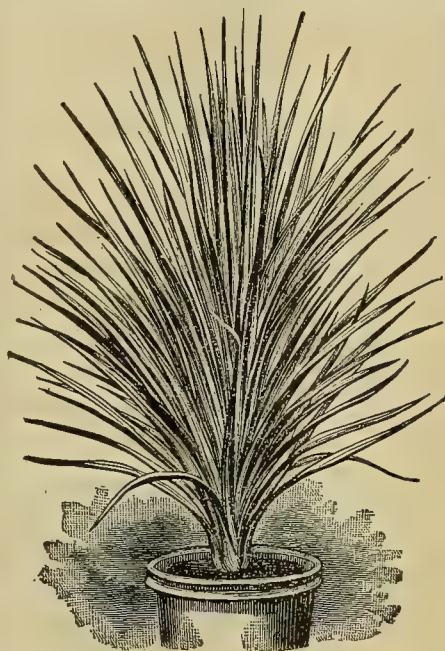
152 HOUNDSDITCH, LONDON, ENGLAND

Cable Address:—"HURST, ALD, LONDON."

WHOLESALE ONLY

TERMS:—Small orders should be accompanied by cash to cover goods and postage. Unknown correspondents desiring credit terms are requested to furnish satisfactory trade references.

Mention the American Florist when writing.



Dracaena Indivisa

2-inch, \$25.00 per 1000.

Vinca Variegata

3-inch, \$5.00 per 100; 4-inch, \$8.00 per 100.

4-inch, (strong) \$10.00 per 100; 5-inch, (strong) \$15.00 per 100.

English Ivy

4-inch \$1.50 per dozen .

George Wittbold Co.

745 Buckingham Place, CHICAGO

L. D. Phone: Graceland 1112.

Columbus, O.

WEDDING DEMAND UNUSUALLY BRISK.

June weddings are a strong feature, the season in this respect being an exceptionally good one. Roses, sweet peas and carnations make up the bulk of stock. There is no lack of them, and carnations are near the glut stage. Indoor gladioli are the chief novelty. No varieties grown outdoors have reached the market yet. Garden flowers of various kinds add to the attractiveness of florists' displays. Firms which do bedding, report that this has been a record-breaking season. Much work had to be delayed because of the scarcity of labor. Fern leaves are still scarce. Awaiting receipts from the new crop in the northwest, dependance is being placed on ferns that grow in the Hocking valley hills of Ohio. They sell from \$2.25 to \$2.50 a dozen. Florists, who have little to complain of the year so far, look forward to a good summer, but are apprehensive about the coal situation later. The inroads being made upon help by the war is another source of anxiety.

NOTES.

Louis Elsass, a Chillicothe, O., florist, was in Columbus the past week looking for greenhouse help, for which he seemed willing to pay almost any price. During the past year he has enjoyed the unique experience of having his business grow from country town volume to one of metropolitan proportions. This is due to the cantonment, known as Camp Sherman, with 40,000 to 50,000 soldiers, having been located at Chillicothe. There are a large number of social functions among the officers which make liberal demand for flowers, and telegraph orders are also very heavy. One difficulty of securing help from out of town, lies in the fact that living expenses in that military city have reached an extravagant point.

W. B. Huddleson, of the T. J. Ludwig store force, was ordered, June 8, to report to Washington, for assignment in the civil division of the ordnance department. Mr. Ludwig's son, Edward, who is stationed in Columbus in the same branch of service, has been

SURPLUS STOCK--CLEANUP PRICES

All 2½-inch Stock.

	Per 100	1000
GOLDEN GLOW CHRYSANTHEMUMS.....	\$2.00	\$15.00
CHAMP WEILAND ROSES.....	4.00	35.00

J. A. BUDLONG, 184 N. Wabash Ave., Chicago, Ill.

Clematis Paniculata Seedlings

\$15.00.....per 1000

Some are fit for 3 and 4 in. pots. Cash with order

SAMUEL V SMITH
3323 Goodman St., Philadelphia, Pa

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist April 6, page 612. Correspondence solicited.

DAISIES

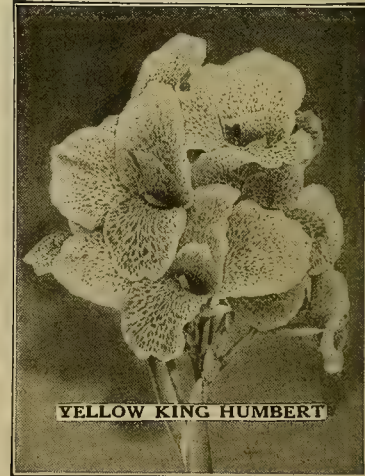
Our Stock Has Been Carefully Selected.

	Per 100
Mrs. F. Sander, 2-in.	\$2.00
Boston Yellow, 2-in.	3.00
Alyssum, Giant Double, 2-in.	2.00
Geraniums, Labeled, 2-in.	2.00
Vinca Variegata, 2-in.	1.75

ELMER RAWLINGS, Allegany, N. Y.

promoted to chief clerk in his department at a local munition plant. William Walker, of the Munk Floral Company, is soon to leave for military duty.

The rose show to have been held by the Columbus Horticultural Society, was called off because of the premature development of many of the varieties. J.



YELLOW KING HUMBERT

Yellow Humbert

The New Giant Yellow Canna
Best in Years

Started Plants, per 100 \$7.00, per
1000 \$65.00.

VAUGHAN'S SEED STORE,
New York Chicago

ST. PAUL, MINN.—A very attractive folder with suggestions for corsages for graduates, colonial bouquets and a list of commencement and sundry flowers, with prices, has been issued by Holm & Olson.

Ready Reference Section.

10 CENTS PER LINE, NET.



ACALYPHA.

ACALYPHA MACAFAEANA. Unusually good stock, 2-inch, \$2.00 per 100; 3-inch, \$3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ABUTILONS

ABUTILON SAVITZII. No better grown—3-inch, \$3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ALTERNANTHERAS.

ALTERNANTHERA AUREA NANA and Jewel. Fine, compact plants, 2-inch, \$1.50 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

ASPARAGUS.

Asparagus Sprengeri, 3-in., \$6.00 per 100; 4-in., \$12.00 per 100. Asparagus Hatcherii, 2-in., \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

ASPLENIUM

Asplenium Nidus Avis (Bird's Nest Fern). We offer fine well furnished plants at 50c, 75c, \$1.00 and \$1.50 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

ASTERS.

ASTERS. Henderson's Invincible (one of the finest for cut flowers), white, shell pink, rose, lavender and purple. Strong plants, \$5.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Asters. Strong transplanted seedlings of Royal and Crego, shell-pink, lavender, white, crimson, 50c per 100. 2½-in. pots of Royal Pink, \$2.50 per 100. GEORGE C. DREW, Hyannis, Mass.

ASTERS, transplanted Giant Branching, separate colors, 75c per 100. ODOR GREENHOUSES, Iola, Kan.

BEGONIAS.

BEGONIAS		
	100	1000
Lorraine, 2½-in. pots.....	\$14.00	\$120.00
Cincinnati, 2½-in. pots.....	15.00	
Mrs. J. A. Peterson, 2½-in. pots.....	20.00	180.00
Mellor, 2½-in. pots.....	20.00	
Julius Roehrs Co.,		
Rutherford,	N. J.	

Now ready for delivery. Begonia Gloire de Lorraine, \$120.00 per 1,000; Glory of Cincinnati, \$150.00 per 1,000; Mellor, \$200.00 per 1,000. Strong, young plants, all propagated from leaf cuttings. J. A. PETERSON & SONS, Westwood, Cincinnati, Ohio.

Begonia. Prima Donna, 2-in., \$4.00 per 100; 3-in., extra strong, \$7.00 per 100. Begonia Vernon, 2½-in., \$4.00 per 100. Begonia Verdun, 2-in., \$10.00 per 100. ERNEST ROBER, Wilmette, Ill.

BEGONIA LUMINOSA. Fine 2-inch, \$2.00 per 100; 3-inch, \$3.00 per 100. THE WAGNER PARK NURSERY CO., Sidney, O.

BULBS.

Large flowering winter blooming (Oct. to May), Oxalis, 5 colors, 6 varieties, \$6.50 per 1,000. Freesia Purity, \$6.50 per 1,000. Refracta Alba, \$6.00 per 1,000. By mail 70c per 100. These make showy pot plants. GEORGE LEAVER, Los Angeles, Calif.

Bulbs. Lil. Giganteum, 7-9 and 9-10-in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Ave., Chicago.

CALCEOLARIA.

Calceolaria, 4-inch in bud and bloom, \$20.00 to \$25.00 per 100. ERNEST ROBER, Wilmette, Ill.

CALLAS.

CALLA ELLIOTIANA (Arum Lily). At present the only dependable new crop lily bulb for 1918-19. Large bulbs (1½ to 2-inch), per 1,000, \$62.50; Mammoth (2 to 2½-inch), per 1,000, \$90.00. Ready in September. VAUGHAN'S SEED STORE, Chicago and New York.

Callas, home-grown, fine stock, ready in August. For sizes and prices, see advertisement on front cover of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CANNAS.

Cannas. Extra strong, 3-in. pots. 100 each Partinope, Rosea Gigantea, Egandale, Black Beauty, A. Bouvier, Philadelphia; 300 Mad. Crozy; 50 each New York, Panama, Crimson Bedder, J. D. Cabos, Francis Bates, Alemanil, Dr. Achenbach. \$5 per 100. Cash. JOSEPH BANCROFT & SON, (INC.), Cedar Falls, Ia.

Canna King Humbert, 4-inch, \$8.00 per 100; 3-inch, \$5.00 per 100; Florence Vaughan, 4-inch, \$7.00 per 100; 3-inch, \$4.00 per 100. Ernest Rober, Wilmette, Ill.

Canna Yellow Humbert, new giant yellow. Started plants, per 100, \$7.00; per 1,000, \$65.00. Vaughan's Seed Store, Chicago and New York.

CARNATIONS.

CARNATION PLANTS.		
	2½-in. pots.	Per 100
Alice		\$3.00
Belle Washburn		7.00
Matchless		3.00

BASSETT & WASHBURN,
178 N. Wabash Ave., Greenhouses
Chicago. Hinsdale, Ill.

Rooted carnation cuttings. Thenanthos and Alice, \$2 per 100, \$18.00 per 1,000; Beacon, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2 per 100, \$15 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

FINE CLEAN STOCK OF BEST KINDS FOR FLORISTS' USE.
Send Us List of Wants,
Catalogue Free.

ELMER D. SMITH & CO., Adrian, Mich.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.
Rooted Cuttings and Cut Back Plants.
Large supply of fine healthy stock, ready for immediate shipment. We have all the best commercial varieties and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

	Cut Back Plants		Rooted Cuttings	
	100	1000	100	1000
Pink Chieftain.....	\$2.50	\$20.00	\$2.50	\$20.00
Dr. Enguehard	2.50	20.00	2.50	20.00
Edw. Seidewitz	2.50	20.00	2.50	20.00
Mrs. Chas. Razer....	2.50	20.00	2.50	20.00
Smith's Ideal	2.50	20.00	2.50	20.00
Oconto	2.50	20.00	2.50	20.00
Buckbee	2.50	20.00	2.50	20.00
Early Frost	2.50	20.00	2.50	20.00
Major Bonnaffon	2.50	20.00	2.50	20.00
Robt. Halliday	2.50	20.00	2.50	20.00
White Chieftain	2.50	20.00	2.50	20.00
William Turner.....	2.50	20.00	2.50	20.00
Margold	2.50	20.00	2.50	20.00
Roman Gold	2.50	20.00	2.50	20.00
Intensity	2.50	20.00	2.50	20.00
White Bonaffon.....			2.50	20.00
Bronze Touse.....			2.50	20.00

POMPONS.			
Mensa	2.50	20.00	2.50 20.00
Buckingham	2.50	20.00	2.50 20.00
Golden Climax	2.50	20.00	2.50 20.00
Golden Wedding	2.50	20.00	2.50 20.00
Diana	2.50	20.00	2.50 20.00
Lula	2.50	20.00	2.50 20.00
Lillia	2.50	20.00	2.50 20.00
Baby Margaret	2.50	20.00	2.50 20.00
Quinola	2.50	20.00	2.50 20.00
Mrs. Beu	2.50	20.00	2.50 20.00
E. D. Godfrey	2.50	20.00	2.50 20.00
Baby Princess	2.50	20.00	2.50 20.00
Mrs. Astor	2.50	20.00	2.50 20.00
Sabey	2.50	20.00	2.50 20.00
Eugene Languelot	2.50	20.00	2.50 20.00
Fairy Queen.....			2.50 20.00
Lillian Doty.....			2.50 20.00
Helen Newberry.....			2.50 20.00

WILETOR BROS.
162 N. Wabash Ave., Chicago
L. D. Phone Randolph 2081.

CHRYSANTHEMUMS.
Oconto, finest large early white, 2-inch stock, \$3.00 per 100.
BASSETT & WASHBURN,
178 N. Wabash Ave., Greenhouses
Chicago. Hinsdale, Ill.

COLEUS.

COLEUS. Best bedding kinds, \$2.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Coleus, mixed, 2-in., \$3 per 100; 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN.

CYCLAMEN. In the following colors: Pure white, white with pink eye, dark red, light red, and salmon.
2½-in. pots, \$8.00 per 100; \$75.00 per 1,000.
3 -in. pots, 10.00 per 100; 95.00 per 1,000.
3½-4-in. pots, \$20.00 per 100.
If only salmon is ordered, the price will be 20 per cent higher.

JULIUS ROEHR'S CO., N. J.

Rutherford,
Cyclamen, Wandsbek type, transplanted seedlings, \$7.00 per 100, \$60.00 per 1,000. Seedlings, \$4.00 per 100; \$35.00 per 1,000. Salmon and Rocco, repots, \$1.00 extra; 2½-in., \$8.00 per 100, \$75.00 per 1,000. Six varieties, equally divided, Cyclamen bulbs, mixed, first size, \$10.00 per 100; second size, \$6.00 per 100. ERNEST ROBER, Wilmette, Ill.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CYCLAMEN.

CYCLAMEN. Best strain of cyclamen grown, in 2½-inch pots. Varieties: Salmon Pink, Light Pink, Blood Red, Pure White and White with Red Eye. \$7.50 per 100 or \$65.00 per 1,000. Cyclamen Seedlings, from three to five leaves, at \$5.00 per 100 or \$40.00 per 1,000.

J. H. FIESSER,

North Bergen,

N. J.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

Dracaena Indivisa, very fine, 5-in.; \$25 per 100. HARRY HEINL, W. Toledo, O.

Indivisia, 2-in., \$3 per 100; 3-in., \$6 per 100. ERNEST ROBER, Wilmette, Ill.

DAISIES.

Daisies. Yellow Boston, 2-in. and 3-in., \$4 and \$6 per 100. ERNEST ROBER, Wilmette, Ill.

ECHEVERIAS.

Echeveria, strong 3-inch pots, \$4 per 100. Cash. JOSEPH BANCROFT & SON (Inc.), Cedar Falls, Ia.

FERNS.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Boston Ferns. Fine bushy plants, ready to ship, 5-in., \$4.85 per doz., \$35 per 100; 6-in., \$7.50 per doz., \$60 per 100. A. Henderson & Co., 211 N. State St., Chicago.

Ferns. Table, good assortment, 2½-in. pots, \$3.00 per 100; Holly ferns, Cyrtomium Rockfordianum, 4-in., \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Ferns, Boston, out of bench. \$15.00 and \$20.00 per 100. Verona, 2-inch, \$8.00 per 100; 5-in., \$35.00 per 100. Japanese Fern bulbs, started, 50c each. ERNEST ROBER, Wilmette, Ill.

BOSTON FERNS. Extra heavy, from 6-inch pots, \$6.00 per doz. THE WAGNER PARK NURSERY CO., Sidney, O.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbach, Ferndale, Askov, Minn.

FEVERFEW.

Feverfew. Strong transplanted, per 100, \$1.00. ODOR GREENHOUSES, IOLA, KANS.

FREESIAS.

FREESIAS. Improved Purity. Extra size, ¾ to 1-inch, per 1,000, \$12.00; ½ to ¾-inch, per 1,000, \$7.50; ¼ to ½-inch, per 1,000, \$4.00. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

GERANIUMS.

GERANIUMS. Special this week. 10,000 Poitevine, 2½-in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks, \$2.50 per 100, \$25.00 per 1,000. Other standard varieties same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

Geraniums, variegated, 2-in., \$5 per 100; 4-in., \$12 per 100; S. A. Nutt, 2½-in., \$4 per 100; 4-in., \$8 per 100. Madam Sallerol, 2-in., \$3 per 100; 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons. Co., White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GLADIOLUS.

Gladioli, last call. America, pink, \$2 per 100, \$18 per 1,000; Francis King, scarlet, \$1.85 per 100, \$17 per 1,000; Pendleton, 2nd size, \$5 per 100, \$45 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

Gladioli. Regular grades; also stock for immediate planting. For varieties and prices, see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GLOXINIAS.

Gloxinias, blue, white, red, spotted, \$3.50 per 100, mixed, \$3.00 per 100. James Vick's Sons, Rochester, N. Y.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Ala.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HYDRANGEAS.

Hydrangeas for growing on. 2½-in., General de Vibraye, La Lorraine, Lily Mouillere, Mme. Maurice Hamar, Radiant, Otaksa, \$4.50 per 100, \$40.00 per 1,000. Jackson & Perkins Co., Newark, New York.

IVIES.

English Ivy, 4-in., \$1.50 per dozen. George Wittbold Co., 745 Buckingham Place, Chicago.

English Ivy, very fine, 4-in.; \$15 per 100. HARRY HEINL, W. Toledo, O.

LANTANAS.

Lantanas, mixed varieties, pink, yellow and red, 2-in., strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laello-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veltchii, nicely variegated, large specimens only, at \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

PETUNIAS.

PETUNIAS, single transplanted, Gen. Dodds, Snowball, Howard's Star and Rosy Morn, 75c per 100. ODOR GREENHOUSES, Iola, Kan.

PHLOX.

PHLOX, annual dwarf, Snowball, Fireball and Blue Star; also Drummondii, scarlet, white, and blue. ODOR GREENHOUSES, Iola, Kan.

PRIMULAS.

Primula Obconica, Chenies Blue and Eureka. For descriptions and prices see advertisement elsewhere in this issue. Hurst & Son, 152 Houndsditch, London, England.

PRIMULA OBCONICA. Fine plants, best colors, 2½-in. pots, \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ROSES.**ROSES.**

American Beauty, 2½ in. choice plants..\$8.00
Cecile Brunner, 2½-inch 3.00
Shawyer, 2½-inch 3.50
BASSETT & WASHBURN,
Office, 178 N. Wabash Ave.
Hinsdale, Ill. Chicago.

EXTRA FINE 2½-INCH ROSE PLANTS.

	100	1,000
Killarney Brilliant	5.00	40.00
White Killarney	4.00	35.00
Pink Killarney	4.00	35.00
Sunburst	5.00	45.00
Mrs. George Elgar	4.00	

WEITOR BROS.

162 N. Wabash Avenue, Chicago.
L. D. Phone, Randolph 2081.

Roses. Own root 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney and Sunburst. \$7.50 per 100, \$70 per 1,000. Milady and Richmond, \$7 per 100, \$65 per 1,000. 3¼-in. stock, \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

ROSES, 2½-INCH POTS.

Ophelia, \$4.00 per 100; \$35.00 per 1,000.
Sunburst, \$4.00 per 100; \$35.00 per 1,000.
Two-Year-Old Bench Plants.
Richmond, \$5.00 per 100; \$40.00 per 1,000.
GEORGE REINBERG,
162 N. Wabash Ave., Chicago.

2-YEAR-OLD BENCH PLANTS.

2500 Pink Killarney, 2500 Killarney Brilliant and 1500 Irish Fireflame, \$6.00 per 100; \$50.00 per 1,000.
CHICAGO FLOWER GROWERS' ASSOCIATION
182 N. Wabash Ave. Chicago

Rose Plants, 2½-inch pots. Champ Welland, Pink Killarney, Richmond, \$3.50 per 100, \$30.00 per 1,000. My Maryland, \$4.00 per 100, \$35.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Rose plants in bud and bloom, for June planting. For varieties and prices see advertisement on front cover page of this issue. Vaughan's Seed Store, Chicago.

Roses, in bud and bloom, 50c, 75c and up to \$2.00 each. ERNEST ROBER, Wilmette, Ill.

SALVIAS.

SALVIA SPLENDENS and Bonfire. Vigorous, established, 3-inch, \$4.00 per 100, \$30.00 per 1,000. THE WAGNER PARK NURSERY CO., Sidney, O.

Salvia Tricolor, 2-in., \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

SANTOLINA

Santolina, rooted cuttings, per 100, \$1.20. ODOR GREENHOUSES, Iola Kan.

SEEDS.**ASPARAGUS PLUMOSUS NANUS SEED.**

New crop, California lathhouse-grown, now ready:
Per 1,000 seeds\$1.50
ASPARAGUS SPRENGERI SEED.
Per 1,000 seeds\$0.75
ASPARAGUS ELONGATUS SEED.
Per 1,000 seeds\$5.00
Write for prices by the pound.

H. N. GAGE CO., INC.

MONTEBELLO, CALIFORNIA

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed, sugar, flint and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

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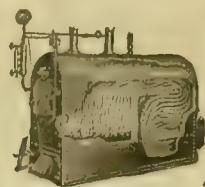


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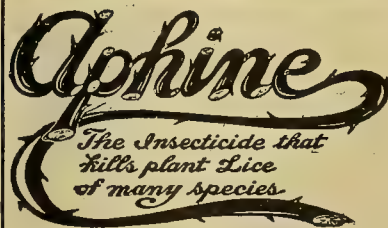
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 Pierce F O Co.... 1100
 Pierson F R Co.... 1
 Pierson A N (Inc).... 1
 Pieters-Wheeler
 Seed Co.... 1086
 Pikes Peak Flo Co 1084
 Pillsbury I L.... 1091
 Pittsburgh Cut Flo Co 1076
 Podesta & Baldocchi 1083
 Poehlmann Bros Co
 Co.... 1066 1067
 Pollworth C C Co.... 1077
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 Potter Floral Co.... 1083
 Pulverized Manure
 Co The.... 1099
 Pyfer A T & Co.... 1071
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 Regan Ptg House.... 111
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 Smith A W & Co.... 1082
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 Vaughan's Seed Store
 I II 1073 1091 1093
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 Vick's Sons Jas.... 1091
 Vincent R Jr & Sons
 Co.... 11
 Walker F Co.... 1081
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 Irrigation Co.... 1088
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Vol. L.

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SUGGESTIONS FOR PLANT GROWERS.

Pot Grown Roses.

The hybrid perpetual or rambler roses after blooming, if desired to force another year, in order to bloom them early should be grown in pots during the summer. They can be pruned back after blooming and lifted, or if in pots should be repotted. This will require a good, strong soil, composed of two-thirds loam and one-third manure. When potting be sure to give good drainage and pot firmly, ramming the soil down hard. It is impossible to grow roses successfully in a loose soil. The plants should be plunged to rim of the pot outside where they can be freely watered. Avoid, if possible, placing them against the greenhouse or other building or against a fence, but plant them where they will have a free circulation of air and can be sprayed from either side. If planted against a building or in close quarters, they frequently become infested with red spider during the hot weather and it is nearly impossible to get rid of them.

Asparagus Plumosus and Sprengeri.

It is a good time now to plant, reset or renew the soil of asparagus beds, either plumosus or Sprengeri. If the beds are to be set out with young stock preparation should be started at once. Asparagus plumosus does better in solid beds, well drained, with a good rich compost about two feet deep. The plants should be set 12 to 15 inches apart and the shoots be given strings upon which to climb as soon as they begin to grow. But little cutting should be done the first year, as it is necessary that the plants become well established. The old beds should be given a good mulch of half-decayed manure, and if possible, without injury to the roots, removing the top soil. Asparagus Sprengeri can be successfully grown in the bench, but also requires a good rich soil. The young stock the first year should be planted

10 to 12 inches apart, and will produce many stems that can be cut. The beds that have produced this year will require a renewal of the soil. It is better to replant than to try to renew the soil in the bench. The plants are great feeders and the bench is generally full of roots after a year's growth, and it will be found difficult to keep the bench watered during the spring of the second year. If the plants are too close together, they can be given more space in resetting. Good large plants will do better if set about 15 inches apart. If a mulch is attempted, care should be taken to use no fresh manure, but manure that is well rotted. The ammonia that arises from fresh manure will affect the plants, turning the foliage light and in severe cases the foliage will become nearly white, making it worthless.

Mignonette.

To be able to cut fine spikes of mignonette in early winter will require an early start, and although it demands care and attention to germinate small seeds during hot weather, yet it will be necessary to sow seed early in July in order to have a cut in by the holiday season. A north propagating house is one of the best locations for the sowing of seeds in summer. Mignonette does not transplant from the seed flats successfully, so it is better to sow it in 2½-inch pots, five or six seeds to a pot, which can be thinned out to one or two plants as soon as they are large enough to select the strongest. Some growers prefer to sow the seed in hills in the bench, but to grow the large spikes of this flower requires a soil very heavily manured, and the constant watering often sours the soil before the plants have pushed out roots enough to absorb the water. As soon as the plants have attained a height of two or more inches the tip should be pinched or rubbed out, in order that the plant will branch, and again later these branches will have to be pinched off, until there are six or

eight good strong shoots. The plants will grow in most any kind of good soil, but to get the best the compost should be about one-half partly decayed manure well mixed in the soil, and this will produce splendid spikes of bloom. After the plants begin to form their leaves, a careful watch must be kept for the cabbage worm; these worms are very fond of mignonette, are voracious eaters, and soon denude the plant. They are a little difficult to find, being of the same color as the leaf, but are generally found along the midrib of the leaf or on the stem. Growers who cultivate large quantities of this crop screen their ventilation with mosquito netting to keep out the moth which lays the eggs. The plants should be set about one foot apart in the bench and staked or tied in some suitable manner to keep the stems straight and erect.

Cyclamen.

The plants of cyclamen should now be growing rapidly, especially those which were grown from seed sown last fall. These plants should now be in four or five-inch pots and the foliage growing full and strong. If the plants are plunged in a frame, they should be lifted out of the soil occasionally to see that the drainage is not stopped up. There is nothing that will ruin a young growing cyclamen any quicker than to have the drainage get closed and have the soil become sodden with water. Angle worms will often cause this and, if they are detected, should be removed. It is very easy to find whether they are in the pots. If the soil on the top of the pot is rolled into small lumps, it is a sure sign that there are worms in the soil. If there are but a few, the plants can be knocked out of the pots and the worms removed; if there are many, a watering of limewater will soon rid the soil of the worms. The plants that are in small pots should be potted up as fast as they require it, that they may be as large as possible for the holiday season, but do not go to the other extreme and pot in too large pots. As soon as the roots get around the side of the pot, shift them into the next size larger. If the plants are in the greenhouse, a close watch for thrips must be kept during the summer. If the foliage is twisted when the leaf begins to unfold, it is sure to be caused by insects, and the plants should be sprayed with a nicotine solution. To have good plants for the holidays in full bloom, they must be constantly watched and well grown.

Hutchins Memorial Cup.

The Hutchins Memorial Cup, as shown in the illustration herewith, an appropriate tribute to the memory of the late W. T. Hutchins, the great influence of whose writings helped so much in popularizing the sweet pea in America, is the outcome of a thought first suggested by the late J. Harrison Dick and made possible by free offerings of firms and individuals. The cup, which is of solid silver, 24 inches high, is valued at \$250 and will be offered in Section A, Class 1, at the tenth annual exhibition of the American Sweet Pea Society, to be held in Wanamaker's Greek hall, Philadelphia, Pa., June 25-26, in the competition for the finest 12 varieties, 20 sprays to a vase, correctly named. Under the provisions of the award, the contest is open to private gardeners and amateurs only, the cup to be held for one year.

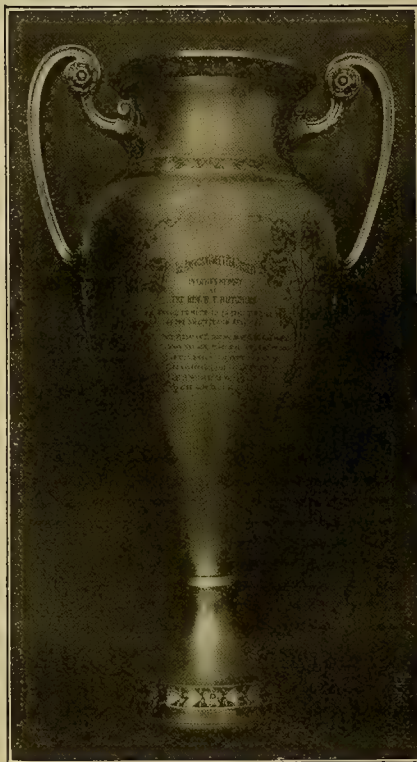
THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Summer in the Flower Shop.

The retailer, particularly in the city store, finds the summer lethargy the bugbear of the business. Rent, labor and a number of other expenses, go on almost the same as in the busy season; the overhead piles up and up, until with but little business to offset it, a large deficit is created which requires as many months of good trade to even up.

While this is the vacation season, and a general let up or decrease in



Hutchins Memorial Cup.

business is to be expected, one must not despair and just drift along, being satisfied to take what offers. The "What's the use" attitude never gets one anywhere, but the man who says, "I can and will," is always found in the front rank, prepared, ready to go over the top at the first opportunity.

In this wide awake dealer's shop, the seasonable stock that is offered will be found displayed to the best advantage. If there is a hurried order for funeral flowers, the stock is pretty sure to be on hand to fill it. Made-up wreaths of all kinds are ready for instant decoration, with suitable boxes for immediate delivery or shipment. Many an order of this kind is lost at this dull season on account of lack of the proper flowers or material. A large assortment is not necessary, but there should always be a few vases of roses, gladioli, Easter lilies and some seasonable outside flowers, together with green. To have nothing to show to prospective customers, is poor business policy, which gives a bad and, too often, a lasting impression.

The store, from the windows to the rear, should always present an inviting

appearance such as one would find pleasure in showing to a brother craftsman who happened along. This is the crucial test. Keep the shop always up to such perfection and trade is bound to increase.

Anniversaries, birthday, wedding and other events even at this season, are more or less frequent, and ideas as to what is best in connection with the available stock should be in readiness to meet each case. A few choice plants in palms, ferns, dracenas and aspidistras, help in the decoration of the store, and are available as gifts for such remembrances.

Even with everything ready and but little demand, time need not hang heavy, and does not to the progressive man, as he can always find work to keep himself and the others occupied. There are busy seasons ahead from which much of the strain is taken by preparing at this leisure time. It may be said to be too early to do this or that, there will be plenty of time later on: but too soon is better than too late. Mossed wreaths and designs will keep, as will also the made-up magnolias and oak leaves; these latter decried at first, appear to have become standard in almost every florist's stock, while many firms find a ready sale for these pieces when decorated with artificial crepe and waxed flowers. Chenille wreaths and stars, as well as immortelle arrangements, can be made up in the idle days of July and August, much better than in the busy winter months. This year, particularly, when transportation is so difficult, all such stock as sphagnum moss, magnolia leaves, immortelles and all bulky material, should be laid in at this time and most of it worked up. It would then be on hand and much of the anxiety of the past year would be relieved.

Wholesale supply men are a unit regarding transportation, and are advising their customers to buy now, stock of all kinds they can find room for, as all indications point to great freight and express congestions the coming winter.

Looking Ahead.

There are many things about the store needing attention, but which one never seems to find time to attend to. There is also scarcely a day passes, when with very little extra pressure, or with just a quickening up in this or that department, more could have been accomplished. A looking ahead and orderly laying out the work of the next day will generally save considerable time. Plants, flowers or supplies that it is found are low in stock, or are wanted for the day's work, can be ordered over the phone. How often it is that just when an order is to be filled, something is found wanting, or the stock on hand is not good enough or will not suit the purpose. Then there is an annoying delay and the added expense and time of a messenger to get the goods desired. It will often be found that long deliveries in the same direction in which the time is marked several hours apart, can be sent by the same messenger, thus saving the expense of another trip.

A run of funeral work develops; if the proper sized frames are not in stock, the order is given at once, and the missing of those on hand seen to. A large piece may need a special box, which is put together and made ready for instant use.

The decoration of the window as planned for early tomorrow is found to need more of this or that stock, which



FLORISTS' TELEGRAPH DELIVERY EMBLEM.

The Design by Herbert Read, Detroit, Mich. was Awarded the Prize of \$200 Offered by the F. T. D., Being Unanimously Chosen by the Committee Consisting of F. C. W. Brown, Chairman; E. A. Feters and George E. M. Stumpp, as the Most Beautiful Among the Many Submitted. The Background of the Globe is Pale Blue, the Earth Orange, the Wings and Telephone, Black and White, and the Roses are in Natural Colors. The Lettering is Dark Blue Shaded With Light Blue on the Pale Yellow Ribbon.

is then ordered to be on hand so as to avoid any delay in this important work.

Planning for a busy day is sure to be of great assistance. With all the work as far advanced as possible and the store force on hand sharp at opening time, or often before, each with his work assigned, action begins at once, and with everything to hand goes forward rapidly. Every order, in addition to its specifications, should have a list of flowers to be used. In the case of weddings or other decorations, the scheme should be all laid out, with rough plan of every room, and complete list of flowers and all accessories and palms required. This greatly facilitates the work.

For all funeral work emblems such system will be a great help; the wreath for \$20 will require certain numbers of this or that kind of flower. Other pieces also have accompanying lists, according to size and price. With this preparation, the right quantity and variety of flowers are ordered in time and put in condition. Roses a trifle tight are opened up so as to be at their best; in far too much of this work, roses are but little more than buds. For sprays, particularly, flowers should be well advanced; the difference between a dozen American Beauties or other large long-stemmed roses, in bud or nearly full flower, is very marked. The same effect can be made with at least one-third less, if the flowers are well advanced. This manipulation of the stock can all be made, with the flowers on hand the night before, that would not be possible with the next day's supply.

As far as possible, the work of the store should be divided, each clerk or employe having his branch to attend to. Much better order and service with less friction is secured by such regulations.

Follow Up the Trade.

One of the large retail fruit and grocery stores of Los Angeles, Calif., which makes a specialty of fancy boxes of California dried and preserved fruit which are generally sent by tourists to their friends at home, address letters shortly after to persons to whom their products have been sent, inquiring if the boxes arrived in good order, and requesting a reply on the enclosed stamped postal card. This system of follow-up must work greatly to the advantage of the firm in gaining new trade, as many would like to order duplicates of such fine fruits when they find out from whom they were purchased.

Retail florists could use this plan to further their business, as customers and those to whom purchases are sent cannot help but be pleased by this attention and evident desire to see that the goods were satisfactory. With the return of the card, the name should be added to the mailing list, as every pleased recipient is a good prospect. Comparatively few dealers take advantage or avail themselves of this method of increasing their business. Mrs. Smith is a good customer. She sends a plant or flowers to Mrs. Brown, who must know flowers, as shown by the fact of the choice of her selection and solicitousness as to its careful delivery. Mrs. Brown is a stranger to your shop, but the careful delivery and the interest shown in your inquiry as to the plant's welfare creates a good impression. The literature of the store, Easter, Christmas and other announcements, will be better received because of the previous inquiry, and very likely a visit to the shop will result.

The customer whose name has not appeared on the book for several months should be looked up. It must

be done in a diplomatic way; there may have been some slight neglect, or the last purchase perhaps was not, for some reason, satisfactory. The sooner this matter is cleared up, the better, as then business relations are resumed. The matter of a wilted fern dish through the carelessness of the maids in watering has caused the loss of customers worth hundreds of dollars a year.

At times of great stress, such as Christmas and Easter, all complaints of plants or flowers received in bad condition should receive immediate attention. "Frozen" plants at Christmas are generally found, on investigation, to need water, but it is better to replace with new plants, particularly if the order was a gift from one of your good customers.

Watering tags, with the name of the firm conspicuously printed on one side, with short cultural directions on the other, attached to all plants save much more than their cost, while the name may be seen by quite a number of people, as the tags are frequently allowed to remain.

It must always be a pleasure to rectify mistakes or call to see what can be done in the matter. To attempt to reason it out your way only makes matters worse. "What would you have us to do in the matter?" is the attitude that holds and satisfies the customer.

FORT STELLACOOM, WASH.—Lucien Le Clere announces the arrival of a baby daughter, Lucille Marie, June 2 at St. Joseph's hospital, Tacoma.

WASHINGTON, D. C.—Congressman Sherley, of Kentucky, has introduced a bill in the house of representatives to make the American mountain laurel the national flower.

Water Lilies for Commercial Use.

One of the choicest summer cut flowers is the water lily. They first came into fame, as a cut flower, when the pink Cape Cod water lily, *Nymphaea odorata rosea*, was offered to the trade of the large cities, where it at once commanded high prices. The ponds, from which these were then obtained, have been so cleaned out that no plants or flowers are now available.

Within the past 20 years, there has been much progress made in the cultivation of this class of plants. About 15 years ago, W. B. Shaw purchased a farm at Kenilworth, in the District of Columbia. Some 12 acres of this was swamp land, which he thought might grow water lilies. He made a small pond, procured some plants, which grew and produced an abundance of flowers. Finally, he determined to go into the business of growing of water lilies, and has now the largest collection grown for cut flowers in this country. The various ponds, which adjoin one another, cover a tract of five acres. Several are given to one variety, while in others, the plants are in rows of one or several kinds, according to the demand. Two-thirds of the ponds are filled with hardy sorts, which remain out all winter without any protection, while the tropical or tender varieties, have to be wintered in the greenhouse. These latter are taken up out of the ponds after they have had good heavy frost, enough to kill the leaves. Small bulbs are formed under the summer or parent root, which are broken off, and kept in damp sand in the greenhouse with temperature of 60°. The old summer root is thrown away. Many plants only produce one bulb, some two or three, and as many as nine have been taken, but this is very unusual.

These small bulbs are planted March 1 in four to six-inch pots in soil and plunged in tanks of water on tables, next the light, which is kept at a temperature between 70° and 75°. They are set out in the ponds June 1-10. Each plant is given a space of eight feet in diameter, which by the time the summer is half over, is completely filled with leaves.

The hardy varieties commence to flower May 10-20. The first were sold this year on May 16. There are 16 ponds in which the water is from eight inches to a foot in depth. *Nelumbiums*, or lotus, are also grown, there being large spaces at the ends of several of the ponds planted with them. These are set out on a board floor to prevent the roots taking too firm a hold in the ground. Here a framework of planks, six inches in width set six inches above the water, through which

comes their tall growth gives access to them when the flowers are gathered. All the other lily flowers are gathered by means of skiffs, which are pushed through the leaves, which grow so close as to leave no portion of the water visible.

The flowers are all picked when in bud, commencing at sunrise, or as soon as it is light enough to see in the morning. A force of from six to eight are engaged every morning in this work. Nearly all stock is sold on order. That for out-of-town florists is packed in pasteboard boxes, on damp fresh sphagnum moss, all of which is shipped by parcels post, special. Local stock for the Washington retailers, is carried to them in baskets. When brought in, the flowers are placed in large tin tubs of water. Mrs. L. Helen Fowler, Mr. Shaw's daughter, who had long been of great assistance to her father, has been manager for the past five years. All the flowers for the various orders pass through her hands. Mrs. Fowler has raised several new varieties, which have found great favor with the trade. *Eugenia Deland* won a gold medal at the Newport, R. I., show. *Rose Arey* is a deep pink, the best of its color in the market today. *Helen Fowler*, another fine deep pink, is a winner. A curious and beautiful variety is one of Wm. Tricker's *Nymphaea* Mrs. Woodrow Wilson, a beautiful blue, which forms a plant in the center of the upper side of each leaf. These grow rapidly and flower, forming a circle of small blooms around the center flowers of the parent plant.

The best hardy commercial cut flower varieties are: *N. Marliacea rosea*, *N. Marliacea albida*, *N. odorata Eugene De Land*, *N. odorata W. B. Shaw*, *N. odorata rosea*, *N. odorata sulphurea*, *N. odorata Helen Fowler*, *N. tuberosa Richardsoni*, *N. tuberosa maxima*, *N. tuberosa cornea*, *N. candidissima* and *N. Gladstoniana*.

The tropical sorts, which are lifted each season, and are best for cut flowers are: *N. zanzibariensis*, *N. zanzibariensis rosea*, *N. Pennsylvania*, *N. Mrs. C. W. Ward*, *N. Mrs. Woodrow Wilson*. In the tender, night-blooming section, best suited for this purpose are *N. devoniensis*, *N. Geo. Huster*, *N. O'Marana*, *N. Bisseti*, *N. dentata* improved. The best of the lotus are: *Nelumbium album striatum*, *N. Shiroman*, *N. speciosum*, *N. Pekinensis rubrum plenum*.

This garden is beautiful in its natural landscape effects, being surrounded by many weeping willows and other native trees, such as *Magnolia odorata*, etc. It is at its height of bloom about the middle of July.

CHRYSANTHEMUMS

Benching the Plants.

The work of benching the plants for cut blooms should be pushed along without delay; the sooner the plants are now put into their permanent quarters, the better is the chance for them to produce fine blooms, and every effort should be made to get the planting finished up before the end of the month. The young plants, now standing in pots, will gradually become hard and weakened as the severe, hot weather comes on, and it is a big advantage for them to be planted while still in a soft growing condition, before the wood has hardened.

The first work to be attended to is the emptying of the benches and overhauling them, fixing up any necessary repairs, both to them and to the house as well; also, do not let up on the painting that needs to be done. If there is any possible chance to do this work, make an effort to attend to it before filling the house again. The scarcity of labor and other conditions are making it hard to accomplish a great deal of work that really needs to be done, but, if at all possible, the painting and repairing should be among the first items to receive consideration. After the repairing has been done, give the inside of the benches and the side walls of the house a good application of limewash. Everything is then ready for bringing in the soil.

Provide a fresh live soil for filling the benches. Chrysanthemums are hearty feeders and need a good soil to produce good blooms. Most growers have their compost pile already prepared, so that when the benches are ready, all they have to do is to bring in the soil. The top sod soil from pasture land, which has been stacked long enough for the sod to have become well rotted, mixed with well-rotted manure in proportion of one part of manure to three parts of the soil, well mixed together, makes a good body for the compost. To this, can be added bonemeal, limestone, or a small quantity of pulverized sheep or cattle manure, in such amounts as each grower has found the soil with which he has to work will stand, but it is not wise to make the soil at the start any richer than is necessary for the plants to make a clean, vigorous growth. After they have become established, any extra nourishment that they may need to get the best results from them, can be supplied by top dressing and mulching. Planted into



WATER LILIES FOR COMMERCIAL USE.

Nymphaea Pennsylvania, the Best of the Blues, at the W. B. Shaw Gardens, Kenilworth, D. C.

very rich soil, the plants often lose some of their roots, or else make a long-jointed, soft growth, which in time, causes the foliage to turn yellow. We find it works well with our soil, to spread a thin layer of well-rotted manure over the bottom of benches before filling in the soil. After the plants have become established, the roots work down into the manure with good results, but the manure should

what on the build of the benches. If they are so that the plants can be worked from each side of the bench, then they can go a little closer, but where the plants have to be reached from one side of the bench only, they must have more room to properly care for them as regards pinching out the side shoots, staking and tying, etc.

After planting, pay close attention to the watering, to prevent overwater-

chance to finish up the planting before they need attention. In this respect again, the success of growing chrysanthemums depends greatly on the close attention of these routine parts of their care as they need it.

A work in connection with the pompon and single varieties that should be attended to closely, is that of topping the plants to encourage them to break away and provide the required number of shoots each plant is expected to carry. This topping should be done gradually while the shoots are in a green state, and not allow the plants to run up to two or three long shoots, and then have to top back to hard wood.

Very quickly after planting, the weeds will begin to appear in the new soil. Allow them to remain long enough to properly handle, and no longer. Clean them out as soon as large enough to pull.

C. W. JOHNSON.

Cat-Tail Preparations.

ED. AMERICAN FLORIST:

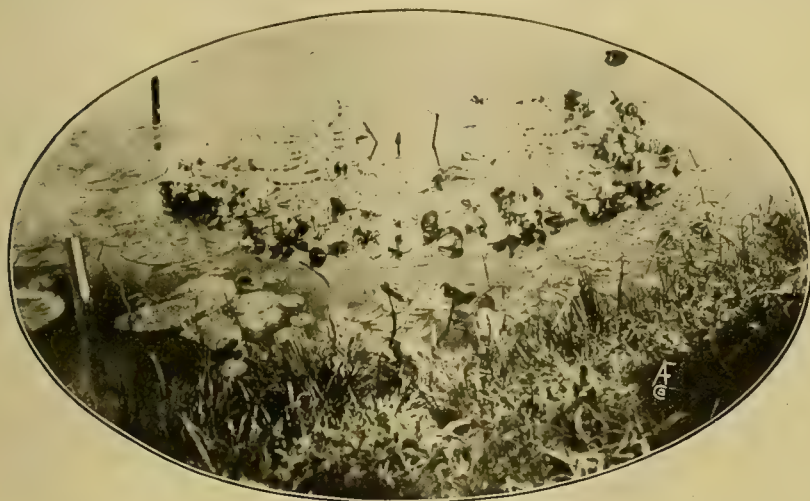
Will you inform us how cat-tails may be preserved, dried or cured so that they may be used during the winter without bursting.

Missouri.

K. F. C.

The secret of preparing cat-tails is in the cutting. They must be gathered when they are just right, not before they have attained their full growth or after the seed is ripened. In the first stage they will not shape up properly, and in the latter condition will be sure to burst and scatter the fluffy interior every time they are handled. It is best also that they be suspended by the stems with heads down while being cured. Those who make a business of handling this stock can tell by the shade of brown in the spike just when to cut. The novice will have to find this out by experiment. The ripe or full heads can be held together by a coating of shellac or transparent glue, but they then always have a prepared appearance which is more or less objectionable.

MERIDAN, CONN.—Chester C. Minden, well-known florist, has purchased the stock and range of the Nampa Floral Co., and will conduct it as a branch.



WATER LILIES FOR COMMERCIAL USE.

Nymphaea Mrs. Woodrow Wilson at the W. B. Shaw Gardens, Kenilworth, D. C.

be well-rotted. Never use fresh green manure.

Fill up the benches even full with soil, firming it down so that it is not at all spongy, levelling it off to make an even surface. Everything is then ready for the planting, which is the next consideration. The first thing in order, is to map out a plan of planting, according to growth of the varieties and their time of blooming. As advised through these columns a few weeks ago, the early varieties and the extra fancy or exhibition stock, should have been planted during May, and if this advice has been followed out, it is not necessary to figure on them in the work now, but if all the planting is still to be done, better results will be obtained by planting each section separately where this can be done. By this is meant, plant the early varieties on one bench by themselves, or in one house if that number of plants are grown, then have a separate space for the midseason varieties and another for the late varieties as well as the pompons and singles. It is then much easier to attend to the plants, and the space becomes available quicker after the crop has been marketed. The pompons and the dwarf growing varieties can occupy the side benches, with the tall growers for the center benches. This plan can be carried out with every section, taking, of course, into consideration the size and strength of the plants at time of planting, it being best to plant the 3-inch pot stock, which have attained a good size, in a space by themselves and another for the 2¼-inch or smaller plants. By doing this, more space between each plant can be given the large plants and less for the smaller ones. The question of the distance apart to plant each plant now arises. The strong growers with heavy foliage should be set 8x9 inches, and those with light foliage 7x8 inches, depending some-

ing before the plants have a chance to become established in the soil. Water well at the roots at time of planting, then wait a few days until the soil shows signs of drying before watering again. Give the foliage a syringing morning and afternoon to keep the plants from wilting as well as to provide a moist atmosphere.

As soon as the plants have become established and are in need of supports, attend to this part of the work as soon as possible. Also pay attention to removing the side shoots and keeping the plants free from insects. It is a good plan before planting, to go over the plants and remove the side shoots. This gives the grower a



WATER LILIES FOR COMMERCIAL USE.

Nymphaea Mrs. Woodrow Wilson at the W. B. Shaw Gardens, Kenilworth, D. C., Short y Before the New Plants Start From the Leaves.

Fuel Economies.

The intensive use of greenhouse space will be tried to the utmost if the order of the federal fuel administration issued April 24 holds good throughout the year. The entire trade are heart and soul in the winning of the war as shown by the great number of men who have joined the colors and by their earnest efforts in all parts of the country in support of the third Liberty Loan. They will no doubt do their utmost to keep up their earning power so as to be able to respond as heartily in the future. To cut off their supply of coal 50 per cent is reducing their producing power to one-half, almost the same as if a manufacturer was only allowed to run his plant three days a week. Necessity, which is said to be the "mother" of invention, will no doubt bring out new and original methods of conserving heat and utilizing greenhouse space such as have never been dreamed of.

Coming at this early date, greenhouse men will have time to plan their winter campaign, select and put in order the various houses best suited for their curtailed output, and bring this active section up to its highest efficiency. All greenhouses should be made as air tight as possible. The modern greenhouse is almost ideal in this respect, but the heat holding power of houses of the older type can be very greatly increased by paint and repairs that will make them absolutely water and weather proof. The addition of only one thickness of tarred building paper to the outside walls of a frame house, has been found to be a great conservator of heat. Outside doors should be made to fit tight, not only at sides, but also at top and bottom. If vestibuled, with an additional outside door, so much the better. Ventilators should shut down tight; far too much heat is lost through loosely fitting and warped ventilators.

The heating plant is very important. Many boilers are entirely unprotected, their outside surfaces exposed to cold drafts that take away much of their efficiency. Even when bricked in, a coating $\frac{1}{2}$ inch in thickness of some mastic preparation fills in the pores of the bricks and adds 10 per cent to the power of the boiler. Many boiler houses are mere sheds; large roomy enclosures that are open at coal chutes, windows and other places, admitting drafts of air in cold weather, that coming in contact with the iron surface of the boiler, absorb much of the precious fire heat. The cost of one or two tons of coal would pay for enough asbestos to cover moderate sized boilers, which amount would be saved in a month. Frequent, almost daily, cleaning of tubes or sections is imperative, the slightest coating of soot rendering the boiler that much less effective.

Much coal may be saved by careful firing; the front fire door should never be left partially open, as is often done to check or hold the fire dormant. This chills the boiler. Air should be admitted by a damper opening into the smoke flue immediately at the rear of the boiler. This holds the fire in check and yet does not chill the hot air and gases which have little draft to carry them rapidly up the chimney, as is the case when the door is open.

Growers have never made such a use of sun heat as they did the past winter. Adolph Farenwald, Roslyn, Pa., who found his forcing rose houses would

stand a temperature much lower than had been his custom, banked his fires and shut off all steam on sunny days. No ventilation was given, all the sun heat being retained in the houses until it was found necessary to start the fires again.

Carnation growers have found that their plants will retain their vigor and health at a night temperature of 42° to 44°, while the standard has heretofore been 48° to 50°. The Chalfont Carnation Co., Chalfont, Pa., ran their carnations during January and February of last winter just so as to keep frost out of the houses; in fact, a few times the plants were slightly touched. There were not many flowers cut in these two months, but during March, the yield was so large that for the

COAL

Growers are again urged to put in their supplies of coal now. There will be much difficulty in securing even the 50 per cent allowance later.

Buy the best quality of coal obtainable. This lasts longer than the inferior kinds and occupies no more space.

The railroads will be unable to transport all the coal needed later in the season.

three months it was even greater than last season, while the saving in fuel was fully one-half.

Sifting the fuel of the smaller grades, using the coarse at night, and the fine to bank or feed the fires during the day, has also been found by some growers to be well worth while.

Self-Dependent Growers.

There is a class of greenhouse men in the neighborhoods of the larger cities who are satisfied to grow but a few things that they can do well. With the assistance of an extra man, and possibly a boy, together with being constantly on the job themselves, they manage, with their 7,000 to 10,000 feet of glass, to turn out enough stock each year to provide a comfortable living and a little something over.

A successful grower of this class is Charles Hartley, of Wyndmoor, Chestnut Hill, Philadelphia, Pa. He specializes in snapdragons and calla lilies, both of which are grown so well that his only problem has been how best to get them to his customers. Two years ago he bought a Dodge car and now beats his old conveyance, the railroad train, in his round-trip journey of 25 miles by a large margin. His snapdragon plants for the coming season, cuttings struck about March 1, are now in 2-inch pots, nice, stocky plants that have been topped twice. The first of these will be planted inside about the middle of June, one house in benches, for early sales. The bulk of his crop is grown in ground beds. July 1, when the old beds have been cleaned off, the soil is given a top dress-

ing of well rotted manure, dug in, and replanted with the stock from 2-inch pots. The colors are a rich bronze, pink, yellow, and white. All of these are selected strains of their respective colors, with other good qualities of close-set flowers, good stems, etc.

The ends of the tables or ground beds next to the shed, which are shaded a portion of the day, are planted with callas, as spider and thrip appear to like and thrive in these darkened spots. The best remedy for all insect pests here is found to be a good strong stream from the hose. Rust has appeared in this stock for the first time late this season; when a spot or two was noticed here and there, the infected leaves were instantly removed wherever seen.

The plants in the ground give the largest cut, with a longer season than those on tables, which, however, can be cut as early as October 1. The crops are regulated, or timed, partly by pinching, the experienced man being able to command crops for all busy seasons. A house planted August 1, in ground beds, which had been cut freely through late winter and spring, is now in full flower, while the earlier houses are nearly over. This latter is the outside house of the range, only 12 feet in width. The wall is of wood, with tarred paper covering. Posts that had rotted out have been replaced with $1\frac{1}{2}$ -inch iron pipe set in cement, a flange at the upper end screwed into the sill, which makes a very firm and lasting job. The pipe posts that support the ridge-pole, set in cement at the outside of the walk, are straight three-fourths of the way, then curved over, and, by means of a threaded cross-iron, are screwed to the ridge. In this placing they are out of the way and appear to hold the house quite rigid.

Too much feeding is not good for snapdragons, inducing a rank, spongy growth.

Godfrey is the only calla grown. These are planted in ground beds, three feet six inches in width, four rows to the bed, about 12 inches apart in the rows. The beds are dried off after Memorial day and lifted about the first of July. The bulbs are cleaned off, all young stock removed, the beds well manured and dug in, and then replanted after July 4. The same soil has been used for three years, and they have done as well the last year as the first. They average three good flowers to a plant. Mr. Hartley has heard of growers who claimed four, but they had never been able to prove it when he called. He has found snapdragon a good outside summer crop. A large field bed, planted May 1, is getting away nicely, and he will cut the first flowers early in July. A later bed to be planted June 1 will come in August 1 and last until frost.

Giant marigolds and two rows of salpiglossis will produce flowers during July that are always in good demand.

Lower temperatures, from 50° to 55°, is the rule during the severe winter weather, but did not appear to save much coal. No air is given at all during the winter months. A scarcity of coal late in the season, when danger of extreme cold weather was over, compelled him to let the fires go. He then aired the houses night and day, leaving it on when the glass showed 30° outside at night. Nothing froze, and the stock finished the season in good shape. Temperatures inside, reduced from 50° to 40°, would save much more coal than

when higher, as they were so near that of the outside weather. Mr. Hartley feels there is an advantage in delivering one's own flowers, as in this way he keeps constantly in touch with the market, and can retard or increase his crops according to demand.

Hospital Flowers' Soothing Influence.

There may be a well meant tendency throughout the country to cut out unnecessary expenditures, and in some cases flowers have been placed in this category, it being even suggested that they be eliminated in commencements and funerals. What would the soldiers say if they were required to march without music? It helps them in their duties and cheers them, and even so must flowers bring cheer to those away from the battle lines. The tender influence of flowers on the inmates of the hospitals for the insane is well known. We have been informed that the florist at one such institution has to keep a most vigilant watch on his flowers, otherwise they vanish and he later finds them in the different wards, soothing and giving the comfort for which God intended them. Of course the patients are supplied with their flowers, but they always clamor for more. To prove that flowers are a necessity, I am making the suggestion that florists at hospitals, state institutions for the insane, etc., give the readers of THE AMERICAN FLORIST and the public in general their experiences along this line. J. P.

Express Your Personality.

How many florists throughout the United States and Canada have felt the personality and prestige of our national campaign backed up with the S. A. F.? Just consider our business as a whole before the campaign and since it started. Do you think with the present war conditions during the past year if we had not started the campaign and also the optimism to keep maintaining same, we would have held our equilibrium, or would we have drifted backward?

Have you felt the personality the campaign has injected into the florist business as a whole as compared to the manner you would have felt if we had never entered the publicity field? Has it increased your desire to keep up the ideals so as to make further progress when times may become normal again? If so, we will have started the pendulum of publicity going for all time.

How proud must be those members who have participated in this our first campaign, to be a part of what has already proven one of the most original publicity campaigns headed by the wonderful slogan adopted, "Say It With Flowers."

To think of what we have accomplished nationally with so little expense is nothing short of wonderment. Some of the ablest advertising men of the country have already commented on our campaign by mentioning the possibilities in store for us if we continue.

Express your personality by sending in your subscription now, so that the campaign will have the continued support of the craft who have the "finest" product on earth to sell, and yet have failed to let 100,000,000 people know about it.

HENRY PENN,
Chairman, National Pub. Campaign.

National Publicity for Flowers.

The secretary spent last week in New England and added considerably to the publicity fund through subscriptions obtained from florists who now realize the immensity of the campaign work and the great good resulting. He takes this opportunity to thank all those who

in any way assisted to facilitate his work and to enable him to make the most of his time. At the present he is working westward with encouraging prospects.

It was confidently hoped at the outset of the campaign that the committees' appeals for funds would meet with ready response if made by mail in the ordinary way. The response did materialize, but it was not nearly large enough to cover the expenditures planned and necessary. The committees then decided that the secretary should make personal solicitations, arranging his itineraries to the best advantage. This he is now doing. It is not a "begging" expedition. Far from it—he is showing florists who are inclined to be incredulous the kind of work the publicity promotion bureau is doing and how results are obtained. He is promulgating the doctrine that "to reap we must sow." With propaganda detrimental to the sale of flowers and plants being freely disseminated through the public press, some of it arising through actual conditions coincident to the times, but much more of it due to maudlin patriotism induced by misdirected imagination, the use of flowers is being assailed as something highly improper. This propaganda can only be combated by publicity for flowers, publicity well directed—organized publicity. This is costly, but if every florist meets his portion of the expense, it is easily met. If you, Mr. Reader, have not yet subscribed, do not delay. The publicity committee should not be hampered in its further work by an insufficiency of funds, but it will be unless greater interest is shown in the campaign. Do not leave it to your neighbor to do what you should do yourself. Many florists have given liberally, and have pledged their subscriptions for four years. No one is expected to contribute beyond his means, but even a little squeeze is warranted in such a cause.

If anyone who has not received a copy of our explanatory broadside will drop us a postal a copy will be mailed at once.

JOHN YOUNG, Sec'y.

Forcing Freesias.

The custom with many growers is to force freesias planted in pots or flats. At the Floracraft Gardens, Moorestown, N. J., where they grow over 20,000, they are planted one inch apart in rows in a center raised bed or table, five feet across. Every 10 feet a cross-rod on posts, either side of the bed, holds a two-inch mesh chicken wire netting in three strips, which supports the stems, keeping the various plants well separated. The strips of netting enable one to reach under from the center when cutting. Otherwise they would have to be reached under the netting from either side. The netting is placed on the surface of the soil before the growth starts, and is raised occasionally as they grow, being careful not to get it so high as to catch the buds or sprays. It is much less trouble than staking and more effective in keeping the flower stems straight. The first flowers were cut the second week in January, and there being several plantings, the crop will last from a month to six weeks. It looked as if they would pay much better than Paper Whites.

NEW BEDFORD, MASS.—The premium list of the New Bedford Horticultural Society has been issued, covering the peony and rose exhibitions in June and the dahlia show in September. Copies of same and further information as to dates may be had upon application to J. M. Taber, secretary, 888 Rockdale avenue, this city.

OBITUARY.

Samuel G. Gedney.

Samuel G. Gedney, a grower of single violets, whose range was at Rosedale, near White Plains, N. Y., died in the Portchester, N. Y., hospital, June 13, following an operation. He was born in Mamaronek, N. Y., in 1858, being a member of the family from which the Gedney Farm hotel of White Plains takes its name. For a number of years he had been growing violets at Rosedale which he sold to New York retailers, among whom he was highly respected. He is survived by his widow, one daughter and three sons. His funeral was held at Grace church, White Plains, June 15, and was largely attended.

A. F. F.

Arthur S. Egbert.

Arthur S. Egbert, 25 years old, son of John E. Egbert, a florist of Graniteville, N. Y., was a member of the crew of the transport, President Lincoln, torpedoed by a German submarine May 31, and his father has been notified by the navy department that he is among the lost. He was a native of Staten Island and enlisted in the navy a year ago. If he had lived to return, it would have completed his fifth trip across the Atlantic since his enlistment. He was a young man well spoken of by friends and neighbors, and there is much sympathy for the family. He is survived by his father and five brothers, one of the brothers, George, also being in the navy.

A. F. F.

Mrs. Mary A. Holt.

Mrs. Mary A. Holt, mother of E. W. Holt, a well-known salesman of greenhouse hose, passed away at her home in Oakland, N. J., June 15, aged 78 years. For many years a widow, Mrs. Holt's life was devoted with an untiring mother love, to the welfare of her children. She was well known to the older members of the New York Florists' Club, of which her son has long been a member.

A. F. F.

FREEPORT, ILL.—The Freeport Floral Co. has moved into more commodious quarters.

RED BANK, N. J.—Hayes Bros. will open a flower shop at Front street and Wharf avenue.

BUFFALO, N. Y.—L. Olszewski has opened a retail store at Broadway and Fillmore avenue.

CHARLESTOWN, ILL.—Mrs. S. W. McClelland has opened a retail store in the First National Bank building.

NEWPORT, R. I.—John W. Gibson, of Gibson Bros., prominent local florists, has been seriously ill for several weeks.

WASHINGTON, D. C.—George C. Shaffer has been appointed chairman of the publicity committee of the florists' club.

KALAMAZOO, MICH.—The flower shop of Erb & Erb has been sold to H. L. Smith, formerly with the Jackson Greenhouses.

DETROIT, MICH.—Herbert Reed, of this city, was awarded the \$200 prize in the design competition of the Florists' Telegraph Delivery.

LEWISTON, IDA.—L. B. Hill, formerly with Hoyt Bros. Co., Spokane, Wash., has purchased the business of the Thompson Floral Co. here.

NEWPORT, R. I.—In addition to conducting his range, Carl H. Jurgens has taken up the coal business as a side line, selling in carlots from track.

THE AMERICAN FLORIST

ESTABLISHED 1885.

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When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO.

"In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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LEAD has advanced to 7.82½ cents per pound.

THE Christmas rose (*Hellebarus niger*) in its various forms should do well in those unheated greenhouses.

ADAM's profession is now and always has been the giant leader of the arts and sciences. The present war, probably the greatest upheaval of the human race, is backing hard and fast upon the land and the grower. The mighty laggards in all other branches of industry have thus far failed to properly distribute what the growers of America have produced.

THE call is out for Commodore Westcott's beach party at Waretown, N. J., June 21.

Bulb Embargo—Official.

Supplementing the communications under this head in our issue of June 15, page 1064, Wm. F. Gude, Washington representative of the Society of American Florists, transmits the following:

June 14, 1918.

Mr. W. F. Gude,
Care of Gude Brothers Co.,
1214 F Street, Washington, D. C.
Dear Sir—Following up our letter of June 11, in regard to the restriction against the importation of bulbs, plants, trees, shrubs, and vines, it should be added that these commodities can be imported when coming as a return cargo from Europe, and then only when ready at a convenient port, and when loaded without delay.

Under these conditions, you will apply for licenses to the Bureau of Imports, War Trade Board, who will issue same in due course.

(Signed) THOMAS M. SLOCUM.

Division of Planning and Statistics.

Another letter on the same subject is as follows:

Washington, D. C., June 17, 1918.
Vaughan's Seed Store,
31 West Randolph Street,
Chicago, Illinois.

Gentlemen: Your letter of June 14 regarding the importation of bulbs, etc., duly received. As we have previously written you, bulbs can be brought in from Europe from a convenient port if ready to put on board without delaying the sailing of a vessel.

As you state, there is usually plenty of room for such merchandise on what is called the "back haul" from Europe.

(Signed) THOMAS M. SLOCUM,
Division of Planning and Statistics.

Society of American Florists.

ST. LOUIS CONVENTION, AUGUST 20-22.

Interest is now centering upon the forthcoming convention, to be held in St. Louis, Mo., August 20-22.

The trade exhibition will, as usual, be a prominent feature of the convention, and, despite these wartimes, bids fair to equal, if not surpass, any previous exhibition. All who contemplated making exhibits last April, when the national flower show was expected to be held jointly with the convention, are bestirring themselves with preparations for the August dates, and Moolah Temple will, it is assured, house a most comprehensive exhibit of the various lines of florists' supplies, plants and auxiliaries. The plans which were issued early in the year are still effective, and will cover the layout of the exhibition. The rate for space is 40 cents per square foot, and the choice of location hinges upon the recognized rule of first come first served. Anyone desiring a plan should make request of the secretary for same.

The local committees in St. Louis are busy with convention arrangements, which, it is safe to say, will be perfect, as St. Louis is familiar with our requirements through previous experience.

As the railroads are now under government control, the flat rate of three cents per mile for transportation will, of course, be in effect, but this is not expected to have any deleterious influence upon the attendance as, this year more than ever, florists feel that the opportunity to meet trade conditions as an organization must not be missed.

JOHN YOUNG, Sec'y.

American Sweet Pea Society.

The annual meeting and exhibition of the American Sweet Pea Society to be held in Philadelphia in Wanamaker's Greek Hall, June 25-26, is looming up to be quite a successful affair. The Sweet Pea Bulletin and schedule of the exhibition, which has just been issued, is a most complete and interesting pamphlet containing much valuable information together with special articles on this subject. Contributions of \$250 have been received which enabled the purchase of a memorial cup of this value in honor and memory of the late Rev. W. T. Hutchins. Exhibits preceded by entries, marked "American Sweet Pea Society Exhibition," care of Wm. Gray, secretary Wanamaker's Greek Hall, Philadelphia, Pa., will be received and properly staged.

The Hutchins Memorial cup is a challenge trophy to be competed for year after year. This year it will be awarded for the finest 12 distinct varieties, 20 sprays each to a vase, correctly labeled, in addition to which the W. Atlee Burpee Co.'s \$25 silver cup and a \$10 cash prize will be added. There are also a number of other valuable cups, medals, certificates, and smaller cash prizes, not the least of which are the silver and silver gilt medals of the National Sweet Pea Society of Great Britain, for amateurs only.

The business meeting will be held June 25, at 3 p. m. in a room adjoining that of the exhibition.

Government Positions Open.

The United States Civil Service Commission announces that the department of agriculture is in urgent need of assistants in direct marketing, at entrance salaries ranging from \$1,200 to \$1,800 a year, and assistants in white-pine blister-rust eradication, at entrance salaries ranging from \$1,200 to \$1,440 a year. These positions are open to men only. For both positions certain specifications are made as to education and experience. Full information and application blanks may be obtained by addressing the United States Civil Service Commission, Washington, D. C., or the secretary of the board of the United States civil service examiners at Boston, New York, Philadelphia, Atlanta, Cincinnati, Chicago, St. Paul, St. Louis, New Orleans, Seattle or San Francisco.

Coming Dahlia Exhibitions.

Exhibitions of dahlias by the American Dahlia Society will be held September 24-26 at New York, in conjunction with the American Institute of New York; at New Haven, Conn., September 11-12, under the auspices of the New Haven Horticultural Society, and at Boston, Mass., September 14-15, in connection with the show of the Massachusetts Horticultural Society. Preliminary schedules will soon be ready for distribution and may be obtained from the secretary, Jasper R. Lewis, 736 Riverside Drive, New York.

Important to Subscriber.

The date on the yellow address label on your copy of THE AMERICAN FLORIST will show when your subscription expires. Please renew subscription promptly on expiration to make certain of receiving your copy of each issue.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Advs., See Ready Reference Section.
 Where answers are to be mailed from this office
 enclose 10 cents extra to cover postage, etc.

Situation Wanted—By a good, all-around greenhouse man. Address
Key 808, care American Florist.

Situation Wanted—By general all around gardener. Western states preferred. Address
Key 906, care American Florist.

Situation Wanted—By grower of a general line of plants. Would prefer to work on shares. Address
Key 904, care American Florist.

Situation Wanted—By grower of flowers, fruits or vegetables under glass. Original up-to-date ideas. Address
Key 905, care American Florist.

Situation Wanted—By gardener; age 35; married; private place preferred; 20 years' experience. Any good position considered. Distance no object. Now or later. References. Address.
Key 915, care American Florist.

Help Wanted—A rose grower; wages \$20.00 per week to start.
Wm. Dittman, New Castle, Ind.

Help Wanted—Man for rose section to work under foreman. State wages expected and give reference.
C. Loveridge, Peoria, Ill.

Help Wanted—Experienced man to take charge of store at 64th and Halsted streets. Must be good salesman and designer. **Joseph Michal, 7045 Stony Island Avenue, Chicago.**

For Sale—20 greenhouses to be taken down. 1000 boxes, 16x24, 217 boxes, 10x15, 100 boxes, 10x12, D. S. B. glass. 21,000 ft. 1 1/4 pipe, also 1 1/2, 2, 3 and 4-in. pipe; three return tubular boilers, ventilating apparatus, sash bars, plates, cast iron gutters, etc. One hand-power stock and die, cuts 1 to 4-in., with cut off; one gasoline engine and pump. Will sell all or any part.
Mrs. Geo. Anderson,
5230 Woodland Ave., Phila., Pa.

Situation Wanted

Good all around grower, capable of managing business, is open for engagement. Address
Key 809, care American Florist.

Hustlers Wanted

IN ROSE HOUSES.
Steady Work at \$3.50 per day
Key 912, care American Florist.

Situation Wanted

Good all around storeman capable of taking charge. Also understands growing business.
Key 914, care American Florist.

STOREMAN

Expert storeman over draft age is open for immediate engagement.
Key 810, care American Florist.

HELP WANTED

Hustlers in rose houses. Steady work at \$3.25 per day. Address
Key 912, care American Florist.

Lady Bookkeeper Wanted

One who has had experience in a retail flower store. Good wages to the right party. Reference required.

MALANDRE BROS.

Broadway and 72nd St., NEW YORK

Help Wanted

On account of vacancies caused by the draft, the advertiser desires designer, shipping clerk and stock man, all experienced with similar work in this city.

A. LANGE, 25 E. Madison St., Chicago

FOR SALE

Retail Florist Business of

B. SCHROETER, DETROIT

Up-to-date flower shop located in the business district. Established 45 years. For sale on account of the death of the owner. Address

MRS. B. SCHROETER
397 Helen Avenue, Detroit, Mich.

Situation Wanted

Experienced saleslady. Chicago preferred. Can furnish best of reference. State wages in first letter.

Key 913, care American Florist.

Help Wanted

FOREMAN

For our rose range, must have good record and character. Prefer one that is employed and making good and feels capable of doing more and better for greater compensation. Address

Stuppy Floral Co.
ST. JOSEPH, MO.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2 3/4 x 5 1/4 inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

JUNE COMMENCEMENT AND WEDDING ACCESSORIES

Try us for an Assortment of
Baskets that will give
satisfaction.



Decorated
Flower Girls Baskets

75c to \$1.00 each

Tumbler Baskets

25c to 75c each



No. 121—65 cents each

VALLEY CHIFFON

6-inch, per yard, 8½ cents. 10-inch, per yard, 12 cents

Shepherd's Crooks, Bridal Muffs.

No. 2 Shower Gauze, 50-yard Bolt, \$1.

Orders taken now for Sphagnum Moss
will receive our immediate attention.

Prompt Delivery On All Orders—TRY US.

POEHLMAN

72-74 E. Randolph St.,

Our supply of this favorite basket is limited; order early and protect your supply.

111-1 each..25c	111-4 each..50c
111-2 each..30c	111-5 each..60c
111-3 each..35c	

Line Cuts of Russell Ophelia and Red and Yellow Roses

Also Orchids, Valley, Lilies, Carnations

UMOSUS SPRENGERI ADIANTUM
GALAX FERNS

Chrysanthemum Stock.

	Rooted Cuttings		2½-Inch Plants			Rooted Cuttings		2½-Inch Plants	
	100	1,000	100	1,000		100	1,000	100	1,000
YELLOW					YELLOW				
Razer	\$3.00	\$25.00	\$4.00	\$32.50	Roman Gold	\$3.00	\$25.00	\$4.00	\$32.50
Papworth	3.00	25.00	4.00	32.50	Marigold	3.00	25.00	4.00	32.50
Chieftain	3.00	25.00	4.00	32.50	PINK				
OW					Patty	3.00	25.00	4.00	32.50
solara	3.00	25.00	4.00	32.50	Dr. Enguehard	3.00	25.00	4.00	32.50
C. C. Pollworth.....	3.00	25.00	4.00	32.50	Loeben	3.00	25.00	4.00	32.50

PLANTS

SINGLE PLANTS.
Forsteriana, 2½-in pot, \$12 per 100.
Belmoreana, 2½-in. pot, \$12 per 100.
Belmoreana, 3-in pot, \$20 per 100.
Forsteriana, 3-in. pot, \$20 per 100.
Forsteriana, 4-in. pot, \$6 per doz.
Belmoreana, 4-in. pot, \$6 per doz.
Forsteriana, 5-in. pot, \$12 per doz.
Belmoreana, 5-in. pot, \$12 per doz.

Kentia Forsteriana, 6-in. pot, \$2 each.
Kentia Forsteriana, made up, 5-in pot, 75c to \$1 each.
Livistona Rotundifolia, 4-in., \$6 per doz.
Livistona Rotundifolia, 5-in., \$9 per doz.
Livistona, Rotundifolia, 6-in., \$1.25 each.
Phoenix Robelenii, 5-in., pot, \$1 each.
Dracaena Massangeana, 4-in. pot, \$60 per 100.
Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.

Crotons, 4-in., \$4.80 per doz.
" 5-in., \$9.00 per doz.
" 6-in., \$1 to \$1.50 each.
Pandanus Veitohi, 6-in., \$1.25 each.
Dracaena Indivisa, 4-in., \$15 to \$20 per 100.
Dracaena Indivisa, 5-in., \$25 to \$35 per 100.
Dracaena Indivisa, 6-in., \$6 per doz.
English Ivy, 4-in., \$15 per 100.
Smilax, 2½-in., \$3.00 per 100.

Own Root Rose Stock.

Ward } \$ 7.50 per 100;
ney Brilliant } 70.00 per 1000.
e Killarney }

y } \$ 7.00 per 100;
mond } 65.00 per 1000.

3½-inch Own Root Rose Stock.

White Killarney }
Ophelia } \$ 11.00 per 100;
Aaron Ward } 105.00 per 1000.
Sunburst }
Killarney Brilliant }

Milady } \$ 10.50 per 100;
Richmond } 100.00 per 1000.

N BROS. CO.

ng Distance Phone,
Randolph 35.

CHICAGO, ILL.

BIG CUT OF RUSSELL

Best Summer Rose—We are now cutting from 60,000 plants.

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, Ophelia and White Killarney.

WHITE and RED CARNATIONS, Fancy Stock, \$2.00 per 100.

Regular shipments of new Fancy Ferns, \$2.50 per 1000.

CURRENT PRICE LIST

RUSSELL—best in this market.

	Per doz.
Good, extra long.....	\$1.50 to \$2.00
Good medium.....	1.00 to 1.25
Good short.....	.50 to .75

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST, WHITE KILLARNEY—

	Per 100
Long stems.....	\$6.00 to \$8.00
Good medium.....	5.00
Good short.....	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY, per 100..... 5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGERI, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

NEW FANCY FERNS, per 1,000..... 2.50

ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

 **WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.**

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

BUSINESS IS SOMEWHAT BETTER.

Business is somewhat better at this writing and stock is not as plentiful as it has been. The market was cleaned up pretty well the end of last week when one department store gave away 25,000 peonies, one dozen to each customer who purchased at least \$1 worth of goods which was prominently featured in all their advertisements in the daily papers. Another large concern bought 72,000 carnations which it distributed free to all its customers who visited the chain of stores that it opened to the public June 15 which also had considerable to do with strengthening of the market on that day. Roses are in good supply and some particularly fine Mrs. Chas. Russell are now to be had. American Beauty roses are none too plentiful and continue to clean up nicely right along at the advertised prices. Columbia is arriving in fair supply and is in good demand. Champ Weiland and My Maryland are attracting the attention of the city buyers and are having a good call. Killarney, Killarney Brilliant, Ophelia, Sunburst and Ward are plentiful enough to supply the demand as are the other varieties grown for this market not already mentioned. Orchids are scarce and the same holds true for lily of the valley. Peonies are in large supply and are having a good call. A few good lilies are seen at some of the stores not to mention a very limited supply of callas. Daisies, pansies, snapdragons, calendulas, pond lilies and feverfew are among the offerings. The wholesale stores will close Sundays commencing July 7 so all buyers in this market will govern themselves accordingly. They will remain open until 9 o'clock Saturday evening for the benefit of both the local and out-of-town trade.

PERCY JONES

INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Summer Flowers

Complete Line of Roses, Carnations, Peonies, Etc.

Van 100% service guarantees you satisfaction.

NOTES.

The Wholesale Cut Flower Association held a meeting at E. C. Amling Co.'s store Saturday, June 15, when they ratified the Sunday closing of the wholesale houses throughout the entire year except during the holiday periods. For the benefit of the entire trade the wholesale houses will remain open until 9 p. m. on Saturdays. The new closing order will go into effect July 7, so everyone is earnestly requested to govern themselves accordingly.

Henry Barch formerly with Poehlmann Bros. Co., but now with the Century Floral Co., Detroit, Mich., has been accepted for military service and ex-

pects to be called to the colors in the near future. His home is in Minneapolis, Minn.

Leo Rozakles, son of the well-known florist, with the regulars at Ft. Sheridan was promoted to a corporal a short time ago. He is with the Fortieth infantry.

Frank Schramm of Crystal Lake is cutting a fine supply of Mrs. Charles Russell roses which are handled by Kyle & Foerster.

C. L. Sherer of the Chicago Flower Growers' Association has just purchased a two-flat building in Berwyn.

Fred Burki, of Pittsburgh, Pa., consulted an ear specialist here June 15.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central } 2846
601

CHICAGO

BIG CROP

ROSES AND CARNATIONS

Lilies, Sweet Peas, Valley. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$18.00 to \$20.00
Medium	12.00 to 15.00
Select	8.00
Short	4.00 to 6.00

RICHMOND

	Per 100
Specials	\$10.00
Select	8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

MILADY

	Per 100
Specials	\$10.00
Select	8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

Killarney.....
White Killarney.....
Killarney Brilliant.....
Sunburst.....
My Maryland.....
Ophelia.....
Champ Weiland.....

	Per 100
Special	\$10.00
Select	8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

Per 100

ROSES, OUR SELECTION.....	\$ 4.00
Carnations, fancy.....	\$ 2.00 to 3.00
Harrisli	12.50 to 15.00
Valley	6.00
Smilax	per doz. strings 3.50
Adiantum	1.00 to 1.50
Asparagus, per bunch.....	50c to 75c
Ferns, per 1,000.....	\$4.00
Boxwood	per bunch, 35c
Galax, bronze and green, per 1,000.....	\$1.00
Leucothoe Sprays75 to 1.00

2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

Extra Fine
Supply

Columbia Roses

\$4 to \$15
per 100

RUSSELL	Per 100
Special	\$18.00 to \$20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	4.00 to 6.00

RICHMOND	Per 100
Special	\$10.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

MILADY	Per 100
Special	\$10.00 to \$12.00
Select	6.00 to 8.00
Short	4.00 to 5.00

BRILLIANT	Per 100
Special	\$10.00 to \$12.00
Select	6.00 to 8.00
Short	4.00 to 5.00

OPHELIA	Per 100
Special	\$12.00
Select	\$8.00 to 10.00
Short	4.00 to 6.00

WHITE KILLARNEY	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00 to 5.00

KILLARNEY	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00 to 5.00

WARD	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00

SUNBURST	Per 100
Special	\$12.00
Select	\$ 8.00 to 10.00
Short	4.00 to 6.00

CECILE BRUNNER	Per 100
Per 100	\$2.00 to \$3.00

ROSES	Per 100
Our Selection, per 100.....	\$3.00

Special Roses

BILLED ACCORDINGLY

PEONIES	Per 100
Fancy	\$6.00 to \$8.00
Special	4.00 to 5.00
Good	3.00

CARNATIONS	Per 100
Extra fancy	\$3.00
Fancy	2.00
Good	1.50

VALLEY	Per 100
Per 100	\$6.00

EASTER LILIES	Per 100
Per 100	\$10.00 to 15.00

DAISIES	Per 100
Per 100	\$1.50 to \$2.00

CALENDULAS	Per 100
Per 100	\$2.00 to \$3.00

FEVERFEW	Per 100
Per bunch	20c

PANSIES	Per 100
Per bunch	4c to 6c

FLUMOSUS	Per 100
Strings	50c to 75c
Per bunch	35c to 50c

SPRENGERI	Per 100
Per bunch	35c to 50c

ADIANTUM	Per 100
Fancy long, per 100	\$1.00

SMILAX	Per 100
Per dozen	\$2.50

FERNS	Per 100
Per 1,000	\$4.00

NEW FERNS	Per 100
Per 1,000	\$2.50

GALAX	Per 100
Per 1,000	\$1.25

MEXICAN IVY	Per 100
Per 1,000	\$5.00
Per 100	75c

LEUCOTHOE	Per 100
Sprays	75c

Order here. You cannot do better elsewhere—often not nearly as good.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY

Wedding Commencement Flowers

CURRENT PRICE LIST—Subject to Change
Without Notice.

MRS. CHAS. RUSSELL. Per 100
Fancy\$8.00 to \$10.00
Good 5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.
White—KILLARNEY—Pink. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Medium 5.00
Short\$3.00 to 4.00

SUNBURST AND OPHELIA. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Good 5.00
Short 4.00

MINIATURE ROSES.
Baby Doll\$2.00 to \$3.00
Elgar 2.00 to 3.00
ROSES OUR SELECTION..... 4.00

CARNATIONS. Per 100
Fancy\$3.00
Good 2.00

MISCELLANEOUS. Per 100
Valley\$ 6.00 to \$ 8.00
Peonies 6.00 to 8.00
Lilies 12.50 to 15.00
Ferns, per 1,000 4.00
Smilax, per doz. strings..... 2.50
Adiantum 1.00
Galax (bronze and green), per 1,000. 1.50
Asparagus Sprengeri, bunch..... .50
Asparagus Plumosus, bunch..... .50
Boxwood, per lb..... .35
Other Green Goods Market Rates.

Poshlmann Bros. Co. is experiencing a splendid demand for young own root rose stock which is of the same high quality as the cut roses they are now supplying their customers with at the store. Mrs. Chas. Russell and Ophelia of extra fancy quality are in particularly good supply together with all the other varieties that they grow and will be in good crop with them all through the summer months.

Herman Schiller, manager of Schiller's north side store, has joined the colors after being rejected several times, and is now receiving training for the new merchant marine fleet. George Asmus will look after both stores in the future and while it will mean added duties he will be found equal to the occasion owing to his wonderful executive ability.

Wietor Bros. report that the demand for chrysanthemum stock continues to be exceedingly brisk and judging from the many orders that are being filled they will be grown in quantity again this year which means plenty of cut stock for the early fall trade regardless of the 50 per cent fuel restriction.

C. L. Washburn, of Bassett & Washburn, is satisfied with the amount of business enjoyed so far in June notwithstanding that the total sales were not as large as those of the same period in 1917. This house is now cutting from a large crop of splendid Mrs. Chas. Russell roses.

A. L. Vaughan & Co. are handling a fine line of stock including roses, carnations and peonies and report business as good. The shipping trade is holding up well at this establishment and the city trade has shown much improvement the past week.

The Ernst Wienhoeber Co., Paul Blome & Co., and Walter W. Adams, all on the north side, have agreed to close their stores on Sundays during the summer months regardless of whether the other florists in their vicinity keep open or not.

Zech & Mann are strong on Mrs. Chas. Russell roses this week and are receiving a good supply of Columbia regularly. The demand for Columbia is exceptionally good and this variety is rapidly making friends with the best buyers.

Adam B. Kirscht, of Niles Center, was killed in action recently in France. He was 22 years old and a son of Theodore Kirscht, who has been custodian of the Glen View Golf grounds for the past fifteen years.

FINE KEEPING QUALITY

PEONIES

SNAPDRAGON, ROSES, CARNATIONS, DAISIES,
SWEET PEAS, CALENDULAS, LILIES, GREENS, ETC.

SUPPLY DEPARTMENT—Fancy line of Made-up Wreaths, Cut Flower and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies

30 E. Randolph St., CHICAGO, ILL.

Mrs. Ida M. Latschaw, who is well-known to the trade here through her former connection with the Meredith Flower & Vegetable Co., is now with the Liberty Flower Shop, Denver, Colo.

Tony Squire, formerly with Schiller's west side store, has joined the British expeditionary forces after being rejected for military service by his local draft board.

C. F. Gaetjer, superintendent of parks at Rock Island, accompanied by his son, Otto, while visiting here last week purchased an automobile, making the return trip in the machine.

Percy Jones, Inc., reports a great improvement in trade this week both in the local and out-of-town demand. Particularly fine carnations are seen in quantity here.

The body of Miss Gertrude Jansen is reported to have been found in the Chicago river June 17. Miss Jansen was one of Peter Reinberg's greenhouse employees.

H. E. Philpott, of Winnipeg, Can., arrived here this week and will devote his time to looking after his interests in the Pyfer & Olsem range at Wilmette.

Stielow Bros. Co., of Niles Center, is cutting quite heavily in Columbia roses which they are consigning exclusively to the Chicago Flower Growers' Association.

James M. O'Neill, better known as "Micky," formerly with W. H. Kidwell, is with the colors and when last heard from was at Jefferson Barracks, Mo.

O. A. & L. A. Tonner report that the demand for peonies is considerably bet-

ter at this writing and that the call for this item was very good June 15.

Charles Erne's son-in-law, Max McSweeney, is with the colors at Macon, Ga., and is slated for promotion in the near future.

J. A. Budlong is cutting a good supply of roses including Champ Weiland which is proving to be a good seller with them.

A. T. Pyfer, of A. T. Pyfer & Co., is planning on taking a couple of weeks' vacation in the near future.

F. M. Dubois, formerly with George Wienhoeber, is now with the colors at Camp Colt, Gettysburg, Pa.

Sam Seligman, representing Schloss Bros., Inc., New York, called on the trade here this week.

Peter Hile, formerly with the John Kruchten Co., is reported to have joined the colors.

VISITORS: C. B. Tanner, Hastings, Neb.; A. E. Turner, Mosinee, Wis.; P. W. Peterson and wife, Joliet; Peter Grosse, with Gullett & Sons, Lincoln; Harry Balsley, Detroit, Mich.

DECATUR, ILL.—Philip J. Daut and Miss Myrtle Hahn were married here recently, Reverend F. A. Havighurst of the First Methodist church performing the ceremony in the presence of a few immediate relatives and friends. The couple will make their home with the parents of the bride, Mr. and Mrs. William Hahn, 2029 North Water street. Mr. Daut expects to enter the radio department of the government school at Plattsburgh, N. Y., in the near future.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

HEAVY SUPPLY

Peonies -- Roses -- Carnations

Extra Fancy Stock in All the Leading Varieties
at the Most Reasonable Market Prices.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00
Stems 48 inches.....	4.00
Stems 30 to 36 inches.....	3.00
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	\$1.00 to 1.50
Short stems.....	1.00, 4.00 to 6.00

MRS. CHAS. RUSSELL Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	5.00 to 6.00

ROSES.	
Richmond, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Milady, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Killarney Brilliant, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00

ROSES—Continued Per 100	
Ophelia, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
White Killarney, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Killarney, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Mrs. Ward, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Sunburst, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Cecile Brunner.....	\$2.00 to 3.00
Elgar.....	2.00 to 3.00
Baby Doll.....	2.00 to 3.00
ROSES, OUR SELECTION.....	5.00
Extra special roses billed accordingly.	

CARNATIONS. Per 100	
Fancy.....	\$3.00
Good.....	2.00

PEONIES.

Fancy.....	\$4.00 to \$8.00
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ORCHIDS. Per doz.

Cattleyas.....	\$9.00
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EASTER LILIES. Per 100

Select.....	\$12.50 to \$15.00
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MISCELLANEOUS. Per 100

Valley.....	\$6.00
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Calendulas.....	\$2.00 to 4.00
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Daisies.....	1.00 to 2.00
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Snapdragons.....per bunch	.75 to 1.00
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Callas.....per doz.	\$1.50 to 2.00
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Sweet Peas.....	.75 to 1.50
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DECORATIVE.

Plumosus strings.....	\$0.50 to \$0.75
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Plumosus.....per bunch	.35 to .50
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Sprenger.....	.35 to .50
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Adiantum, fancy long.....per 100	1.00
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Smilax.....per doz.	2.50
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Perns.....per 1,000	3.00
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Galax.....	1.25
------------	------

Mexican Ivy.....	5.00
------------------	------

Leucothoe sprays.....	.75c
-----------------------	------

Boxwood, per lb.....	.25c; cases 7.50
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WE HAVE REACHED THE FRONT

By Satisfying Our Customers With High
Quality Cut Flowers at Reasonable Prices.

PEONIES
ROSES
CARNATIONS
SWEET PEAS



YELLOW DAISIES
LILIES
CALENDULAS
GLADIOLI

A. T. PYFER & CO., 164 N. Wabash Ave., Chicago, Ill.

Long Distance Telephone, Central 3873.

Mention the American Florist when writing.

HOUSTON, TEX.—A. J. Koehle, an experienced grower, formerly of Sherman, Tex., has joined the R. C. Kerr Co.'s forces.

SAN FRANCISCO, CALIF.—Mrs. Jeanette L. Jenner, wife of E. Jenner, proprietor of the Ingleside Greenhouses, died June 4, after a short illness.

BUFFALO, N. Y.—Miss Elsie Pauly has taken the management of the flower department in the J. N. Adams & Co.'s store.

FOR YOUR WEDDINGS

Big cut of Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to heavy supplies of Carnations-Peonies-Valley-Sweet Peas-Callas-Galax Harrissi-Asparagus-Sprengeri-Adiantum and other Seasonable Stock and Greens.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO
CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE**

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits

St. Louis, Mo.

STOCK SUFFERS FROM WARM WEATHER.

From the looks of the counters at the various wholesale markets, one is convinced that the summer season has set in in earnest. The weather has been excessively hot the past week, and flowers have suffered in consequence. Carnations are still hanging on and keep surprisingly well, but they are very small and off color. Sweet peas are fairly good, but another week of hot weather will put a crimp into them. Gladioli have not begun to come in quantities as yet; another week or 10 days will see a lot of them. Roses, with the exception of Russell and a few Columbia, are getting poorer daily. Lilies have been in good supply and are of good quality. Lily of the valley is not in steady supply, and this causes some inconvenience at times.

NOTES.

The florists' club journeyed to Edwardsville, Ill., June 13, to hold the meeting at the Woodlawn Gardens at Mr. Blixen's invitation. About 40 members went over in a special car, and very few of the local florists had ever seen Mr. Blixen's plant. It is a modern range, well kept, and a credit to the craft in every way. Mr. and Mrs. Blixen are very genial hosts and entertained the visitors royally with refreshments, lunch and the smokes. It was an enjoyable trip, everybody had a good time, and host and hostess were the recipients of the thanks of all present. The coming picnic was discussed, the trustees reporting they would select the place within a few days and the date would more than likely be some time during the third week of July. It was unanimously decided that all florists and employees of florists who had gone into the service during the war be awarded an honorary membership in the club. After the meeting a number of the "Pep Gang" took a little side trip to a neighboring town where a convention was being held and made a real day of it.

At last it has been discovered why Oscar Ruf attends only the outdoor summer meetings of the florists' club.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175.

CHICAGO, ILL.

Lunch, and some more lunch. He told Art Beyer, confidentially, that he was training, so he will be in good trim when he goes off to war. Tell us again, Oscar, what is a "Defective Alien"?

The various committees are well under way in their preparations and are anxiously awaiting the coming convention.

J. J. W.

Pittsburgh.

LITTLE GOOD STOCK AVAILABLE.

The market has been rather brisk the past week. What few weddings there are call mostly for garden flowers. There is very little good stock of any kind on the market, except in roses, which still continue to arrive in good quality. Ophelia, Prima Donna, Russell, Shawyer and Ward are the best obtainable. Garden flowers of all kinds are in large supply, much earlier than in former years. Gaillardias, phlox, campanulas, delphiniums, larkspur, coreopsis, sweet williams and candidum lilies are seen every day in the wholesale houses, also in the country markets. Carnations are still offered but are very small and if the hot weather continues, they will soon be off the list entirely. Good lilies have a fair demand, and there is enough for everyone. There is also a good supply of lily of the valley and orchids, which move slowly. There is plenty of all greens, except smilax. The local crop of ferns are now on the market and are very fine.

NOTES.

At the luncheon of the retail florists' association, held June 11, Mr. Miller, of the local fuel administration, addressed the meeting in regard to the use of fuel among the florists for the coming year. His talk was principally on the order issued by like authorities at Washington, and was explained in detail. Fred Burki and Mr. Meuschler, who attended the meeting at Washington, D. C., also spoke of what they

had heard while there. All who were present heard a very interesting talk and agreed to help the administration in every way they could.

Jos. Seaman is now connected with the Davis Enterprise Co., and is an able assistant to Jas. Higgins, the manager, of the new flower department.

Nearly all of the retail stores are closing at 5 p. m. The wholesale houses have been closing at that hour since the first of June.

Mrs. E. A. Williams has a very attractive window each day of garden flowers.

Geo. Frank has returned from a visit to New York.

M.

St. Paul, Minn.

SUMMER QUIET FOLLOWS ACTIVE SEASON.

Business during the past week has taken on a real summery aspect, with cut flowers of all kinds swamping the market. Roses and carnations are both good, with peonies now at their best and very plentiful, but the demand has slackened, causing an oversupply. The bedding season is about over, and most of the florists report the season better than last year. Stock was none too plentiful, and in most cases a cleanup resulted.

HORTICULTURAL SOCIETY SUMMER SHOW.

The state horticultural society, in conjunction with the Northwestern Peony Society and the Garden Flower Society, will hold the regular summer meeting, June 21, at the state agricultural school at Hamline, the same to take the form of a state flower show for the benefit of the Red Cross. More than \$200 in premiums will be awarded for seasonable flowers, including peonies, roses and a large list of perennials. All flowers and fruit displayed will be sold, and a good sum should be realized. The annual picnic dinner will be served on the farm school campus.

C. P. F.

For
Your
Supply of
CUT FLOWERS



Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

CAR LOADS ARRIVING

VAUGHAN'S
CLEAN SPHAGNUM
FOR FLORISTS

Burlapped Bales

Wired Bales
Cheaper

SPHAGNUM

MOSS AND GREEN SHEET

For Florists **MOSS**

For Nurserymen

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph St. NEW YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

Albany.

CLUB MEETING.

Two applicants were elected at the June meeting of the florists club: Charles Ford, of West Park Station, Philadelphia, Pa., and Louis Handling, of New York. Both are well known in the trade as commercial travelers. They attended the May meeting of the club and their names were proposed by Morris Cohen, of New York, who was present. The invitation of Frederick Goldring to hold the July meeting of the club at his place at Font Grove was accepted. On account of the fact that July 4 will fall this year on the meeting night it was decided to change the date to July 11.

NOTES.

With the encouragement of the city administration, many residents have gone into gardening on a more or less extensive scale. Mayor James R. Watt has named a war garden committee with headquarters in the city hall. The committee is made up of Frank R. Lanagan, city engineer, chairman; Mrs. James Q. Barcus, Mrs. Frederick D. Bidwell, Mrs. Otto E. Eichle, Wallace Greenalch, the commissioner of public works; Miss Virginia Hastings, Samuel Hessberg, Prof. C. Edward Jones, Henry H. Kohn, Mrs. John H. McElroy, Seth W. Morton, Mrs. George C. Treadwell, Henry B. Winters, and Mrs. Asa Wynkoop. The committee has received responses from over 200 owners of vacant lots in the city who are willing to loan their land for the cultivation of vegetables. To encourage the amateur gardeners in their efforts to add to the country's food supply during the war, the committee has laid out two triangular plots in Washington park, near the King memorial fountain. One plot is 43x46 feet and the other 55x63 feet. The ground is planted with vegetables such as can be grown in a good sized yard, tomatoes, peas, corn, snap beans, let-

tuce, radishes, parsley, and endive. Later in the season, these will be followed by cabbage, squash, celery, and turnips. On Saturday afternoons an expert is stationed at the plots to explain to inquirers how the vegetables are grown and how to overcome difficulties that the amateurs meet in their work. The committee has given to Italian residents permission to lay out gardens near the new sewage disposal plant on Westerlo island, south of the city. Thus far about 25 have received permits, and the allotments have been based on the size of the family of the applicant. The workmen at the city filtration plant, in the northern section of the city, have undertaken to cultivate a plot of three acres in the vicinity of the water works. The men work the land after their regular day's labor is over. About 22 young women employed in the state department of education have taken over a large vacant lot at Elk and Dove streets, and they may be seen there any evening working with the hoe and sprinkler over long rows of vegetables.

Thirty men from the state conservation commission, during the last week in May, were employed in the town of Corinth, Saratoga county, to destroy all the current and gooseberry bushes they could find. The object is to prevent the spread of the white pine blister rust, which has become a serious menace to forests in western Massachusetts and this section of New York state. The commission compensates owners for the bushes destroyed.

Three century plants at the north end of the flower plot in Washington park are in bud and expected to bloom this month. Superintendent Philip Bender, of the park department, says that the plants have been in possession of the city for 30 years and he estimates their age at 45 years. So far as known, this is the first time they have been in bud. The stalk that will bear the flowers rises above the plant for about six feet.

Z E C H M A N N & N N

30 E. Randolph St.
CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

Russell

White Killarney

Pink Killarney

Milady Sunburst

Shawyer

Ward Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

CARNATIONS.

All Colors.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

PEONIES

Large quantity of all the seasonable varieties.

Valley Callas

Cattleyas Calendulas

White Daisies Yellow Daisies

Feverfew

Candytuft Stocks

GLADIOLI

GREENS.

Plumosus. Sprengerl.

Galax, bronze. Galax, green.

Ferns.

Mexican Ivy. Smilax.

Leucothoe Sprays.

Adiantum. Boxwood.

Summer Business Booster

IN CUT FLOWER BASKETS



25	Tumbler Baskets with paraffine liners, all colors.....	\$6.50
25	Tumbler Baskets in all colors, complete with tin liners.....	\$8.50
12	Baskets, 9 to 11 inches deep, 24 to 32 inches over all; with liners, all complete...	\$9.50

WRITE FOR CATALOG.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., CHICAGO, ILL.

For Weddings and School Closings

Large Supply of Peonies-Roses-Carnations-Sweet Peas-Lilies-Valley-Greens, Etc.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

At the last meeting of the board of contract and supply, no bids were received for bulbs for the park system for fall of 1918. The board had decided to spend \$1,000 on this item and had advertised in the local newspapers for bids. As none were received, the board decided to use the money in other ways. The old bulbs will be taken up carefully and replanted for next year's flowers.

R. D.

Providence, R. I.

FUNERAL WORK STRENGTHENING FACTOR.

Trade during the past week has been unusually heavy, augmented by a brisk call for funeral work. Sales of cut flowers continue to hold up well and everybody manages to keep busy. The peony season is now at an end, and lasting but two weeks, it is about a record for shortness. Carnations are coming in with small flowers and the call is limited. Roses are good however, and several growers are cutting heavily at present.

NOTES.

This vicinity was visited with one of the most severe hail storms in several years on the evening of June 12, East Providence, Seekonk, North Scituate and parts of Pawtucket, suffering the most damage. Considerable glass was broken and the loss to growing vegetables was considerable.

Salesmen representing New York supply houses, in this city last week, report business throughout the country generally satisfactory.

H. A. T.

SAN FRANCISCO, CALIF.—The Dahlia Society of California will hold its show at the Palace hotel, September 2-4.

MARTINSBURG, W. VA.—Mrs. J. A. Philipps will close her flower shop here during the summer months and return to Washington, D. C., for a much needed rest after a very successful season.

Rochester, N. Y.

JUNE FUNCTIONS BRING GOOD TRADE.

June weddings and commencements have been the features of the business during the week and the volume has been good. Peonies are still flooding the market, but the supply has not been as large as in former years. Carnations are very plentiful although the quality is deteriorating daily. Roses are good, favored by the cool weather. The supply however is meager. Sweet peas are very scarce and the quality is poor. Harrisii lilies are plentiful and ferns and asparagus are showing improvement in form.

NOTES.

The monthly meeting of the florists' club was held June 13. Wm. Pitkin, who was to address the meeting on the subject of the proposed federal legislation to prohibit the importation of nursery stock into the United States was unavoidably detained, and the secretary, Ambrose Secker, was also held up in Clyde, N. Y.

N. Tsikafoto, of Kobe, Japan, commissioned by the mayor of that city to inspect parks in this country, was a recent visitor the guest of Commissioner of Parks Wm. S. Riley.

Miss Rose Brown, formerly with Colatos Bros., has taken a position with H. P. Neun on Main street. She is succeeded by Miss Florence Inglesby.

Oliver Boucher, who has been at Mt. Clemens, Mich., for six weeks taking treatments for rheumatism, has returned to this city.

The peony show at Highland park was unusually good this year and attracted thousands of visitors.

Geo. T. Boucher had an unusually large number of orders for an out-of-town funeral, June 12.

H. E. Wilson arranged an elaborate church decoration June 9 for a special festival.

CHESTER.

THE BOOK OF GLADIOLUS

THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.



LOS ANGELES, CALIF.—It is reported that the florist business conducted by Wolfskill Bros. & Morris Goldenson at 229 West Third street has been purchased by Albert Goldenson, and will be conducted by him in the future.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

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KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale
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Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

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MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.50

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.

**Wholesale Cut Flowers,
Florists' Supplies.**

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WEILAND-RISCH CO. FLOWER GROWERS

TELEPHONE 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$5.00@8.00
" " 48-in.	4.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell.....	1.00@ 4.00
100	
" Hoosier Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Sawyer.....	4.00@10.00
" Milady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward.....	4.00@10.00
" Hadley	4.00@10.00
" Ophelia	4.00@10.00
" Double White Killarney.....	4.00@10.00
" Mrs. Moorefield Storey.....	4.00@10.00
" Champ Weiland	4.00@10.00
" Stanley	4.00@10.00
" Tipperary	4.00@10.00
" Francis Scott Key.....	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Our Selection.....	3.00
Carnations	2.00@ 3.00
Cattleyas	per doz. 6.00@ 7.50
Daisies	1.00@ 2.00
Lilium Harrisii	10.00@15.00
Peonies	4.00@ 8.00
Valley	6.00
Ferns.....	per 1000, \$4.00
New Ferns.....	per 1000, \$2.50
Sweet Peas75@ 1.50
Snappdragons50@ .75
Calendulas	2.00@ 3.00
Gladioli	6.00@ 8.00
Candytuft	per bunch .50@ 1.00



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President,
J. E. POLLWORTH, Sec'y and Gen'l Mgr.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing.

PLAIN CHIFFON

(About 35 to 40 yards to bolt.) Can be had in any color.

2 in. wide, per yd., 3/4c 6 in. wide, per yd. . 7c
4 in. wide, per yd. . 6c 10 in. wide, per yd. . 10c

Geo. H. Angermueller Co.

Wholesale Florists, 1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

One Piece Flower Boxes

One piece; one size; One price.
24x4x3.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.

LANSING, MICH.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

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SPHAGNUM MOSS

\$2.50 per bale; 6 bales for \$13.50. This is the time of the year you should stock up in moss for next season. In winter, transportation may be such that we cannot get the cars to move our moss in from the country. That was the condition last winter. We believe that you will affect a saving by stocking up now.

THE LEO NIESSEN CO., Wholesale Florists **1201-5 Race St., Philadelphia, Pa.**

THE FLORISTS' SUPPLY HOUSE of AMERICA

Transportation is failing, prices are advancing. We urge immediate purchases of all standard stocks. Let us quote prices. Send for Illustrated List. Don't forget **Wedding and School Commencement Accessories.**
METAL WREATH FACTORY, 709 FIRST AVENUE, NEW YORK.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Philadelphia.

GOOD STOCK COMMANDS HIGH PRICES.

Business is fair for the season; in fact, for the men who have any good stock to sell, there is presented an opportunity to cash in at top figures. Anything of prime quality in roses is quickly grabbed up. Russell, Prima Donna, Hadley and September Morn being particularly in demand. American Beauties are very poor. A few Victoria are coming in, and when carefully handled, are much the best white. Gladioli are now a factor there being some very good cold frame stock. There are plenty of Easter lilies; if the war continues, and no more bulbs come over, there will be a chance for something else that will shorten up the general supply. The cool weather of the past week has been good for the outdoor sweet peas, the stock from cold frames meeting with a ready sale. Candytuft, feverfew, and gaillardias, together with plenty of larkspur, are seen in all the stocks. Dorothy Perkins sprays have been at their best this week, and have helped out in many funeral sprays, wreaths, etc. There are still a few cold storage peonies, which seem to find a stage for their short career.

THE FUTURE.

With the coal and labor situation so unsettled, each branch of the business is in a waiting state, the growers working hard to get their plants into shape so as to have good fall crops and stock to fill all the houses that they can operate under the government ruling. The labor situation is very unsettled and will be until after July 1, when the various announcements or orders of the government have crystallized into something tangible that all can understand.

WITH THE WHOLESALE.

"Not a great deal doing, very little good stock and about the usual conditions for this time of year," is a summary of last week's business by Leo Niessen. Easter lilies, Russell roses and gladioli were prominent features.

The Jos. Heacock Co. is gradually moving to its new location, 9 Mole street, the building recently occupied by the Floral Nurseries. A fair week's business is reported.

The Florex Garden leaders, Prima Donna and September Morn, are good summer roses. Eugene Bernheimer finds the demand better than supply for these varieties.

At Berger Bros.' market they have a good demand for all kinds of flowers that will grade extra or above. Easter lilies, gladioli and Maryland roses are specials.

The Philadelphia Wholesale Florists' Exchange finds a good demand for all the best roses, as crops have shortened up the past week. Prices are a shade better.

EDWARD REID

American Beauties, Orchids, Valley, Peonies. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, June 19. Per 100		
Roses, Killarney	2.00@	8.00
" Mrs. Chas. Russell	4.00@	12.00
" Ophelia	3.00@	8.00
" Richmond	2.00@	8.00
" Sunburst	2.00@	8.00
Lilium Giganteum	8.00@	10.00
Gladioli	3.00@	8.00
Sweet Peas	.35@	.50
Carnations	1.00@	2.00

BOSTON, June 19. Per 100		
Roses, Beauty	12.00@	25.00
" Killarney Queen	4.00@	6.00
" White and Pink Killarney	8.00@	12.00
" Double White Killarney	2.00@	4.00
" Killarney Brilliant	2.00@	8.00
" Hadley	4.00@	8.00
" Mock	2.00@	8.00
" Mrs. Chas. Russell	4.00@	8.00
" Taft	2.00@	6.00
" Millady	2.00@	6.00
" Ward and Hillierdon	2.00@	6.00
" My Maryland	2.00@	12.00
Carnations	1.00@	2.00

BUFFALO, June 19. Per 100		
Beauty Special	\$20.00@	\$30.00
" Fancy	15.00@	20.00
" Extra	10.00@	15.00
" 1st	5.00@	10.00
Roses, Killarney	3.00@	8.00
" My Maryland	3.00@	8.00
" Sunburst	3.00@	8.00
" Ward	3.00@	8.00
" Ophelia	5.00@	10.00
" Russell	4.00@	10.00
" Stanley	3.00@	8.00
" Mock	4.00@	8.00
" Shawyer	5.00@	10.00
Lilies	8.00@	10.00
Cattleyas	40.00@	50.00
Carnations	1.50@	2.50
Asparagus Sprengerii	.35@	.50
Ferns	per 1,000,	2.00
Smilax		20.00
Sweet Peas	.50@	1.00
Tulips	1.00@	2.00
Calendulas	2.00@	3.00
Peonies	2.00@	5.00
Daisies	1.00@	1.50

Edward Reid finds the Victoria the best selling of the white roses. Russell and Prima Donna are also features.

NOTES.

Edward Reid, in sizing up the situation, said: "I think this curtailment of production will be a benefit all around. There has in the past few years, been a great overproduction of stock at all favorable seasons. With the exception of a few weeks, the quantity of flowers is so great, and the market so continually filled, that, conditions distinctly favor the buyer; in

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Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

BERGER BROS.

Central Market

Roses, Orchids, Peonies

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Mention the American Florist when writing.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

**116-118 Seventh Street,
PITTSBURGH, PA.**
Growers of Quality Flowers.

Mention the American Florist when writing.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.
Send for our Catalogue.

JOS. G. NEIDINGER CO.
1309-1311 N. 2nd St., Philadelphia, Pa.

Mention the American Florist when writing.

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

fact, it is nearly always a buyer's market. Cost of production and handling the stock, are nothing to the dealer, who does not order until he feels sure he has secured the lowest price. With a third to a half less supply, prices will advance, there will be very little waste, cost of production and handling will decrease with net results quite as satisfactory to the growers as before."

Henry J. Miller, 1416 South Broad street, had his Ford touring car stolen, June 15, while parked on Sixteenth and Ranstead streets. He was getting his usual Saturday morning's supply of flowers in the wholesale houses, and with the stock ready to load up, found his car gone. Frank M. Ross' car, which was stolen a week ago, was found several days later in Chestnut Hill minus tires and everything removable. It will cost over \$400 to replace the missing parts. As it was fully insured, he suffers only the inconvenience of the loss of the car for the week.

The land on which were situated the nurseries of Robert Buist, at 67th street and Elmwood avenue, long before this latter thoroughfare was opened, has been taken by the government. On this is being erected hundreds of substantial dwellings to be rented to the employees of the American International Ship-building Corporation of Hog Island. When at the height of its glory, in the late sixties, this was the most important greenhouse and rareplant establishment in the United States.

It looks as if there would be a bumper crop of chrysanthemums the coming fall, many growers filling the houses that will lay dormant after these are cut out until spring.

K.

SAN FRANCISCO, CALIF.—Walter A. Hoff, popular manager of the MacRorie-McLaren Co., and Miss Irma L. Westover, were married, June 8, at the home of the bride at Casa del Rio.

TORONTO, ONT.—The retail florists' club has elected the following officers for the ensuing year: George M. Geraghty, president; H. G. Dillemath, vice-president; Harry James, secretary; J. A. Neal, treasurer. Executive committee: the above officers and Mrs. Moore, J. J. Higgins, S. A. Frost and J. J. Carter.

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1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, June 19. Per 100		
Roses, Beauty, special	30.00@40.00	
" " fancy	10.00@20.00	
" " extra	5.00@10.00	
" " shorter grades	2.00@ 5.00	
" Mrs. Chas. Russell	6.00@20.00	
" Killarney	2.00@ 8.00	
" Hadley	4.00@10.00	
" Sunburst	3.00@ 8.00	
" Wards	2.00@ 4.00	
" Ophelia	3.00@ 8.00	
Carnations	1.00@ 3.00	
Cattleyas..... each	\$0.35@ .50	
Valley	8.00@10.00	
Lilium Rubrum	5.00@ 6.00	
Easter Lilies	6.00@10.00	
Snagdragons	4.00@ 8.00	
Callas	4.00@ 8.00	
Calendulas	6.00@10.00	
Sweet Peas	1.00@ 2.00	
Asparagus.....string or bunch,	.50@ .75	
	.35@ .50	

PITTSBURGH, June 19. Per 100		
Roses, Beauty, special	15.00@20.00	
" " fancy	8.00@10.00	
" " extra	4.00@ 6.00	
" " No. 1	2.00@ 4.00	
" Killarney	2.00@ 8.00	
" My Maryland	2.00@ 8.00	
" Sunburst	2.00@ 8.00	
" Mrs. Aaron Ward	2.00@ 8.00	
Cattleyas	40.00@50.00	
Lilium Giganteum	8.00	
Adiantum	1.00	
Asparagus Sprenger, bunch,	35@40	
New Crop Green Galax per 1000	\$1.25	
Carnations	1.00@ 3.00	
Valley	4.00	
Delphinium, per doz.	1.00	
Gaillardia	1.00@ 1.50	
Phlox	2.00@ 4.00	
Coreopsis	1.00	
Sweet William	1.00	
Gladioli.....per doz.	1.50	

MILWAUKEE, June 19. Per 100		
Roses, Killarney, W. Killarney	3.00@ 8.00	
" Ward	2.00@ 6.00	
" Mrs. Chas. Russell	5.00@20.00	
" Ophelia	3.00@ 8.00	
" Hoosier Beauty	3.00@ 8.00	
" Bon Silene, per bunch	.30@ .50	
Carnations, assorted	1.00@ 6.00	
Valley	4.00@ 6.00	
Sweet Peas	.50@ .75	
Cattleyas.....per doz.	6.00@ 9.00	

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CARNATIONS

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Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, June 19. Per 100		
Roses, Hadley	2.00@ 5.00	
" Killarney	2.00@ 4.00	
" White Killarney	2.00@ 4.00	
" Hoosier Beauty	3.00@10.00	
" Russell	4.00@15.00	
" Sunburst	3.00@10.00	
" Ward	3.00@ 6.00	
" Mrs. Sawyer	2.00@ 8.00	
" Ophelia	4.00@10.00	
Ferns.....per 1,000	8.50	
Carnations	1.00@ 2.50	

New York.

BUSINESS FAIR CONSIDERING CONDITIONS.

There was a slight improvement in business in the wholesale district during the latter part of the past week. There have been numerous weddings, and though wedding decorations are not what they once were, some flowers are used in most of them. The weather has been unseasonably cold and rainy, which has to some extent reduced the supply of stock, but of certain kinds there is more than enough. Of all the tea roses that arrive, a large proportion are poor and go cheap, but good special stock, which is scarce, sells well. Many American Beauties are also poor and go slow. The best feature of the market for those who have them—are orchids. C. gigas are selling, wholesale rates, for \$1 per flower and upward; C. Mossiae, 75 cents. The peony situation has cleared, as the supply is greatly reduced. There are quantities in cold storage, but it can hardly be said that they are disturbing factors in the market. Field grown sweet peas are now arriving in considerable quantities and the best go fairly well, for if there is any business worth while, good sweet peas will sell. Carnations, so to speak, are "dead ducks;" most of the stock is poor and the retail stores will not buy it, the main outlet being the push cart. In larkspurs, gaillardias, coreopsis and various other minor stocks there is an abundant supply. The quality of the lily of the valley is generally poor, but there is always a demand for the best. It looks as though there is hard sledding ahead for lily of the valley as well as bulbs. The growers who specialize in roses and carnations, and their commission men, cannot be expected to worry over it and the others will have to try something else. While a moderate quantity of such flowering stock has always been desirable, it is the opinion of some that in the past, the Holland bulb business has been overdone.

June 17.—There is a cheerful tone to the market this morning, and stock is moving. The weather has cleared, but is not hot.

NOTES.

The Holland-America liner, Nieuw Amsterdam, arrived from Rotterdam June 12 and anchored in the North river for inspection by American and British naval and intelligence departments. She carried 612 passengers, many of them Dutch citizens on their way to their nation's possessions in Java and Borneo, via the Pacific. The Nieuw Amsterdam received a safe-conduct from the German government for passage through the North sea, only on condition that no passengers belonging to America or any other of the entente allies should be carried. It is stated that this was strictly obeyed. The ship brought no cargo.

While the people of this city are not getting excited over the presence of German submarines along the coast, the gravity of their menace to shipping, particularly coastwise, cannot be denied. If it should grow more serious, it will be bad for getting coal to New England points. Of course, the depredations of the submarines have been no surprise. The Hun has become so accustomed to pillage and the slaughter of women and children, and nameless crimes, that he doubtless considers it great sport.

Again referring to bulbs, it would seem unlikely, that even if our shipping board should consent to let them in, any would be shipped from the Netherlands; that country seems perilously near to becoming a vassal of Germany, as witness the recent refusal of a safe conduct for the Nieuw Amsterdam, if she carried American or entente passengers. Of the 20 ships recently sunk off this coast by piratical U-boats, six were those of Norway, a neutral country.

John B. Nugent, of Young & Nugent,

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing.

42 West 28th street, has donned the khaki, being now a member of the Athletic Corps, Company F, 22nd Engineers, New York State Guards. He has just returned from rifle practice with his regiment at Peekskill, N. Y.

A special to the "Sun" from Lenox, Mass., states that, June 14, a severe hailstorm stripped trees of their foliage and did much damage to flowers and vegetables. So much hail fell that the boys enjoyed snowballing matches. No mention was made of damage to glass.

Horace E. Froment, 148 West 28th street, is receiving from L. B. Coddington, of Murray Hill, N. J., fine stock of the new rose, Columbia, of this year's planting. We are pleased to state that Mr. Coddington, who has been quite ill of pneumonia, is improving.

We have heard from H. D. Darlington, formerly a well known grower of heather at Flushing. He is located with his family, at West Chester, Pa., which he says is a nice old town, the only fault being poor fishing.

"Jack the Florist" who has a store at Broadway and 149th street, was recently quite pleased by receiving an order for flowers from a soldier "somewhere in France," to be sent to his sweetheart in this city.

William Plumb is elated over the receipt of a cablegram from his oil company in Cuba, June 14, saying that at a depth of 850 feet they had struck oil, and by going 1,000 feet they expect a gusher.

The Fordham Florist has a neat retail store at 421 East Fordham road, near Fordham University, and is doing a good business. This firm has another store at Seventh avenue and 116th street.

Extensive improvements are being made in G. E. M. Stumpp's store, Fifth avenue and 58th street. Business is said to be good at his other store at Southampton, L. I.

Charles Hanft, of Hanft Brothers, Madison avenue and 62nd street, went to White Plains, June 15, to attend the funeral of the late Samuel G. Gedney.

Joseph A. Millang, of the New York Cut Flower Co., is receiving fine stock of the rose, Francis Scott Key, from F. R. and P. M. Pierson.

A feature of the market at present is gypsophila, which is arriving in quantity and sells well, being useful for mixing in bouquets.

Peter F. McKenney, Fifth avenue and 42nd street, is displaying in his show window, exceptionally fine stock of the rose, Columbia.

William Mackie, 105 West 28th street, is receiving fine lilies and yellow daisies.

A. F. F.

INDIANAPOLIS, IND.—The flower shop formerly conducted by B. F. Hensley, on Ohio street, has been purchased by Clarence Green, who will make a number of improvements.

NEWPORT, R. I.—Mrs. Charles H. Parker, daughter of the late Carl Jurgens, well known as a grower of lily of the valley, and for many years a florist here, died June 10 from nervous trouble.



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Telephone Farragut 2287

Nicholas G. Pappas & Co.
Wholesale Florists

112 W. 28th St. NEW YORK

Ulrich Brunner Roses a Specialty.

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Horticultural Society of New York.

The above named society held an interesting flower show in the Bronx Park Museum, June 15-16. Bobbink & Atkins, Rutherford, N. J., made a noteworthy exhibit of outdoor roses and flowers of hardy herbaceous plants. In climbing roses, they exhibited such well known varieties as Dorothy Perkins, Hiawatha, Lady Godiva and Dr. Van Fleet. In hybrid teas, they had Lady Alice Stanley, Radiance. Red Radiance and many others. In herbaceous flowers, they made an interesting exhibit of Delphiniums, Polar Star, D. Ceres, D. Formosum and D. Queen of Spain. Digitalis, campanulas, aquilegias, veronicas and other stock were well represented. The Bronx Park botanical gardens made an excellent exhibit of roses. Of these, not the least interesting features were a number of vases of the pernetianas. Los Angeles, Willowmere, Arthur R. Goodwin, Beaute de Lyon and Mad. Edward Herriot being noteworthy. Other well known roses in this exhibit were Hon. Mr. Bingham, Mad. Marie de Luz, Le

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NEW YORK, June 19. Per 100	
Roses, Beauty, special	10.00@30.00
" " extra and fancy. 6.00@ 8.00	
" " No. 1 and No. 2. 3.00@ 5.00	
" Hadley	4.00@25.00
" Francis Scott Key	4.00@25.00
" Prima Donna	1.00@10.00
" Alice Stanley50@ 8.00
" Mrs. Geo. Shawyer	2.00@ 8.00
" Double White Killarney. 2.00@10.00	
" Killarney50@ 4.00
" " Queen	2.00@10.00
" " Brilliant	1.00@ 8.00
" Aaron Ward	1.00@ 5.00
" J. L. Mock	2.00@10.00
" Ophelia	2.00@10.00
" Mrs. Chas. Russell	2.00@15.00
Cattleya Orchids, special.....	30.00@50.00
Rubrum	3.00@ 5.00
Lilies, Longiflorum and Formosum	3.00@ 6.00
Lily of the Valley	3.00@ 6.00
Adiantum Croweanum and	
Hybridum75@ 1.00
Asparagus Plumosus.....doz. behs.	1.50@ 3.00
Smilax	1.00@ 2.50
Carnations50@ 2.00
Snapdragons	per doz. .50@ .75
Sweet Peas30@ 1.00
Daisies50@ .75
Peonies	per doz. .35@ .50
Larkspurs	per doz. .50@ .60

Frank H. Traendly Charles Schenck

Traendly & Schenck

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To the Leading Florists Throughout the Country.
Prices Always Right. For Samples and Quotations write

A. A. ARNOLD PAPER BOX CO.,

3102-3108 W. Division St.,

CHICAGO

France, Mrs. Charles Russell, Duchess of Sutherland, Milady, Killarney Queen and Indiana. The Cedar Hill Nurseries, Brookville, N. Y., T. A. Havemeyer, proprietor, made an excellent exhibit of light pink, rose pink and crimson peonies; also delphiniums and flowering shrubs.

Charles H. Totty, Madison, N. J., made a splendid display of delphinium seedlings, for which he was awarded a silver medal. Other awards were: Bobbinks & Atkins, for 25 vases hybrid perpetual roses, special prize; for 12 vases climbing roses, special prize; for collection of hardy herbaceous flowers, special prize; for collection of delphiniums, special prize. T. A. Havemeyer (Albert Lahodny, Gr.) took four first prizes for peonies, one first for a collection of hardy flowering shrubs and trees and a certificate of merit for delphiniums. James Lucane, Bolton Priory, Pelham Manor, N. Y., vase of hybrid perpetual roses, arranged for effect, first; for hardy flowering shrubs and trees, second. William Shillaber, Essex Fells, N. J. (J. P. Sorenson, Gr.) for a collection of rambler roses, first.

George V. Nash, secretary of the Horticultural Society of New York, delivered a lecture on "Rose Gardens." Tea was served in the Mansion of the park in the evening at \$1 per person, the proceeds going to the fund for French wounded.

A. F. F.

Newark, N. J.

Memorial day business, so far as we have learned, was satisfactory to the retailers, and June business is favorable, a number being busy with landscape and cemetery work in addition to their store business.

The Rosery Floral Co., 167 Market street, has recently arranged a number of good wedding decorations. This firm has a branch store on Academy street, and we found business active at both.

Connelly & Plunkett, Bloomfield and Mt. Prospect avenues, report excellent Memorial day business and are now keeping busy in various lines.

G. E. Davis, 76 South Grove street, who has been working a part of the Hornecker range, is giving it up, as he is in the draft.

At Begerow's, 946 Broad street, there is always something doing in weddings or funeral work, and we found everybody busy.

Philips Brothers, 938 Broad street, report good business. This firm fills many orders from other towns and cities.

F. A. Kuehn, 621 Central avenue, has a good cemetery business and says it is now better than ever.

A. F. F.

DECATUR, ILL.—Miss Lillian Bain has opened a flower shop at 253 North Main street.

Boston.

SHORTENING SUPPLY RAISES PRICES.

The call for flowers the early part of last week was light, although there was an improvement toward the end, which caused the market to shorten and prices advanced accordingly. There is no oversupply in any line, and shortage was noted in sweet peas, Easter lilies and carnations. Roses are plentiful and reasonable in price.

NOTES.

E. E. Fletcher, of Auburndale, is planning to close his range and devote his entire time to his farm in Florida. He is now shipping to this market, yellow marguerites and delphiniums.

Charles Evans reports a good season with peonies, his daily cut averaging 150 dozen, and cleaning up at 75 cents. He is also cutting Sprengeri, plumosus and swainsonas.

Good business continues at the establishment of B. A. Snyder & Co. They carry a good stock, especially peonies, roses, carnations and gladioli.

J. J. Cassidy is having a good season. Four weddings were handled here last week and there is plenty of stock for funeral work.

Houghton-Gorney Co. reports good business. They recently had an attractive window of pond lilies and mountain laurel.

At the two stores of Thos. F. Galvin, although help is scarce, they are handling a good trade satisfactorily.

Thomas Roland is shipping excellent Ophelia, Killarney Queen and Ward roses from his Revere range.

Jack Foote has started his cuts of single bouvardia in red and pink, and white jasmine.

At the store of Penn, The Florist, wedding orders and funeral work have been brisk.

S. K. G.

Ithaca Rose Test Garden.

The Auburn Rose Society made a visit to the rose test garden at Cornell University, Ithaca, N. Y., June 15, about 30 members of the society making the trip by automobile. After luncheon the society inspected the gardens of the department of floriculture. Two beds of roses planted chiefly with varieties of hybrid teas comprised one of the notable features of the garden. The variety Crimson Queen with its freedom of bloom, was especially worthy of note. Two beds of Diener's Ruffled Monster petunias attracted much attention and received much favorable comment. Two beds of pansies also were in excellent condition for this season of the year and were much praised, both on account of size and fullness of bloom.

On the arrival of the party at the rose test garden, Professor E. A. White extended a welcome to the visitors on behalf of the department of floriculture, and Dr. A. C. Beal explained briefly the development and purpose of the garden.

Although the past winter proved to be unusually severe on roses, many of the hybrid tea varieties came through in good condition and were showing a fine amount of bloom. Many of the hybrid perpetual varieties were in good condition and gave the visitors an opportunity for observation and comparative study. With a few exceptions, the climbers were not in bloom, but they will make an excellent display a little later in the season. Christine Wright, with its fine, large pink flowers, was the most advanced of the climbing roses and was highly praised. The visitors spent considerable time in studying and comparing varieties and it is certain that if the Auburn enthusiasts purchase plants of all the varieties whose names were recorded in the numerous note books, Syracuse will have to look to her laurels, otherwise she will no longer be "The Rose City of the Empire State."

The peonies, of which the department of floriculture has a large collection, were just about in full bloom and were greatly admired by the visitors. Three varieties which were noticed especially were Asa Gray, Felix Crousse, and Albert Crousse.

C. L. T.

Cincinnati.

LIMITED SUPPLY SELLS READILY.

The market is rather short on stock and everything that is coming into the wholesale houses, when at all good, cleans up readily. Prices are reasonable. But few good roses are available. Those that do arrive are selling readily. The carnation supply has shortened greatly and is of a poor quality. Easter lilies are short, but according to advices from the growers this is only temporary and by next week we should have a good supply on hand. Rubrums are fairly plentiful. Gladioli are available each day, but the cut is rather small.

NOTES.

Mrs. Dameron has purchased the Klein Flower store in Bellevue, Ky.

C. E. Critchell has been getting in some excellent hardy hydrangeas.

W. Ray Murphy and wife are on an auto trip through the northern part of the state, Cleveland is their destination.

E. G. Gillett has been getting in some excellent Russell roses that are selling well.

H.

LOUISVILLE, KY.—Herman Kleinstarkink, Jr., well known to the florist trade in this vicinity, has taken a position in the government steel mill at Youngstown, O.

WARETOWN, N. J.—Commodore Westcott has announced the opening of his bungalow on Barnegat bay for the season, June 21, the occasion being his seventeenth annual dinner to a number of his friends.

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We cover all points in Maine.

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CITY'S LARGEST FLOWER STORE

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EYRES

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Anderson service means fresh, sturdy stock
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AMERICAN SEED TRADE ASSOCIATION.

Thirty-Sixth Annual Convention, Chicago, June 18-20.

The Opening Session.

With a large and representative attendance from all sections, the thirty-sixth annual convention of the American Seed Trade Association opened at the Hotel Sherman, Chicago, at 10 a. m. June 18, the three-day programme promising to be one of the most interesting in the history of the organization in view of the conditions now affecting the trade.

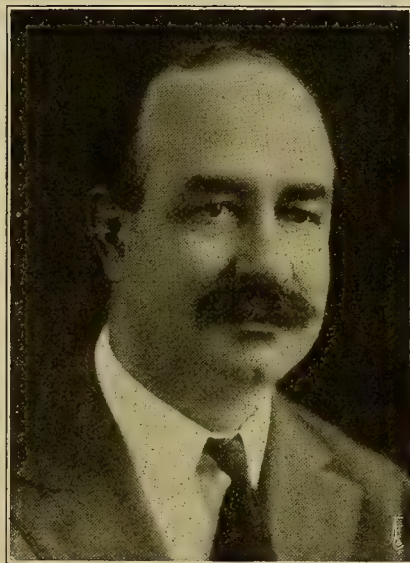
The first business Tuesday morning was the president's address, which, in a review of the work of the year, including the valuable services of Counsel Curtis Nye Smith, the war service committee, and other important details, called special attention to the urgent need for the importation of Oriental farm labor. The address was referred to a special committee composed of Watson S. Woodruff, S. F. Willard and E. L. Page, all ex-presidents of the association. Secretary Kendel presented the report of the executive committee, and also his own reports as secretary-treasurer, showing a net gain in membership during the past year of 25, and a healthy balance in the treasury. The financial portion of this report was referred to the auditing committee, consisting of Edward Leonard, F. C. Stokes and David Burpee.

W. F. Therkindson, chairman, presented the report of the committee on postal laws, which was accepted. In connection with the report, he read a letter from Hon. J. C. Koons, first assistant postmaster-general, and, on motion of Mr. Therkindson, a unanimous vote of thanks was tendered the Hon. Mr. Koons for his courtesy and co-operation with the seedsmen. S. Phillips Landreth, chairman of the committee on nomenclature, made report by letter that, owing to present abnormal conditions, nothing had been done by this committee during the past year.

On suggestion of Secretary Kendel, a motion was passed in line with the action taken by the market gardeners' association, recommending to the United States department of agriculture that it is advisable that the time of one man in the department be devoted exclusively to placing the work of nomenclature on a permanent practical working basis, in order that some effective work may be accomplished along this line, this man to co-operate with the vegetable growing interests, the vegetable seed interests and the seed trade interests generally in the various states. The committee on resolutions was instructed to prepare and report later suitable resolutions in conformity with the above. R. P. Steckler, of the committee on Oriental farm labor, reported nothing had been done by this committee during the past year. President Bolgiano deplored that such was the fact and expressed the hope that next year's committee would make better progress.

W. A. Wheeler, in charge of the seed reporting service, bureau of markets, United States department of agriculture, delivered an address on "Seed Reporting as a Public Service." Mr. Wheeler was asked numerous ques-

tions, to which he courteously replied and assured the convention of the desire of the bureau to co-operate with the seedsmen at all times. He was especially solicitous that it be thoroughly understood that all communications to his bureau would be treated in the strictest confidence and no improper use made of the same.



F. W. Bolgiano, Washington, D. C.
President American Seed Trade Association.

On motion of Secretary Kendel, an amendment to the constitution and by-laws was adopted, increasing the annual dues to \$25 and the initiation fee, including first year's dues, to \$50.

A pleasing feature just before the close of the morning session was the rising, in Rotary fashion, of all attending and announcing their names and firm connections.

At the afternoon meeting, before going into executive session, L. L. Olds, chairman of the committee on experiment stations, presented the report of his committee, which included the joint work of the entire committee, the plan adopted having been to assign duties to each special territory and bring their

combined work into one report. The length of the report forbids a full abstract, but some of the interesting points were the following: Canada reports that a new variety of wheat, called "The Marquis," is displacing all others, principally because of its earlier yields. The Pennsylvania experiment station has entered a decided protest against the practice of listing the same varieties of vegetables under different names and urges seedsmen to condemn this practice. Iowa has discovered a new annual white seed clover, which in three and a half months grew to a height of four and a half feet. Montana has carried on some experiments with the germination of grains, showing that with wheat, for instance, 75 samples showed an average test of 27 per cent one week after threshing, while the same samples tested 94 per cent two months after threshing. Some of the states, particularly Kentucky and Wisconsin, are making a strong plea for the observance of their state seed laws on the part of non-resident seedsmen. Minnesota reports a new oats, called "Minnesota," which will be available in small quantities for the trade next spring. The Tennessee experiment station reports a new winter beardless barley, as hardy as winter wheat. In Kansas, a new winter wheat, the "Kan-red," has averaged four and a half bushels per acre more during the last seven years than other standard varieties and is displacing everything else. Rosen rye is a new winter rye that is ahead of everything else in Oregon. The report was accepted on motion of J. T. Moreland.

Secretary Kendel, in the absence of Dr. Tracy, read the paper on "Persistent Varietal Character in Garden Vegetables," by Dr. W. W. Tracy, of

Alfred J. Brown Seed Co.

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Radish, Etc
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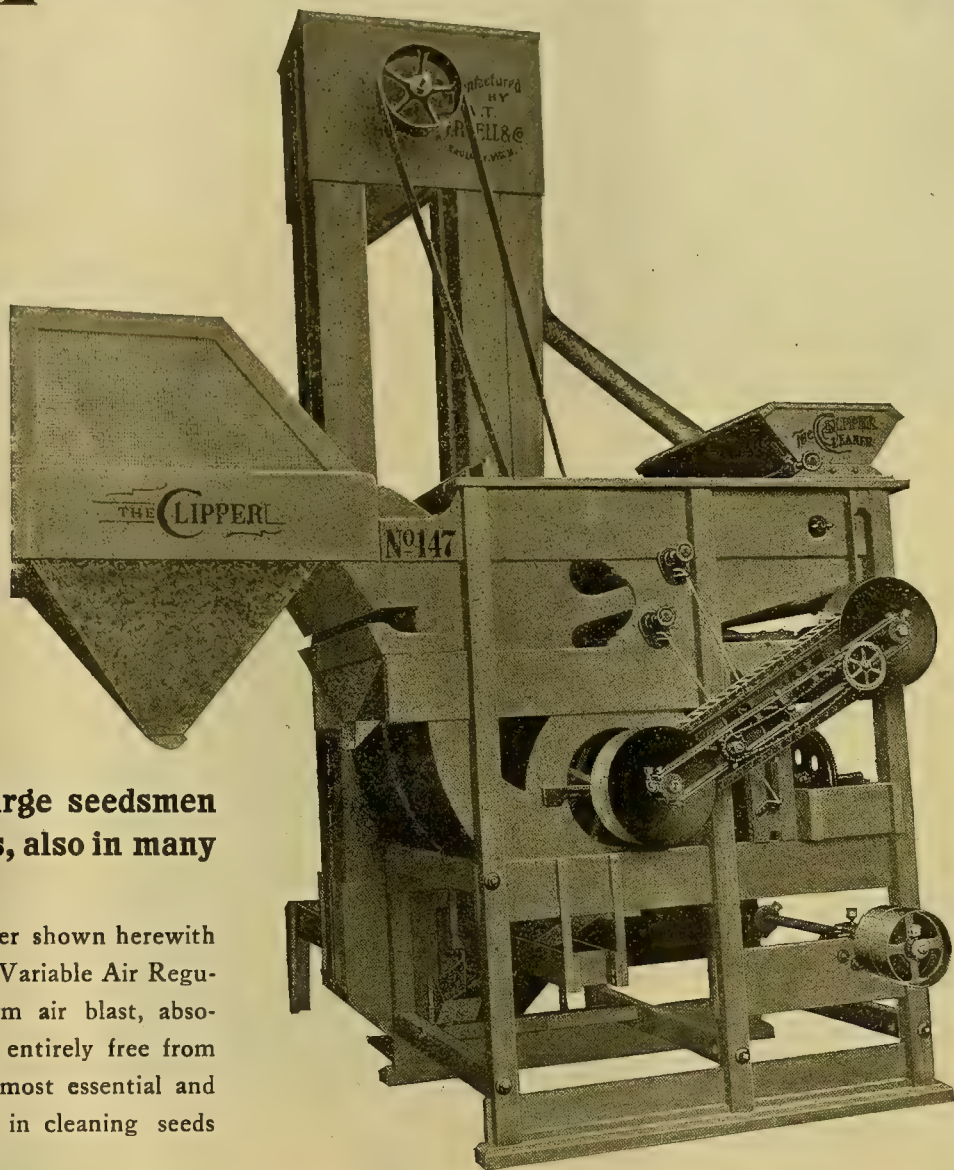
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Clipper Cleaners

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Etc. If you are in-
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for screening and
grading any kind of
seeds, grain, beans,
peas or bulbs you
might do well to in-
vestigate our claims
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The "Clipper" Cleaners

are used by all large seedsmen
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is equipped with our new Variable Air Regu-
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fluctuation is one of the most essential and
important considerations in cleaning seeds
and grains.

Different kinds of seeds and grains, and, different conditions of the seeds or grains,
call for varying strength of the air blast used in separating the dust, chaff, and light
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Air Regulator gives exact control of the air blast at every desired point. "From a
Zephyr to a Hurricane" exactly describes the range of air blast that can be secured by
this mechanical device. We can produce a blast strong enough to blow out the heaviest
grain, or peas or beans, and by an adjustment requiring but an instant reduce the blast
sufficient for handling the lightest seeds such as timothy, red top or blue grass.

Write for full description.

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Wm. G. Scarlett, Baltimore, Md.
First Vice-Pres. American Seed Trade Ass'n.

the United States department of agriculture. On motion of J. T. Moreland, the paper was received with thanks, and ordered printed in the proceedings. W. R. Beattie, extension horticulturist, of the United States department of agriculture, delivered an address on "The Home Garden as a Means of Increasing the Food Supply," stating that the home garden is being promoted by the department of agriculture through the extension divisions of the state colleges, county agents and the county farm bureaus. Its purpose is to give the information that the people need to produce their living at home. The department at Washington is furnishing literature, with working plans, both for the production and conservation of garden products. The address was of some length and covered the subject in an exceedingly full and comprehensive manner.

A. K. Ovrien, of the Agricultural Publishers' Association, Chicago, addressed the convention on "Community Building in War Times." His address was intensely interesting, as showing the great progress in community co-operative work in farming sections, and the stimulation of interest through fairs, clubs, co-operative warehouses, live-stock breeding associations, grain growers' clubs, horticultural associations, potato growers' clubs, cow testing associations, and so on in great profusion, all tending to the betterment of the farming and agricultural communities, helping to keep boys and girls on the farm, and arousing ambition and energetic effort in all directions.

The convention then went into executive session, and adjourned at 5:30, to reassemble at 10:30 a. m. Wednesday. Notice was given of a meeting of all commission men and outright packet commission seedsmen, to be held at 9:30 Wednesday in the convention hall before the regular convention session.

Wednesday Morning's Proceedings.

At the Wednesday morning session following the election and installation of new members, John L. Hunt, chairman of the war service committee, presented a report of his committee which was unanimously adopted and

the committee was given a vote of thanks. At this point Kirby B. White made an eloquent plea for the payment of his back salary before any further appropriations were made, but failed to get the support of the meeting. Counsel Curtis Nye Smith also presented his report, which was accepted with thanks, and on the motion of J. M. Lupton, following his report as chairman of the legislative committee, which was received with thanks, a compilation of the state and federal seed laws were authorized, copies to be supplied to the members of the association at cost. R. A. Oakley, chairman of the committee on seed stocks, United States department of agriculture, not being present, sent a letter thanking the association for its invitation and forwarded his paper which was read. It was strongly commended to all members by President Bolgiano and Vice-President Scarlett. The local seed trade entertained the visitors at luncheon at the Hotel Sherman at 1 p. m.

The convention will close Thursday with the election of officers for the ensuing year.



David Burpee, Philadelphia, Pa.
Second Vice-Pres. American Seed Trade Ass'n.

President Bolgiano's Address.

President Bolgiano said in part:

"In accepting the presidency of the American Seed Trade Association last June, I fully appreciated that to the American seedsmen, this association would mean more in the months to follow than it had ever meant before, yet I never dreamed what was in store this year for the organization. Believing that this association while in the past has done wonderfully good work, yet I think that the coming year will eclipse all others and the in-coming president will find he will be called upon to give brains, time and strength to the affairs of the association beyond all that has ever been required of the office before, and I am going to make several recommendations which appear to me as being expedient.

"Before any business is taken up, however, it behooves us to turn our thoughts to the vacant places in our midst, left so by the call to give an ac-

counting before the great throne where each shall receive his just reward; and for one moment I shall ask you to remember Ludwig Teweles, Oscar H. Wills, Frank Reedy, Edwin Haven and L. L. May. A committee will prepare resolutions, which I trust may be spread on the minutes to remind us of our departed friends.

"It can hardly be possible that our members generally have not prospered fairly well during the past year; yet I doubt, except in rare instances, if the material interest of our members is as great as it was a year ago. What with short crops, income profit taxes, excess profit taxes, and the increased labor cost, the drain has been very great and serious. There have been the numerous bills by the various legislative bodies. J. M. Lupton, with our ever-ready and valuable counsel, has handled these so that nothing very serious has gotten through. There never was a time when it was more necessary that the association have a level-headed attorney associated with your executive officers than during the past year; and I wish to thank Curtis Nye Smith for the manner in which he has always willingly taken from the shoulders of your president, the burdens that we asked him to assume, and in his able manner gave sound advice at all times.

"Early in the fall, the food administration invited a number of seedsmen to Washington to discuss the situation on peas and beans. At this meeting, we were told that the government must have information regarding the supplies available for the season of 1917-1918 and the absolute necessity of the conservation of food supplies was pointed out, together with the fact that the American seedsmen were expected to do their bit.

"In June, 1917, the crop situation was what might be called normal or an average prospect, but as the weeks went by, we began to realize that the situation was one that we must consider with increasing alarm. The early crops were injured by the lack of rain; the late were nearly all caught by an early frost which in many instances wiped out all or nearly all of the prospect. Many seeds advanced to values never dreamed of before, and which we trust



C. E. Kendel, Cleveland, O.
Sec'y-Treas. American Seed Trade Association.

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WE HAVE SOME VARIETIES OF BEANS AND OTHER VEGETABLES TO OFFER, 1918 CROP.

John Bodger & Sons Co.
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will never again be equalled. We of course suffered greatly, because we could not get the crops from Europe intended for this country; yet had they been available, there would still have been a great shortage in this country's supply. Our forage crops have been woefully short in seed supplies. Clover has never been so fully out of the hands of the dealers, good seed corn was never as scarce, and other farm seeds have been badly affected by the general situation relative to supply.

"All of these considerations made it seem necessary that your president have the advice of competent men, and at the suggestion of several in the trade he called the executive committee together in New York, November 21. After consultation, and going over the ground most carefully, the executive committee authorized your president to name a war service committee, which he did, appointing John Hunt, chairman; Kirby B. White, Wm. G. Scarlett, Howard M. Earl and C. C. Massie as members. They have done valuable work that can never be too highly appreciated. This committee was almost immediately called to Washington to meet with Mr. Burden. It sat in session the greater part of two days, discussing the prospective crops of peas and beans, and the amount and character of information Mr. Burden, with the help of the department of agriculture, obtained, was surprising. I think it was due to this meeting that we were able to convince the food administration that it would be extremely unwise to take any drastic steps toward fixing the prices of peas and beans. Your committee demonstrated clearly how easy it would be to destroy the production end of the seed business and what a serious condition would ensue. During all this time, freight conditions, had been going from bad to worse. The war service committee, by appointment, met again in Washington, regarding preference in shipments of seeds. While that committee accomplished something along these lines, yet I consider the greatest good was accomplished by Charles Boyles, who being a railroad man, got right down to the foundation. This association is extremely fortunate in having Mr. Boyles to call upon in such an



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emergency, and I think a vote of thanks is justly due him.

"We scarcely emerged from one trouble before we were confronted with another. The fuel administration, seeing the danger of a fuel shortage, promulgated the Monday closing order. We deemed this of such serious importance, coming as it did during February and March, our rush season, that I again called the war service committee together in the latter part of January, and the matter was placed before the department of agriculture in such a light that we were able to announce that the trade need not observe the closing days. On May 28, we were again invited to Washington, meeting there the board regulating the importation of seeds from foreign countries. I have no doubt that J. L. Hunt will give you full information regarding all these meetings. I have simply touched on each one in passing. I want to say that while we have not always been able to accomplish all that we wanted at these meetings, we feel that we have succeeded in bringing about an understanding between our trade and those in authority, especially the department of agriculture.

"We have conscientiously fought against the control of our business in the way the grocery business has been controlled. Thus far we have succeeded, but you must live as patriotic citizens, not as grasping profiteers, if you expect this immunity. Do not, because you happen to have stock beyond your wants, and your competitor is short, try to extort a usurious profit, and bring disgrace on yourself and hardship on your fellow-craftsmen. Besides, regulation in our business will mean serious curtailment in production, and bring a condition that may be fraught with serious consequences to our country.

"I now, after most serious consideration, recommend that the war service committee be made permanent during the continuance of the war, and that its personnel remain as it is during that period. I trust for the good of the association that this recommendation will prevail.

"I recommend that the committee on oriental farm labor get extremely busy. It is our opinion that, with the existing conditions unless we are able to get more farm labor within the next seven months, our country is going to suffer seriously from shortage of food. Under no conditions must we in any way withhold the supply of men for the war, but we should have at least 500,000 Chinese imported at the earliest possible moment as farm laborers.

"Our association has put itself on a very high plane regarding government charges. I trust that standard will be kept to the very top notch until there shall be no cause to come before your committee. I want the association to be placed in the attitude of condemning anything that may be disloyal to the Flag, dishonorable to our customers or disgraceful to our association, and that any man who is guilty of any or all of these things be made to feel that he is certain to receive all the punishment he so justly merits, both from his government and his associates in business.

"The Bulletin should by all means be continued, the information contained should be up-to-date, and the crop reports should be of most recent date previous to each publication. This can only be accomplished with the assistance of each member, and if any one

withholds valuable information from the Bulletin, he is coming very close to being disloyal to his Flag.

"When I accepted the presidency I said that we had just ended a year when the success of the seed business was phenomenal; I now say that we have just ended a year when the cares and trials of the seedsmen are beyond those of all other years. We have been led by a kind Providence, assisted by the most able committees that any association ever had to assist in keeping away from serious mistakes, and to gain the confidence of those in authority. There is only one way to continue this and that is by being absolutely honest and honorable. I wish to thank you all for your loyal assistance and patience."

Secretary-Treasurer's Report.

The report of Secretary-Treasurer Kendal showed the total membership last year to have been 196, the accessions since that time being 29, losses four, a net gain of 25, bringing the present membership to 221. The finances are also in excellent condition, to the balance on hand last year, \$1,527.14, being added initiation fees, \$550; dues and assessments, \$4,540; special advances, \$800, and interest fund, \$91.54, while total disbursements for all purposes amounted to \$5,280.87 leaving a balance on hand of \$2,227.81.

New Members Elected.

Aggeler & Musser Seed Co., Los Angeles, Calif., proposed by M. L. Germain.

W. H. Bofferding, Minneapolis, Minn., proposed by C. C. Massie.

R. B. Buchanan, Memphis, Tenn., proposed by the W. W. Barnard Co.

Henry Field Seed Co., Shenandoah, Ia., proposed by C. C. Massie.

Henry Berrien Fish, Carpinteria, Calif., proposed by Vaughan's Seed Store.

The J. E. Hoopes Co., Muscatine, Ia., proposed by Vaughan's Seed Store.

G. H. Hunkel Co., Milwaukee, Wis., proposed by S. G. Courteen.

J. Oliver Johnson, Chicago, proposed by the Everett R. Peacock Co.

Kilgore Seed Co., Plant City, Fla., proposed by H. G. Hastings.

Pieters-Wheeler Seed Co., Gilroy, Calif., proposed by J. C. Vaughan.

Southern Seed Co., Indianapolis, Ind., proposed by Hall Seed Co.

Mel. L. Webster Co., Independence, Ia., proposed by H. A. Johns.

The Western Seed Co., Denver, Colo., proposed by E. L. Sonderegger and S. D. Woodruff & Sons.

The Exhibits.

Brown Bag Filling Machine Co., Fitchburg, Mass., bag filling machines.

The McFarland Publicity Service, Harrisburg, Pa., seed and nursery catalogues.

Merritt Garden Drier Co., Chicago, garden drier for fruits and vegetables.

A. B. Morse Co., St. Joseph, Mich., seed and nursery catalogues.

Everett R. Peacock Co., Chicago, onion seed and sets.

Torsion Balance Co., New York, balances and weights.

Walker Bin Co., Penn Yan, N. Y., store fixtures.

Convention Notes.

D. I. Bushnell, St. Louis, Mo., was asked for by everybody, and his absence much regretted; while his health has improved, and he is taking drives about his Webster Grove country place, he did not feel that he should venture attendance at Chicago.

R. C. Watson, formerly with the Hogue-Kellogg Co., Ventura, Calif., says he will start in the bean business on his own account next season.

Southern California growers say the labor situation has improved somewhat by the coming of Mexican workers in increasing numbers.

The new quarter-pound-package machine of the Brown Bag Filling Machine Co., Fitchburg, Mass., attracted much attention.

The visitors in general reported the business of the past season very unsatisfactory, and in some cases unprofitable.

Chas. N. Page came on from California to all appearance just as lively and youthful as he was 20 years ago.

Howard M. Earl, of the W. Atlee Burpee Co., Philadelphia, Pa., went on to California after the convention.

The convention weather, fair and delightfully cool, was highly commended.

There was considerable talk of open prices on contracts for the 1919 crop.

The Templin-Crockett-Bradley party came on from Cleveland, O., by auto.

Sweet peas in California appear to have been badly hit by aphids.

Wholesale Grass Seed Dealers' Association

The tenth annual meeting of the Wholesale Grass Seed Dealers' Association was called to order in the West Room of the Hotel Sherman, Chicago, by President A. E. Reynolds, Crawfordville, Ind., June 17, at 10:00 a. m. Reports were received and read from Secretary-Treasurer Wm. R. Jossman, Detroit, Mich.; Counsel Curtis Nye Smith, Boston, Mass.; Chairman Wm. G. Scarlett, of the legislative and war service committees, Baltimore, Md.; O. T. Watts, chairman of committee on trade rules, Louisville, Ky.; M. H. Duryea, chairman of auditing committee, New York. A special committee also reported on the decision as to additional data regarding germination to be placed on tags, same to have the approval of the government. A resolution was adopted, that in regard to the tagging of hard seeds, it be recommended that the tag show the actual number of sprouts and the number of hard seeds. A special committee was appointed to consider the above and report their conclusions as soon as possible to the board of directors after a conference with government officials. The report of the committee on trade rules was laid over until the next meeting for consideration.

On the motion of H. W. Wood, Richmond, Va., the following was adopted:

Resolved, that it is the sentiment of the Wholesale Grass Seed Dealers' Association that the board of directors of the Toledo Produce Exchange adopt rules and regulations covering the grading of clover seed which will not allow the presence of more than one seed of dodder to five grams of clover seed in grading of Toledo Contract Prime Clover Seed.

The following on motion of Charles Dickinson, Chicago, was adopted:

Resolved, that the members of the Wholesale Grass Seed Dealers' Association

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Bloomsdale
Farm.**Bristol, Pa.**

tion handle seed wheat as usual and do what they can to co-operate with the government to get a wide distribution of improved stock and varieties of wheat.

George S. Green offered the following which was also adopted:

Resolved, that the type of millet, formerly called "German" millet, including both Tennessee grown and western stock, be hereafter called Golden millet; that the old type of millet formerly called common or white American millet, be hereafter called white millet.

Officers were elected as follows: A. E. Reynolds, Crawfordsville, Ind., president; C. C. Massie, Minneapolis, Minn., vice-president; William R. Jossman, Detroit, Mich., secretary-treasurer. Directors: For term expiring 1919, A. E. Reynolds, John A. Smith and M. H. Duryea; for term expiring 1920, George S. Green, Wm. G. Scarlett and E. T. Stanford; for term expiring 1921, C. C. Massie, J. Charles McCullough and R. W. Pommer.

Albert Dickinson, Chicago, was unanimously elected to honorary membership.

President Reynolds appointed the following committees: Legislative—Wm. G. Scarlett, George S. Green and H. W. Wood, this committee to act also as a war service committee with a like committee of the American Seed Trade Association. Membership—Charles Dickinson, B. P. Corneli and J. Charles McCullough. Arbitration—J. A. Smith, H. W. Wood, E. T. Stanford, H. B. McCullough and C. C. Massie. Trade rules—O. T. Watts, J. Will Jefferson, Frank W. Annin, M. H. Duryea, R. W. Pommer, Charles Dickinson and Curtis Nye Smith. Special committee of tag data—H. W. Wood, M. H. Duryea and J. G. Peppard. The midwinter meeting will be held subject to the call of the board of directors.

The following members were elected: Canada Seed Co., Toronto, Ont.; Rudy-Patrick Seed Co., Kansas City, Mo.; Mangelsdorf Seed Co., Atchison, Kan.

Grass Seed Men Present.

The grass seed dealers in attendance included the following:

Frank W. Annin, Toledo, O.
Donald Belt, Baltimore, Md.
Chas. S. Burge, Toledo, O.
R. S. Burge, Toledo, O.
Kirby Chambers, Louisville, Ky.
Ben P. Corneli, St. Louis, Mo.
T. C. Crabb, Crawfordsville, Ind.
Chas. Dickinson, Chicago.
Harry W. Doughten, New York.
M. H. Duryea, New York.
George S. Green, Chicago.
C. K. Jones, Baltimore, Md.
Wm. R. Jossman, Detroit, Mich.
Thos. J. E. Kemp, Chicago.
C. C. Massie, Minneapolis, Minn.
Harry B. McCullough, Cincinnati, O.
J. Chas. McCullough, Cincinnati, O.
C. A. Neal, Philadelphia, Pa.
F. S. Plant, St. Louis, Mo.
R. W. Pommer, St. Louis, Mo.
A. E. Reynolds, Crawfordsville, Ind.
W. R. Riethmiller, Jackson, Mich.
Chas. D. Ross, Louisville, Ky.
William G. Scarlett, Baltimore, Md.
Curtis Nye Smith, Boston, Mass.
John A. Smith, Toledo, O.
E. T. Stanford, Buffalo, N. Y.
Walter E. Stone, Toledo, O.
Hugo Teweles, Milwaukee, Wis.
George C. Thomson, Minneapolis, Minn.
T. J. Tobin, Kansas City, Mo.
O. T. Watts, Louisville, Ky.
J. H. Withey, Minneapolis, Minn.
Henry W. Wood, Richmond, Va.

The Mangelsdorf Seed Co.,**Atchison, Kansas.****Wholesale Field and Garden Seeds****ALFALFA
REDTOP****TIMOTHY
SWEET CLOVER
FOR FALL TRADE****BLUEGRASS
TURNIP**

PLEASE WRITE FOR SAMPLES AND PRICES.

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FREMONT, - - - NEBRASKA.**Iowa Seed Dealers' Association.**

Supplementing our account of the meeting of the above association, held at Des Moines, June 5, in our issue of June 15, page 1089, the members went on record as in favor of dropping all German names from their lists and also to buy no German products during the duration of the war. The seed situation was also gone over most carefully.

The highest tribute was paid to the outgoing president, Frank Page of the Iowa Seed Co., Des Moines, now in the aviation service, and resolutions of respect were drafted and made a matter of record and a copy sent to the wife of the late George H. Cummings, of the Sioux City Seed & Nursery Co., who was one of the association's most highly esteemed members.

Among those in attendance were Vice-President C. E. Atherton and Mrs. Atherton, Deep River; J. N. Allbright, Iowa Seed Co., Des Moines; E. L. Billings of Bowles-Billings-Kessler Grain Co., and wife, Algona; L. C. Bullock, Henry Field Seed Co., Shenandoah; J. E. Campbell, Campbell-Johnson Printing Co.; Charles Clark, Iowa Farmer, Des Moines; E. M. Cole, Cole Seed Co., Pella; George W. Cummings, Sioux City Seed & Nursery Co.; Secretary A. M. Eldridge, Henry Field Seed Co., Shenandoah; T. F. Fennell, Henry Field Seed Co., Shenandoah; Jos. Faassen, Berry Seed Co., Clarinda; W. G. Grote, Younkerman Seed Co., Council Bluffs; J. T. Hoffer, Hoffer Seed Co., Nora Springs; J. W. Jarnigan, Iowa Farmer; B. F. Kessler, Bowles-Billings-Kessler Grain Co., Algona; Henry Kling, Hamilton Seed & Coal Co., Cedar Rapids; George L. Kurtzweil of the Iowa Seed Co., and Miss Eva Kurtzweil, Des Moines; Oliver Lorenz, Guthrie-Lorenz Seed Co., Des Moines; F. C. Mounce, Henry Field Seed Co., Shenandoah; C. G. Ouren, Ouren Seed Co., Council Bluffs; Chas. N. Page, Iowa Seed

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Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

Co., San Diego, Calif.; W. S. Potts, Berry Seed Co., Clarinda; Dr. Redfern, assistant dairy and food commissioner; F. A. Starry, Rudy-Patrick Seed Co., Kansas City, Mo., and W. H. Talbot, of W. H. Talbot Co., Osceola.

At the Chicago Convention.

The following were noted among those in attendance the opening days:

Frank W. Annin, Toledo, O.
Chas. H. Appel, Chicago.
Sam R. Arnett, Minneapolis, Minn.

W. W. Barnard, Chicago.
W. H. Barrett, Adrian, Mich.
Otto A. Barteldes, Lawrence, Kan.
G. S. Barto, Painesville, O.
W. R. Beattie, Washington, D. C.
Donald Belt, Baltimore, Md.
E. J. Bernet, LaCrosse, Wis.
A. A. Berry, Clarinda, Ia.
J. C. Bodger, Los Angeles, Calif.
W. H. Boffending, Minneapolis, Minn.
C. W. Bolgiano, Washington, D. C.
F. W. Bolgiano, Washington, D. C.
Geo. L. Born, Oshkosh, Wis.
Harry Botzum, Akron, Ohio.
G. F. Bradley, Cleveland, O.
A. C. Brent, Lexington, Ky.
W. C. Brice, Chicago.
A. J. Brown, Grand Rapids, Mich.
B. F. Brown, Fitchburg, Mass.
D. A. Brown, Cincinnati, O.
H. A. Brown, Chicago.
J. C. Brown, Fitchburg, Mass.
R. B. Buchanan, Memphis, Tenn.
John T. Buckbee, Rockford, Ill.
Chas. S. Burge, Toledo, O.
R. S. Burge, Toledo, O.
David Burpee, Philadelphia, Pa.
Newton Busenbark, Crawfordsville, Ind.

D. Carmichael, Cincinnati, O.
G. J. Carpenter, Provo, Utah.
Kirby Chambers, Louisville, Ky.
C. R. Chesmore, St. Joseph, Mo.
C. S. Clark, Chicago.
Theo. Cobb, Detroit, Mich.
G. B. Coe, Detroit, Mich.
John R. Condon, Rockford, Ill.
Leonard R. Condon, Rockford, Ill.
W. E. Cook, Cleveland, O.
James P. Coon, Washington, D. C.
Ben. P. Corneli, St. Louis, Mo.
Clifford Corneli, St. Louis, Mo.
C. O. Coventry, Chicago.
Lawrence Coy, Valley, Neb.
T. C. Crabb, Crawfordsville, Ind.
P. J. Crockett, Cleveland, O.
Carl Cropp, Chicago.
W. H. Crossland, Milwaukee, Wis.
J. W. Crow, Guelph, Ont.
William Currie, Milwaukee, Wis.

Low S. Darling, Petoskey, Mich.
Jno. E. Davis, Delaware, Ohio.
John P. Degnan, Chicago.
Chas. Dickinson, Chicago.
W. C. Dierolf, Philadelphia, Pa.
Edw. W. Dorey, New York.
J. E. Dorris, Delaware, O.
Harry W. Doughten, New York.
Benj. Dulaney, Cincinnati, O.
E. C. Dungan, Philadelphia, Pa.
M. H. Duryea, New York.

Howard M. Earl, Philadelphia, Pa.
F. H. Ebeling, Syracuse, N. Y.
J. G. Eddy, Minneapolis, Minn.
L. S. Edgecomb, Buffalo, N. Y.
Roy Edwards, Kansas City, Mo.
John C. Eichenauer, Phoenix, Ariz.
E. E. Elder, Chicago.
A. M. Eldridge, Shenandoah, Ia.
Frank S. Eldridge, Shenandoah, Ia.
Wm. Emerson, Fremont, Neb.

A. T. Ferrell, Saginaw, Mich.
H. E. Fiske, Boston, Mass.
B. J. Fitzsimmons, St. Louis, Mo.
A. H. Flanagan, Crawfordsville, Ind.
C. Fleeger, Chicago.
E. J. Flood, Philadelphia, Pa.
Alec Forbes, Newark, N. J.

Jno. F. Geary, Columbus, Wis.
Robert George, Painesville, O.
D. H. Gilbert, Monticello, Fla.
J. Lee Gillespie, Detroit, Mich.
O. W. Goodman, Houston, Tex.
Geo. S. Green, Chicago.
W. B. Griswold, Lincoln, Neb.
Chas. P. Guelf, Cambridge, N. Y.
Albert Gullman, Manitowoc, Wis.
K. Gundestrup, Chicago.
E. S. Gunn, Lincoln, Neb.

W. P. Hall, Louisville, Ky.
A. C. Hanson, Chicago.
Leon Harris, Birmingham, Ala.
Chas. C. Hart, Wethersfield, Conn.
E. B. Hartland, Chicago.
H. G. Hastings, Atlanta, Ga.
H. M. Hedges, Cambridge, N. Y.
J. F. Heide, Memphis, Tenn.
N. C. Helms, Chicago.
A. Henderson, Chicago.
W. D. Henderson, Ft. Wayne, Ind.
Maxim Hershey, New York.
F. C. Herzog, Rochester, N. Y.
W. P. Hilton, Chicago.
H. S. Hoard, Cambridge, N. Y.
Chas. Hollenbach, Chicago.
Peter Hollenbach, Chicago.
Harry Holmes, Harrisburg, Pa.
H. L. Holmes, Jr., Canton, Ohio.

L. B. Hoopes, Muscatine, Ia.
T. H. Hopkins, St. Anthony, Idaho.
W. K. Hoyer, Philadelphia, Pa.
W. H. Huffman, Chicago.
F. W. Hull, Penn Yan, N. Y.
August Hummert, St. Louis, Mo.
G. H. Hunkel, Milwaukee, Wis.
J. L. Hunt, Cambridge, N. Y.
F. H. Huyck, Chicago.

Fred W. Jaeger, Toledo, O.
M. F. Jobs, Jamestown, N. Y.
John R. Johansen, San Francisco, Calif.
C. K. Jones, Baltimore, Md.
O. S. Jones, Sioux Falls, S. D.
Wm. R. Jossman, Detroit, Mich.

W. J. C. Karle, Rochester, N. Y.
C. N. Keeney, LeRoy, N. Y.
F. W. Kellogg, Milwaukee, Wis.
Thos. J. E. Kemp, Chicago.
C. E. Kendel, Cleveland, O.
Edw. J. Kieknapp, Faribault, Minn.
L. M. King, Minneapolis, Minn.
H. R. Kinsey, Omaha, Neb.
L. A. Kipping, Sedalia, Mo.
Norval E. Kirby, Philadelphia, Pa.
Fred B. King, Rochester, N. Y.
W. A. Kraus, Rochester, N. Y.
Jos. A. Kroger, Daytona, Fla.
J. A. Krozer, Dayton, O.
Wm. Kueker, Faribault, Minn.
N. L. Kuery, Dallas, Tex.
Geo. L. Kunz, Manitowoc, Wis.
G. L. Kurtzweil, Des Moines, Ia.
M. Kurtzweil, Des Moines, Ia.
Wm. E. Kuster, Kansas City, Mo.

F. Lautenschlager, Chicago.
Frank Leckenby, Seattle, Wash.
Edw. S. Leonard, Chicago.
J. C. Leonard, Chicago.
S. F. Leonard, Chicago.
F. J. Lewis, Chicago.
A. W. Livingston, Columbus, Ohio.
Robert Livingston, Columbus, O.
T. D. Long, Chicago.
F. Love, Montgomery, Ala.
W. B. Lucas, Sheboygan, Wis.
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J. M. Lupton, Mattituck, N. Y.
Jno. W. Luscombe, Toledo, O.
R. F. Lyon, Atlanta, Ga.

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J. B. McCausland, Wichita, Kan.
L. B. McCausland, Wichita, Kan.
Harry McCullough, Cincinnati, O.
J. Chas. McCullough, Cincinnati, O.
H. Trimble McCullough, Cincinnati, Ohio.
R. C. McGill, San Francisco, Calif.
A. E. McKenzie, Brandon, Man., Can.

F. W. Mangelsdorf, Atchison, Kans.
Willard G. Manthey, Cincinnati, Ohio.
W. C. Marlow, Wichita, Kans.
C. C. Massie, Minneapolis, Minn.
Alex. Mathers, Milford, Conn.
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F. C. Maynard, Sheboygan, Wis.
Wm. G. Merritt, Chicago.
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accurate estimate is impossible: Let-
tuce, 45 to 60 per cent; onion, 60 to 75;
beet, 75 to 85; salsify, 50 to 60; radish,
30 to 45; carrot, 65 to 85; celery, 85 to
95; endive, 75 to 95; spinach, 40 to 70
per cent. Some of the larger growers
are much discouraged at the outlook.

VISITED CHICAGO.—Jean Davy, of
Arpaion, Seine-et-Oise, France, and
wife, passing through.

ONION SET prospects in the Chicago
district, June 10, are said to be the
poorest in several seasons.

FLORAL PARK, N. Y.—John Lewis
Childs has returned from California,
coming by way of Portland.

CHINESE jobbers are asking \$24 and
\$34 in Amoy for Joss lilies, but who
will supply the carrier ships?

KANSAS CITY, MO.—The many friends
of List Peppard will regret to learn he
is in the hospital with an attack of ap-
pendicitis.

GRASS SEED.—Prices for grass seed
on the Chicago Board of Trade June 19
were as follows: Timothy, \$7.00 to
\$8.00 per 100 pounds.

LOS ANGELES, CALIF.—Aggeler & Mus-
ser Seed Co. reports the wholesale de-
mand equal to that of last year, but
market gardening, mail order and coun-
ter trade fell below. The season in gen-
eral was not quite up to anticipations.

TOLEDO, O.—March clover, cash, was
unchanged, June 17, closing at \$18.00,
the same price as on June 15. March
timothy was five cents higher, old
quoted at \$3.60, September \$4.27½,
October \$4.00, December \$4.00, and
March \$4.20.

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Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President;
S. W. Severance, Louisville, Ky., Secretary;
Eugene Davis, Grand Rapids, Mich., Treasurer.

Prices of Indoor Fruits and Vegetables.

Chicago, June 18.—Cucumbers, 2-dozen box, \$1.25 to \$1.60; celery, crate, \$2.25 to \$2.50; leaf lettuce, per box, 10 to 12½ cents; radishes, per 100 bunches, \$1.50 to \$3.00; tomatoes, 6 baskets, \$3.00 to \$3.75.

New York, June 17.—Celery (Florida), per crate, \$1.00 to \$4.50; cucumbers, 50 cents to \$3.75 per basket; mushrooms, 60 cents to \$4.00 per 4-pound basket; tomatoes, per pound, 15 to 25 cents; lettuce, per package, 40 cents to \$2.25; radishes, per 100 bunches, 50 cents to \$1.00.

Vegetable Markets.

The bureau of markets, United States department of agriculture, reports jobbing prices and movements of vegetables for the period June 12-18, as follows: The potato markets were active and weaker, with new shipping sections opening and the total movement showing a continued gain in volume. Florida and southern producing sections are approaching the end of their season. The total movement of new potatoes was 4,188 cars as compared with 2,657 the preceding week. The movement of old potatoes is becoming lighter and prices have followed a slightly narrower range from \$1.60-\$2. The recent advance has maintained fairly well. The shipment volume of new onions is decreasing and was 25 cars below the previous week. The price at Texas shipping points strengthened to 80-90 cents for No. 1 yellow stock. Sales to jobbers ranged 25-50 cents higher. The general demand was fair to good, but slow in middle west and southwest. The range of cabbage prices in consuming markets was narrower with a moderate volume of trade. General values were well maintained at \$2.75-\$3.50 per barrel. The movement of tomatoes from shipping points was liberal and prices were lower from 20 to 50 cents on fancy wrapped fours. Florida offerings followed a weak range of from \$2.50-\$3 per six-basket carrier. As a whole the general carlot movement of vegetables was not large with the exception of new potatoes. The season is generally two weeks earlier than last year both in the east and west.

Sweet Potato Storage.

In Farmers' Bulletin 970, H. C. Thompson, horticulturist, United States department of agriculture, calls attention to the proper storage of sweet potatoes as one of the most important food conservation measures that can be put into effect in the southern states, no perishable product produced in that section being of such great importance, and none so poorly handled. The bulletin describes in considerable detail the types of storage houses that have proved successful and the proper care of the crop, from harvesting to mar-

keting. For those growers who are not able to build storage houses directions are given for saving the sweet potatoes by using outdoor cellars and banks.

The foundation of the storage house may be in the form of pillars or solid walls, and should be of such a height that the floor is about on the level of the bottom of the wagon-bed, while the footings should be carried below the frost line or to solid ground. Girders 6x8 or 8x8 inches in size are usually placed on the pillars. Where cement, brick or stone foundation walls are built, they should extend 18 to 20 inches above the ground level, and plates 2 to 3 inches thick and 8 to 10 inches wide should be placed on the wall. In using walls for the foundation it is necessary to provide means for ventilating under the house. This can be done by placing small windows in the foundation every 10 to 12 feet. Even where solid outside foundation walls are used, it is advisable to use pillars for the center supports; the rows of pillars should not be further apart than 8 to 10 feet.

Sweet-potato storage houses may be built of wood, brick, hollow tile, cement or stone. Wooden houses are preferable, because they are cheaper and easier to keep dry than the other types. It is difficult to keep moisture from collecting on the walls of a cement, stone or brick house. Where such houses are built for sweet potato storage, they should be lined with lumber, so as to keep the air in the house from coming in contact with the masonry walls. It is best to build sweet-potato storage houses on foundations that allow a circulation of air under them. The "dug-out," or house built partly under the ground, is not satisfactory for storing sweet potatoes in the south, because it is practically impossible to keep this type of house dry, and moisture in the storage house will cause the crop to rot.

On many farms in the south there are abandoned tenant houses and various other buildings that could be converted into sweet-potato storage houses at very little expense. In many towns there are warehouses, store buildings and other structures that could be utilized to advantage for storing. Where such structures are available on the farms or in towns, they should be utilized before erecting new houses. The same methods of insulating and ventilating should be used in remodeling

old structures as are recommended for new sweet-potato storage houses.

Where only a few bushels of sweet potatoes are to be stored they may be kept in a loft over the kitchen, or in any place in the house where the temperature is quite uniform (between 50° and 60° F.) and the air rather dry.

Potatoes Boiled in Their Skins.

Approximately 20 per cent of each potato pared by ordinary household methods is lost in the process. The loss includes much and sometimes all of the portion of the tuber containing important soluble salts. Potatoes that are boiled and baked in their skins lose practically none of their food value.

HOPKINSVILLE, KY.—William F. Snyder has discontinued his florist business here and gone east.

SIoux CITY, IA.—Dr. J. L. Hanchette of the Glassacres Gardens Co. and his foreman, Antoine Soccer, were in Chicago the week of June 15, the doctor attending the annual convention of the American Medical Association and Mr. Soccer looking up stock for the coming season.

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St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

THE silkworms in Japan are complaining of a shortage of mulberry leaves.

NURSERYMEN'S CONVENTION at the Hotel Sherman, Chicago, next week, June 26-28.

ROBERT GEORGE, of The Storrs & Harrison Co., Painesville, O., will on December 12 have completed his fiftieth year there. This should almost entitle Robert to an above-ground vacation.

AN interesting booklet of 36 pages, with numerous illustrations, entitled "What, Where, When, and How to Plant," by E. E. Bohlender, of Peter Bohlender & Sons, Tippecanoe City, O., recently issued, contains much useful information relating to fruit and ornamental trees, berry plants, roses, shrubs, evergreens, vines and perennials. It has the endorsement of a number of well known authorities.

National Forests Established.

Three national forests have been established in the east by proclamation of President Wilson. One is the White Mountain, embracing about 391,000 acres in Maine and New Hampshire; the second is the Shenandoah, about 165,000 acres in Virginia and West Virginia, and the Natural Bridge, about 99,000 acres in Virginia. The Pisgah national forest, in North Carolina, and the Alabama forest were the only national forests in the east. The new reservations are made under the law of 1911.

Illinois' First Great Apple Show.

A coming event of no little importance is the "Illinois First Great Apple Show," which will be held at the Hotel Sherman, Chicago, November 19-22, under the auspices of the Illinois State Horticultural Society. One of the principal objects of the exhibition will be that of a great conservation educator, both as to production and uses. Carloads of fine fruit will be on display, and a splendid opportunity for manufacturers of orchard machinery and accessories to broaden business relations is offered. Premiums to the extent of \$2,500 will be awarded in classes arranged for exhibits on plates and trays, also in boxes, baskets and barrels. The premium list will be ready for distribution August 1, and copies of same and full information may be had by addressing A. M. Augustine, executive secretary, Normal, Ill.

Acorn Flour Supplement for Wheat.

Acorns are reported to be bringing \$1 a sack in California for hog food, but a woman investigator, Mrs. Nellie Taylor, of Plymouth, Adair county, Mo., is said to have developed a process for making acorn flour which is declared to be a satisfactory supplement for wheat flour. This flour has the coloring matter and bitter taste of the acorn extracted, and Mrs. Taylor pronounces it superior to wheat flour for making cake, being richer and softer.

Bronx Park Rose Garden.

Having been favorably impressed with the exhibit of the botanical gardens, in the museum, we were interested to see the garden they came from. Bronx park, like the national capital, is a place of "magnificent distances" and in addition to its flora, has a good supply of fauna, such as bears, bob cats, lions and "everything," but bless you, they are harmless. This is a digression, but probably we rambled a little before reaching the rose garden. We found it looking fine, though some varieties had passed their zenith for this season. Furthermore, we would say that the weather of the past two weeks has been unfavorable for roses, but many varieties were in good bloom. Possibly we would have seen less, if the weather had been hot.

In this garden, there are 500 varieties, and a total of over 5,000 plants; therefore, we can but briefly sketch a few of the varieties. In hybrid tea roses, it seems that a number of the well known commercial varieties are among the best for the garden. Radiance, Red Radiance, Killarney, My Maryland, Killarney Queen, Lady Alice Stanley and Indiana, left a good impression. Others in this family that are good garden roses, were Konigen Carola, Lady Ursula, Lady Ashton, La Tosca, Crimson Champion and President Carnot.

In hybrid perpetuals, Alfred Colomb, Marchioness of Larne, Hugh Dickson, Captain Hayward and the old and still popular, General Jacqueminot, were all noteworthy.

We will confess that until recently, we have not given the pernetiana hybrids much attention, but they are beautiful roses and worthy to be included in any fancier's collection. As a garden rose, Los Angeles seems faultless. It has long stems, a glossy foliage and is prolific in large blooms of a beautiful salmon pink. Willowmere is good and somewhat resembles Los Angeles, but we prefer the latter. Juliet also seems to be a good rose. In dwarf polyanthas, Triomphe Orleans and Echo make their beds a mass of bloom.

A. F. F.

Philadelphus Hybrid.

The first hybrid Philadelphus which attracted attention was raised in France before 1870 by a Monsieur Billard and is sometimes called in gardens Souvenir de Billard, although the correct name for it is Philadelphus insignis. This hybrid is one of the handsomest of all the tall-growing syringas, and its value is increased by the fact that it is one of the latest of them all to flower. In a few old gardens in the neighborhood of Boston great syringa bushes, occasionally 30 feet high and correspondingly broad, are sometimes found. These plants are believed to be hybrids between P. coronarius and some unrecognized species. It is called Philadelphus maximus. Another hybrid, P. magnificus, sprang up in the Arboretum several years ago and is supposed to be a hybrid between two American species, P. inodorus and P. pubescens. It is a large and shapely shrub with pure white only slightly fragrant flowers an inch and three-quarters in diameter and borne in erect clusters. Philadelphus splendens flowers very freely, and when the flowers are open it is the showiest plant in the syringa group.

LEMOINE HYBRID.

Several years ago the French plant breeder, Lemoine, crossed P. coronarius with the Rocky mountain P. microphyllus and obtained an entirely new race to which the general name of P. Lemoinei was given. The original bush is intermediate between the parents in size and in the size of the flowers. The flowers are pure white, very fragrant, and produced in profusion. From this plant Lemoine raised many seedlings and secondary hybrids, and these vary from the original P. Lemoinei in size and in the size and shape of the flowers. Taken as a whole, the Lemoine hybrid syringas form one of the most beautiful groups of garden plants that have been created by man. There are a number of these plants in the Arboretum collection, and they have been considered perfectly hardy here, but last winter was too cold for some of them. P. Lemoinei itself and many of its varieties are uninjured, but a few of the second hybrids were killed to the ground, but are now growing again from the roots. Unfortunately, among the injured is the little plant called Conquete, which is usually considered the handsomest of these Lemoine syringas. This is the midseason for Philadelphia. The flowers of the Korean P. Schneekii var. Jackii, which are always the first to open, faded nearly two weeks ago, and the buds on some of the other species and hybrids will not open for nearly a month.—Arnold Arboretum Bulletin, June 12, 1918.

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Flowers Essential.

Paper by Alvah R. Jones, prepared for the Ladies' Library Club of Athens, Pa.

There has been considerable agitation along the line of the elimination of non-essentials, but it seems to be impossible for us to come to the decision as to what constitutes a non-essential, for everything we as individuals care for to us seems most essential, and we unconsciously find ourselves placing in the list of non-essentials the things that do not particularly affect us, but might be considered very necessary to someone else. So today we find people to whom flowers do not particularly appeal placing the same in the list of non-essentials and agitating very strongly for the non-growing of the same. There are two important facts to be considered in connection with this condition, the practical one being that there is an enormous amount of money and many people engaged in the florist's business, both in cut flowers and plants and the raising of flowers for seeds, and as our government depends upon the receiving of taxes from the business people for the money to defray its expenses, therefore this industry plays quite an important part in the raising of revenue for the government. The second view is the message of love and pleasure that flowers convey and the brightening of the dark corners of life, on this earth, for you will all grant me one thing, and that is, that this world would indeed be a most dreary spot with no flowers available.

In the early spring of the year, what is more refreshing than a stroll through the country-side communing with nature, and during the walk, the song of the birds would not be near as melodious were it not for the nodding welcome of God's most beautiful expression to man, namely, flowers. In times of joy, there is nothing that conveys one's thoughts so completely as do a few flowers, and the pleasant memory of them remains for many years after. As time rolls on, the hand of sorrow is placed on our shoulder, and is there anything then that so satisfactorily lets us know that those whom we hold most dear are thinking of us in the dark moments? Word of the orator, brush of the painter, or hand of the sculptor, have never as yet been able to convey to man the message that flowers carry, and yet they are within the reach of the most humble of us all, for the varieties are so numerous that without any effort it is possible to find some of God's messages within the reach of the poorest; and should our efforts only reach the hardier varieties, as found in the gardens hereabouts, we are still fulfilling our mission on earth of making life a brighter place for our neighbors as well as ourselves. For the fact remains that

The roses red upon my neighbor's vine
Are owned by him, but they are also mine.

His was the cost, and his the labor, too,
But mine as well as his, the joy their loveliness to view.

They bloom for me, and are to me as fair

As to the man who gave them all his care,

And I am rich because a good man grew

A rose-clad vine, for all his neighbors' view.

I know from this, that others plant for me,

And what they have, my joy may also be,

So why be selfish when so much that's fine

Is grown for you upon your neighbor's vine?

And in these moments of stress, when the country is becoming deeper and

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GOLDEN GLOW CHRYSANTHEMUMS.....	\$2.00	\$15.00
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deeper immersed in the great war that is now raging, to the one that is left behind could there be more nerve-resting and helping diversion than the growing of flowers and the cutting of the blooms, sending the same to the hospitals for the brightening up of the sick, and bringing a little sunshine into the lives of the unfortunate; for is there not a feeling of pleasure in this work that words cannot describe, and also the thought that perhaps some one is doing the same for your boy "over there"? And, as time rolls on, there will be brought to our own shores hundreds of men for medical treatment, and flowers when sent to them, will in many cases do as much good as medicine in the much desired recovery. As the United States have ever been a boon to the persecuted, a haven of rest to the weary, so let us continue along the lines of beautifying the community in which we reside, and by each doing his share we shall make of this country a most beautiful place for the newcomer to see, and a source of great comfort and pleasure to us who have always been here.

And so in closing, may I say in the words, of that great writer: "He who has made two blades of grass grow where one grew before, has planted a flower that gives a welcome to the weary traveler along the King's highway, and has paid his rent to the Owner of this universe for the space that he has permitted him to occupy along the pathway of life."

OKLAHOMA CITY, OKLA.—Furrow & Co. have six stars in their service flag and use the design as an attractive blotter advertisement.

GRAND RAPIDS, MICH.—Henry Smith, well-known florist, has purchased half of the 100-acre farm of Robert Graham on East Bridge street, which will be used for experimental purposes.

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Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosback, Ferndale, Askov, Minn.

Table Ferns, 2-in., assorted, \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Boston Ferns, 6-in., 50c. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

FREESIAS.

FREESIAS. Improved Purity. Extra size, ½ to ¾-inch, per 1,000, \$12.00; ½ to ¾-inch, per 1,000, \$7.50; ¾ to 1-inch, per 1,000, \$4.00. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

GERANIUMS.

GERANIUMS. Special this week: 10,000 Poitevine, 2½-in., fall-rooted cuttings, ready for 4-in. Strong, thrifty stocks, \$2.50 per 100, \$25.00 per 1,000. Other standard varieties, same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

Geraniums, variegated, 2-in., \$5 per 100; 4-in., \$12 per 100; S. A. Nutt, 2½-in., \$4 per 100; 4-in., \$8 per 100. Madame Sallerioi, 2-in., \$3 per 100; 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

GERANIUMS.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

Geraniums, 4-in., in bud, 9c out of pot. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

GREVILLEAS.

Grevilleas, 4-in. from 10 to 12-in. high; fine for boxes and vases, \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

GLADIOLUS.

Gladioli. Regular grades; also stock for immediate planting. For varieties and prices, see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

GLOXINIAS.

Gloxinias; blue, white, red, spotted, \$3.50 per 100; mixed, \$3.00 per 100. James Vick's Sons, Rochester, N. Y.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Alabama.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HYDRANGEAS.

Hydrangeas for growing on. 2½-inch, General de Vibraye, La Lorraine, Lily Mouillere, Mme. Maurice Hamar, Radiant, Otaksa, \$4.50 per 100, \$40.00 per 1,000. Jackson & Perkins Co., Newark, New York.

IVIES.

English Ivy, 4-inch, \$1.50 per dozen. George Wittbold Co., 745 Buckingham Place, Chicago.

English Ivy, very fine, 4-inch, \$15.00 per 100. HARRY HEINL, W. Toledo, O.

LANTANAS.

Lantanas, mixed varieties; pink, yellow, and red, 2-inch, strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laello-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, nicely variegated, large specimens only, at \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

PRIMULAS.

Primula Obconica, Chenies Blue, and Eureka. For descriptions and prices, see advertisement elsewhere in this issue. Hurst & Son, 152 Houndsditch, London, England.

PRIMULAS.

Primula Obconica, assorted varieties, 2½-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ROSES.**ROSES.**

American Beauty, 2½-inch choice plants...\$8.00
Cecile Brunner, 2½-inch..... 3.00

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Hinsdale, Ill. Office, 178 N. Wabash Ave., Chicago.

EXTRA FINE 2½-INCH ROSE PLANTS.

	100	1,000
Killarney Brilliant	\$5.00	\$40.00
White Killarney	4.00	32.00
Pink Killarney	4.00	35.00
Sunburst	5.00	45.00
George Elgar	4.00	

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L. D. Phone, Randolph 2081.

Roses. Own root, 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. 3½-in. stock, \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

Rose Plants, 2½-inch pots. Champ Weiland, Pink Killarney, Richmond, \$3.50 per 100, \$30.00 per 1,000. My Maryland, \$4.00 per 100; \$35.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses in bud and bloom, 50c, 75c and up to \$2 each. ERNEST ROBER, Wilmette, Ill.

SALVIAS.

Salvia Tricora, 2-in., \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

SEEDS.**ASPARAGUS PLUMOSUS NANUS SEED.**

New crop. California lathhouse-grown, now ready:

Per 1,000 seeds.....\$1.50

ASPARAGUS SPRENGERI SEED.

Per 1,000 seeds.....\$0.75

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Per 1,000 seeds.....\$5.00

Write for prices by the pound.

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Seeds. Flower, for summer sowing. For varieties and prices, see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

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Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen giganteum and other varieties. For varieties and prices, see advertisement elsewhere in this issue. Stuart Low Co., Bush Hill Park, Middlesex, Eng.

Seeds. Order now for 1919. Beet, beans, turnip, parsley, onion, rutabagas, cabbage, radish, peas, carrot, parsnip, etc. Norman Serphos, 25 W. Broadway, New York, N. Y.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onions, turnip, radish, beet, etc. The Everett R. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Bay St., New York.

Seeds. American grown Cyclamen seed. Peterson strain for quality. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

Seeds, wholesale field and garden seeds. J. Bolghano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohmert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meet all requirements. The Albert Dickinson Co., Chicago.

Seeds, specialties: Beets, mangoes, carrots, cabbages, celerics, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale field and garden. Write for samples and prices. The Mangelsdorf Seed Co., Atchison, Kan.

Seeds. Flower, vegetable and farm of all kinds. J. Chas. McCullough Seed Co., Cincinnati, Ohio.

Seeds. Choice varieties of peas and beans. John H. Allan Seed Co., Sheboygan, Wis.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds, flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

Snapdragons, Giant strain. Pink, white and yellow, 2 1/4 in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

VERBENAS.

Verbenas, mixed, 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

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CELERY PLANTS. Golden Self-Blanching (French strain), also the grand, new Easy-Blanching, which is easy to grow; fine plants ready for the field, \$2.00 per 1,000, \$8.75 per 5,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

100,000 sweet potato plants, \$3.00 per 1,000. Yellow Jersey. Cash with order. VICTOR H. THOMAS, Augusta, Ky.

Tomato Plants, Earliana and Bonny Best, 2 1/4 in. pots, \$2.00 per 100. GEORGE C. DREW, Hyannis, Mass.

VINCAS.

Vinca variegata, 3-in., \$5; 4-in., \$8 per 100; 4-in., strong, \$10; 5-in., strong, \$15 per 100. George Wittbold Co., 745 Buckingham Place, Chicago.

VINCAS. Variegated, 2-inch, extra strong, \$2.50 per 100; 4-inch, \$12.00 per 100. Cash. JOSEPH BANCROFT & SON, Cedar Falls, Ia.

Vinca vines and Sprengerii, 3-in., \$8.00, 4-in., \$12.00 per 100; heavy. HENRY SMITH, Grand Rapids, Mich.

Vinca variegata, 2-in., \$3.50; 3-in., \$6; 4-in., \$12 per 100. ERNEST ROBER, Wilmette, Ill.

MISCELLANEOUS.

Clipper cleaners successfully handle all kinds of field and garden seeds, grains, beans, peas, etc. For description see advertisement elsewhere in this issue. A. T. Ferrell & Co., Saginaw, W. S., Mich.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Model extension carnation supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros. 61-73 Metropolitan Ave., Brooklyn, N. Y.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Painesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Wired picks and sticks, Bestbilt Brand, florist supplies. Geo. Hermann Co., Mt. Vernon, N. Y.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 W. Division St., Chicago

One-piece flower boxes, 24x4x3 in., \$2.00 per 100. The John Henry Co., Lansing, Mich.

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Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giffin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hall storm insurance. John G. Esler, Saddle River, N. J.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Grave myrtle clumps, \$10 per 100. ERNEST ROBER, Wilmette, Ill.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Cigar plants, 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

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We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

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Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

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Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

Greenhouse construction. We furnish everything for the greenhouse. Garland Manufacturing Co., Des Plaines, Ill.

Greenhouse lumber, hotbed sash, pecky cypress, square red cedar posts. Lockland Lumber Co., Lockland, O.

Greenhouse construction and equipment. King Construction Co., North Tonawanda, N. Y.

POTS AND PANS.

Florists' red pots, all sizes; moss aztec ware, fern pans, vases, etc. The Peters & Reed Pottery Co., South Zanesville, O.

Neponset flower, vegetable waterproof paper pots. Vaughan's Seed Store, Chicago and New York.

Red Pots. Before buying, write for prices. George Keller Pottery Co., 2614-2622 Herndon St., Chicago.

Pots. We are prepared to ship all styles and sizes on order. Write for prices. A. H. Hews & Co., Inc., Cambridge, Mass.

Logan pots are best by test. Write for catalogue and discounts. The Logan Pottery Co., Logan, O.

INSECTICIDES.

Aphine, \$1 per qt.; \$2.50 per gal. Fungine, \$1 per qt.; \$3.50 per gal. Vermine, \$1 per qt.; \$3 per gal. Aphine Manufacturing Co., Madison, N. J.

Nikoteen, excellent for spraying. Aphs Punk for fumigating. Nicotine Mfg. Co., St. Louis.

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SUPERIOR CARNATION STAPLES.
Mend your split carnations. Finest article for carnation growers introduced so far, 35c for 1,000; 3,000 for \$1, postage paid.

MICHIGAN CUT FLOWER EXCHANGE.
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Carnation staples, 35c per 1,000; 3,000 for \$1. Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

Pillsbury Carnation Staples. 1,000 for 35c; 3,000 for \$1. I. L. Pillsbury, Galesburg, Ill.

STAKES.

Cane Stakes, standard grade, 6 to 8 feet, per 100, 95c; per 500, \$4.00; \$6.50 per 1,000.
Pipe stems, 4 to 6 feet, per 100, 70c; per 1,000, \$4.00. VAUGHAN'S SEED STORE, Chicago.

WIRE DESIGNS.

Mfrs. of wire designs for 35 years. Write for list. Joseph Ziska & Sons, Chicago.

WOOD LABELS.

Labels for nurserymen and florists. BENJAMIN CHASE CO., Derry Village, N. H.

Books For Florists.

The following books should be in every florist's and gardener's library. A good book on any subject in which you are especially interested is worth years of experience and should be kept convenient for reference at all times. Send prices quoted and we send the books.

Principles and Practice of Pruning.—By M. G. Kains, lecturer on horticulture, Columbia University. Covering investigations, extending over a number of years, as well as set principles based upon the laws of plant growth. 420 pages, profusely illustrated. Price, \$2.00.

Practical Floriculture.—By Peter Henderson. A guide to the successful propagation and cultivation of florists' plants. Illustrated. 325 pages. Price, \$1.50.

Commercial Carnation Culture.—Edited by J. Harrison Dick. A practical guide to modern methods of growing. 262 pages, freely illustrated. Price, \$1.50.

Success in Market Gardening.—By Herbert Rawson. No one in the business for profit can be without this latest edition. 271 pages and 22 illustrations. Price, \$1.10.

How to Lay Out Suburban Homes.—By Herbert J. Kellaway. Contains many useful hints. 112 pages, 38 half-tone illustrations and 15 plans and maps. Price, \$2.00.

Vines, and How to Grow Them.—By Wm. M. McCullom. A list of varieties for different locations is contained in this book of 300 pages. Illustrated. Price, \$1.10.

Principles of Floriculture.—By Professor E. A. White. Covers the principles of flower growing. 467 pages, illustrated. Price, \$1.75.

The Vegetable Garden.—By Vilmorin-Andrieux & Co. Most complete book published. Profusely illustrated. 782 pages. Price, \$6.00.

Farm and Garden Rule Book.—By Professor L. H. Bailey. Price, \$2.00.

The Garden Month by Month.—By Mabel Cabot Sedgwick. A well classified list of hardy herbaceous and other plants arranged for each month. Illustrated. Price, \$4.30.

The Orchard and Fruit Garden.—By E. P. Powell. The volume is well illustrated and the author is a practical man who knows his subject. 321 pages. Price, \$1.50.

The Book of the Peony.—By Mrs. Edward Harding. A complete history of this flower, charmingly written. 259 pages and 44 illustrations. Cloth. Price, \$6.00.

Plant Propagation, Greenhouse and Nursery Practice.—By M. G. Kains. For the practical man, the teacher and the amateur. 342 pages, fully illustrated. Price, \$1.50.

Commercial Rose Culture.—By Eber Holmes. A practical guide to modern methods. 166 pages, 60 illustrations. Price, \$1.50.

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Celery Culture.—By J. C. Vaughan. The subject thoroughly covered. 59 pages, illustrated. Price, 25 cents.

Manual of the Trees of North America.—By Prof. C. S. Sargent. 826 pages, with over 600 illustrations. Price, \$6.

Greenhouse Management.—By Prof. L. B. Taft. Covers the subject completely. 382 pages. Price, \$1.50.

Strawberry Growing.—By Prof. S. W. Fletcher. 325 pages. Profusely illustrated. Price, \$1.75.

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Bassett & Washburn, Chicago.
Berger Bros., Philadelphia, Pa.
Bernheimer, Eugene, Philadelphia, Pa.
Berning, H. G., St. Louis, Mo.
Budlong, J. A., Chicago.
Chicago Flower Growers' Assn., Chicago.
Erne & Company, Chicago.
Fexy, D., New York.
Ford, M. C., New York.
Ford, William P., New York.
Froment, H. E., New York.
Goldstein & Futterman, New York.
Grossberg-Tyler-Finnermann Co., Chicago.
Hart, George B., Rochester, N. Y.
Henshaw Floral Co., Inc., New York.
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Holton & Hunkel Co., Milwaukee, Wis.
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Kasting Co., W. F., Buffalo, N. Y.
Kennicott Bros. Co., Chicago.
Kervau Co., The, New York.
Kessler, Wm. A., New York.
Krnchten, John, Chicago.
Kuehn, C. A., St. Louis, Mo.
Kuhl, Geo. A., Pekin, Ill.
Kusik & Co., Kansas City, Mo.
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Mackie, William, New York.
McCallum Co., Pittsburgh, Pa.

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Miller & Musser, Chicago.
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Niessen Co., The, Leo, Philadelphia, Pa.
Pappas, Nicholas G. & Co., New York.
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Pittsburgh Cut Flower Co., Pittsburgh, Pa.
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Pollworth Co., C. C., Milwaukee, Wis.
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Pyfer & Co., A. T., Chicago.
Randall Co., A. L., Chicago.
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Reinberg, George, Chicago.
Reinberg, Peter, Chicago.
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Traendly & Schenck, New York.
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WM. M. WARRIN,

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Are best for greenhouse use.
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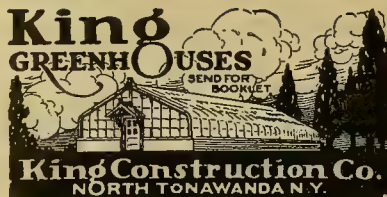
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NORTH TONAWANDA N.Y.

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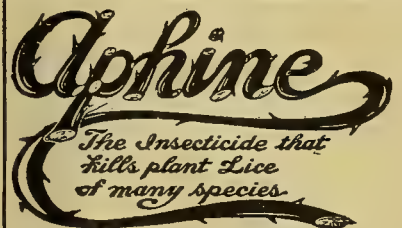
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A spray remedy for green, black, white
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3/4-in. per ft. 17c

Reel of 500 ft. 16 1/2c

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PHILADELPHIA, PA.

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Wm. Schlatter & Son, 422 Main St., Springfield, Mass.

The Florists' Hall Association

rate of insurance from Nov. 1st, 1917, to Nov. 1st, 1918, will be twenty cents per hundred square feet of single thick glass and eight cents per hundred square feet of double thick glass. For particulars address.

JOHN G. ESLER, Secretary, Saddle River, N. J.

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THE AMERICAN FLORIST



America is "the Prow of the Vessel; there may be more comfort Amidships, but we are the first to touch Unknown Seas."

Vol. L.

CHICAGO AND NEW YORK, JUNE 29, 1918.

No. 1569

THE AMERICAN FLORIST

ESTABLISHED 1885

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SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS.

OFFICERS—C. H. TOTTY, Madison, N. J.,
President; JULES BOURDET, St. Louis, Mo., Vice-
President; John Young, 1170 Broadway, New
York, Secretary; J. J. Hess, Omaha, Neb.,
Treasurer.

The thirty-fourth annual convention will be
held at St. Louis, Mo., August 20-22, 1918.

AMERICAN SWEET PEA SOCIETY.

OFFICERS—G. W. KERR, Doylestown, Pa., Presi-
dent; WM. GRAY, Bellevue Rd., Newport, R. I.,
Secretary. Next annual exhibition, June 1919.

AMERICAN PEONY SOCIETY.

Next annual meeting and exhibition, June,
1919. JAMES BOYD, Haverford, Pa., President;
A. P. SAUNDERS, Clinton, N. Y., Secretary.

AMERICAN DAHLIA SOCIETY.

Next annual meeting and exhibition, New
York, September 24-26, 1918. OFFICERS—RICHARD
VINCENT, JR., White Marsh, Md., President;
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Secretary.

CHRYSANTHEMUM SOCIETY OF AMERICA.

Next Annual Convention and Exhibition,
New York, November 6-8, 1918. WM. W. VERT,
Greenwich, Conn., President; C. W. JOHNSON,
2242 W. 109th Street, Chicago, Secretary.

AMERICAN ROSE SOCIETY.

OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y.,
President; WM. J. KEIMEL, Elmhurst, Ill., Vice-
President; PROF. E. A. WHITE, Cornell Univer-
sity, Ithaca, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, Buffalo-
N. Y., August 14-17, 1918. OFFICERS—A. E. KUN-
DERD, Goshen, Ind., President; A. C. BEAL,
Ithaca N. Y., Secretary.

American Sweet Pea Society.

Tenth Annual Meeting and Exhibition, Philadelphia, Pa., June 25-26.

Exhibits Entirely Local.

The tenth annual exhibition and meeting of the American Sweet Pea Society was held in the Greek Hall of the store of Wanamaker & Co., Philadelphia, Pa., in connection with the Pennsylvania Horticultural Society, June 25-26, the entries comprising over 250 vases being entirely local, there being no flowers exhibited other than those from that city and vicinity. The quality, however, was quite the equal of former shows. The W. Atlee Burpee Co., Philadelphia, staged 80 vases including a number of large standards containing small receptacles which when filled were very attractive. This was a magnificent display which richly merited the gold medal of the society for the most meritorious exhibit. The silver cup offered by the W. Atlee Burpee Co., for the best vase of 25 blooms was won by Mrs. S. D. Riddle while Miss Marion Faust won the silver cup valued at \$25 awarded by Sutton & Son, Reading, Eng., for the best table decoration.

The annual meeting was called to order in Greek Hall, on the afternoon of the opening day by President George W. Kerr. In the absence of Secretary William Gray, David Rust acted as secretary pro tem. President Kerr made his annual address, a very excellent paper, which was ordered sent to the trade papers. Professor A. C. Beal, of Ithaca, N. Y., made an interesting report on the sweet peas at the trial grounds at Cornell University. This brought out how necessary flowers are at the present time, particularly the garden varieties.

The election of officers for the ensuing year resulted in the continuation of the present incumbents as follows: George W. Kerr, Doylestown, Pa., president; Edward Jenkins, Lenox, Mass., vice-president; William Gray, Bellevue avenue, Newport, R. I., secretary; William Sim, Cliftondale, Mass.,

treasurer. David Don, New York, was elected to succeed the late J. Harrison Dick, on the executive committee. The place of the 1919 meeting was left to the discretion of the executive committee. The meeting then adjourned.

President Kerr's Address.

In welcoming the members of the American Sweet Pea Society to our tenth annual convention, I would explain that but for the generosity of Mr. Wanamaker in granting us the use of the Greek hall it is more than probable that we would not have had an exhibition this season. It will be remembered that at last year's convention it was recommended to hold the 1918 convention in New York, anticipating that the New York Horticultural Society would assist us with special prizes and also provide a hall for the exhibition, as they had done in the past. These embryo arrangements of ours, however, fell through, and I was afraid that at least for this season our annual exhibition would have to be abandoned. In mentioning the subject to David Burpee, he surprised me by offering to provide the prize money in Sections B and C if I could arrange for a hall. Therefore the very apparent fact that we are meeting here today is due to the liberality of Messrs. Wanamaker and Burpee.

Much has been said and written during the past few months regarding the growing of flowers and holding exhibitions of same during these war times. We are all alive to the necessity of growing foodstuffs—the gardener giving first consideration to the necessary vegetable crops—but surely that is no reason why we should put aside all thought of flowers. The more serious our troubles may be the greater our need of flowers to cheer us. Therefore, we should all determine to do our utmost to keep our borders blooming. Great Britain, after almost four years



George W. Kerr, Doylestown, Pa.
President American Sweet Pea Society.

of war, still continues a number of her flower shows, though many of the largest events of the season have been dropped for the time being. Sweet pea specialists there are still developing new varieties, some of which are to be seen on exhibition here. Since the beginning of the war a most flourishing sweet pea society has been organized in Australia, where this beautiful flower is a prime favorite. There fore, with the example set us by these countries which have suffered so much during the past four years, we surely do not require an excuse for meeting here today.

When we look back on the varieties of sweet peas exhibited at our first exhibition, which was held in New York, we are immediately impressed with the great development which has taken place in this lovely annual. At our opening show there were very few Spencer varieties exhibited, at least 95 per cent being of the grandiflora type. Today all the vases are filled with Spencers. Then we have the evolution in new colors—practically all shades but yellow. Shall we ever get a yellow sweet pea? Time alone will tell. However, until it does come, we can get along very nicely without it.

During the past few years the new early flowering type of Spencers has been evolved, and this is the type which is grown—almost to the exclusion of the regular Spencers—in Australia. This new early type has been blooming in the open at Fordhook since late April, and I feel sure that they are destined to occupy an important place in all establishments where early outdoor flowers are desired.

It must therefore be admitted that our sweet pea specialists have not been asleep. We are getting something new all the time, the best of yesterday are being eclipsed by the new today, and these again may have to take second place to those of tomorrow. As far as I can see, there need be no end to the improvement in our sweet peas; therefore the enthusiast can always look forward to accomplishing something better than the present-day best.

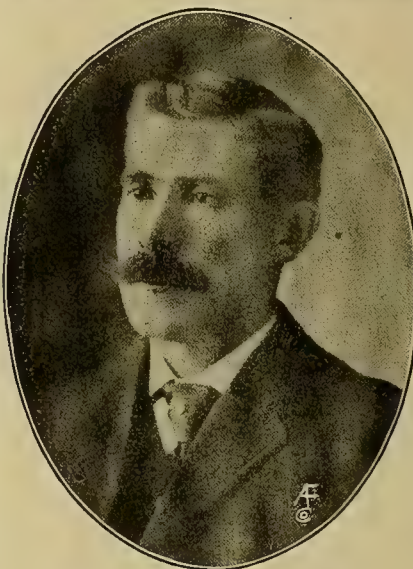
It is with deep regret and sorrow that I refer to the loss of one of our most energetic officers: namely, John Harrison Dick. A gentleman in every sense of the word and a keen and enthusiastic horticulturist. A sympa-

thetic and true friend, he is greatly missed. I first met Mr. Dick in Scotland some 16 or 17 years ago, and following that first meeting, quite frequently at the London and larger provincial flower shows until I came to the States. It was with mutual pleasure that we renewed our friendship here. Although Mr. Dick had only been in America for a comparatively few years, in that time he made many friends and was a well known figure at all exhibitions and conventions pertaining to horticulture. The sympathy of all our members has, I know, already been extended to his widow and little girl. Yet it is well that an appropriate resolution be drawn up and embodied in our minutes.

I have to thank our secretary, Wm. Gray, and members of the executive committee, for their unflinching assistance during the past season.

Waretown Rod and Gun Club Opening.

The annual opening of the Waretown Rod and Gun Club took place June 21. Rods and reels are in favor here, but about all the gunning is in the minds



William Sim, Cliftondale, Mass.
Treasurer American Sweet Pea Society.

of the members when talking about the Kaiser. The usual distinguished visitors from a distance were missing. The Brothers Gude of Washington, D. C., were busy there in the interests of the trade, W. J. Stewart was ill, John K. M. L. Farquhar regretted he was too busy, as was Adam Graham of Cleveland. At the opening dinner, letters from these gentlemen and a number of others were read.

This is an ideal spot for recreation, which can be spent in rest and quiet, looking over the library, walks about the shore or beautiful woods, fishing and sailing on the bay, or visits to the mighty Atlantic. The doughty Commodore is as young as ever and always on the lookout for the comfort of his guests. Those present were S. S. Pennock, John Burton, D. T. Connor, George C. Watson, Dr. Lane, D. C. Donoghue, Robert Craig, George Craig, David Rust, Jos. Trainer, Thos J. Grooves, A. B. Cartledge and Robert Kift. The party broke up and departed for home on Sunday afternoon. All were delighted with the outing and wished many more years of life to the Commodore.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

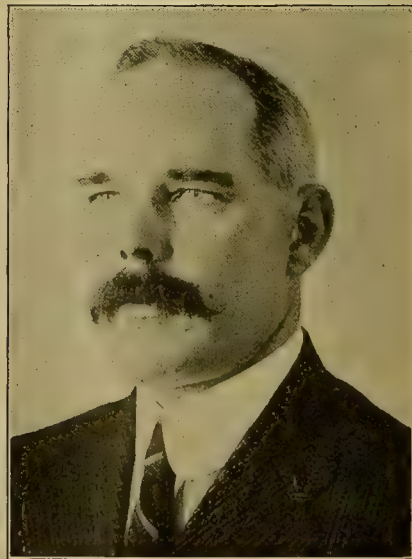
Next Week in the Flower Shop.

In spite of all that has been said regarding the deteriorating of the business, those who have kept a close eye on details, declare results to be quite encouraging. Many of the retail stores declare that if things get no worse, they feel there will be no difficulty in weathering the storm. The shortage of labor is the most serious matter. In most cases, this is remedied as far as possible, by turning the minds of the customers toward the things or arrangements which call for the least work or attention. Set pieces or designs that require considerable stemming of flowers, are "not nearly as popular as heretofore; the more simple sprays or clusters or wreaths of leaves, decorated with sprays, are now most in demand." Bright salespeople will soon learn to turn customers' minds in the right direction.

There are certain articles carried in all lines of trade, in which there is little if any profit; these should be as far as possible eliminated. Things that are done just for accommodation should be made so difficult of accomplishment, that the practice will become obsolete. This does not cut out willingness to oblige, or when it is seen a package will be burdensome one is not to offer to send it, but when trifling purchases or small packages that can be carried are asked to be sent, then is the time to mention the delay that may occur from the shortened delivery service, which will then likely prompt the customer to take it along.

The *Hydrangea arborescens* with its conspicuous white heads borne on erect stems, is now in, and will make fine decorative effects in the window and store.

Keep up the stock of water lilies. They are seasonable and give a distinct summer-time appearance to the window. Outdoor sweet peas are now also at their best and should be featured. They are useful for all kinds of spray or basket work. They will be found salable in medium sized bunches.



William Gray, Newport, R. I.
Secretary American Sweet Pea Society.



COMMODORE WESTCOTT AND FRIENDS AT THE WARETOWN ROD AND GUN CLUB

All the supply houses are sending out warnings in reference to increasing difficulties in transportation and the continuous rise in prices, which is in fact, or prospect, as the months roll by. Take a look over the stock, make out a list of all standard articles, including wire designs, which are seriously threatened by the government's metal necessities. Send in your order for the season's supply; it may mean quite a large obligation, but with the stock under your roof, next winter's freight embargoes will have no terrors, and very likely there will be a saving of from 10 to 20 per cent in the prices of that time.

Read Secretary Young's appeals for the publicity fund; also those of that live wire, Henry Penn. If these do not move you, nothing that I can add will have any effect. Prove yourself to be a whole-hearted member of the florists' army, ready to give your last dollar to help your cause, for it is yours on to victory.

"Say It With Flowers."

It is almost inconceivable why so many thousands of the trade have not as yet availed themselves of the use of this handsome gilt window sign, which has been adopted as the national slogan of the florists' trade. This wonderfully effective phrase stands out and almost shouts to the undetermined mind, "Say it with flowers." "Ah! flowers—the very thing, why did I not think of them before?" With its gilt script, but very distinct lettering on a blue ground, it is out of the usual and at once arrests attention. Being of glass, it can always be as bright and new as the day received. It will never grow old or stale, as its words, ever fresh, are suggestive and conclusive, in the social affairs of everyday life.

Window cards calling attention to the ever-changing features of the va-

rious seasons, are indispensable, or should be, to every progressive retail florist. The show window and the outside appearance of the store are an indication to the stranger of the character or standing of the business. We all look best in our "Sunday-go-to-meetin' clothes." "Clothes make the man"; the well-dressed man makes a favorable impression. This holds good with the well-dressed window; it, too, makes a favorable impression. The advertising value of this publicity feature is in some stores almost negligible, because they do not take advantage of it; they do not dress up and look their best all the time. The flower shop, on account of its ever-changing and beautiful stock, should at all times be the most conspicuous store in the block. Every possible vantage point should be decorated with growing plants until the whole front from pavement to roof is a telling example of the florist's art.

Then comes the window, in which no opportunity is to be lost in featuring the various floral holidays and many other annual popular anniversaries that can be used to advantage by the wide-awake decorator. Appropriate cards should always be used to feature, or call attention to this or than plant or flower, which, while beautiful in itself, is rendered doubly attractive by the information, that it is, perhaps, the first of the season.

Vases of all the popular forcing roses, legibly named with a card "Which is your favorite?" will invite an inspection of every vase. Florist Telegraph Delivery windows are always good business bringers to those who feature this service, which is a great source of revenue to all who connect up with it. The new emblem, recently adopted, should become a great factor in this work.

Passers-by are attracted by window cards, out of curiosity to see what they say. The short, catchy announcements,

because of the information conveyed, give a new interest to the display and favorable impressions of the stock and store are carried away. How many florists feature Robert Burns' birthday in a window display? Yet Henry Penn, that Boston live wire, finds it to be one of his best, always attracting great attention.

The busy man looks over his paper in the morning, glancing at the headlines, knowing that if there is anything of importance it will be featured in the heavy type. News, perhaps interesting to him, not being of a sensational character, is missed because it is not featured. All stock, that for some reason does not move off rapidly, should be featured. Get a block of this together and "headline" it in heavy type, with an appropriate card. It is thus brought to the front where, with this publicity, it is just what some people want, and which others with its attractive showing, may be induced to buy.

Go through any of the progressive retail stores in other lines, note the catchy short window cards and others used to feature the various displays all through the departments. These emphasize the weave, the quality, the design, or the price, anything that is likely to attract the attention of customers who know or are looking for such goods. The expense of these cards is trifling. They should always have a fresh up-to-the-minute appearance as if just put up for that day's service.

Slogan is a Scotch word, a war cry or gathering word, used in the calling together of the clans for battle. It should serve as a gathering word for the florists' clan, bringing them together all over this wonderful country, to work as a unit in this great publicity movement which is to educate the people to always "Say it with Flowers."

Wartime Economics at Riverton.

When two such past masters in palm culture as J. D. Eisele and W. H. Taplin, of Henry A. Dreer, Inc., Philadelphia, Pa., agree that kentias can be carried through their dormant winter season at a temperature of 45°, without showing any injurious effects, a new low record is set for this type of palms. In discussing the present trying situation, Mr. Eisele said: "Under the stress of enforced economies of the past year, we are gaining much knowledge that is useful now, and will be more so in the future when normal conditions are restored. Despite the great severity of the past winter, we saved 100 tons of coal, when ordinarily we would have consumed at least 100 tons more. We have learned that greenhouse temperatures can be carried much lower than we thought possible. In some of our kentia ranges temperatures dropped to 42° and remained there for quite long periods, as owing to the continued zero weather, we could not get them any higher. The plants, almost dormant at this season, are usually kept at 55° in cold and 60° in mild winter weather. As the winter wore away, the plants appeared to be in normal condition, and are now in such a vigorous growing state that it would seem as if the enforced rest was beneficial. I feel sure they will make as fine growth during the summer as any we have ever had. Fires in these ranges have been out for some time, although heretofore it has been the practice to carry a little heat until the regular summer temperature set in and all dampness from cool nights was past. Latanias and phoenix will also stand the same low temperature as the kentias. *Cocos Weddelliana* must, however not go below 60°, and is happier at 65°. The heat is still on in this large *cocos* range, where the plants appear to be in the best possible condition. Notwithstanding the severe strain of the past winter, the palms in all sizes never looked better. Although there has been a very large demand for this class of stock since the shipping season opened, the houses are still filled with a splendid assortment. Each plant has good and sufficient room to develop, but when they have attained their growth in November, they will have to snuggle close together and hibernate in about half their present space. A number of large houses will be emptied or used as cold storage. In the enforced crowding of stock in the warm houses no use will be made of walks, under the edges of tables, or the space above occupied tables." Mr. Eisele believes all such crowding is at the expense of the plants so treated, those along paths getting bruised, those under the edges of tables too wet, and any encroachment above the tables being injurious to the stock below. Such use would take more labor, and he believes it even more necessary to conserve labor than coal.

Ferns can be carried along with a reduced temperature, but will make little growth. Prices have been advanced; 2½-inch fernery stock, which sold at \$3 is now \$5 per hundred and \$40 per thousand. Palm prices remain stationary, that is the one dollar and two dollar plants, but sizes are retrograding rapidly. Kentias that two years ago sold for \$2, are now the high grades of the lots marked \$4.

The large lath sheds, usually used for the summer growth of araucarias at this establishment, are now filled

with cibotiums. Each plant from the 3-inch stock up to the 11-inch tubs are on ground beds raised in pots. They are watered by the Skinner system of overhead pipes. They do much better here than indoors, as the edges of the fronds do not burn. Toward the end of the summer they become dormant, but when brought inside in September, they at once make an additional new growth.

Roses in the trial grounds, in spite of the severe weather, wintered splendidly. In the late fall, soil to the height of eight inches is drawn up around the plants. This is not taken from the bed, but is brought from outside and removed in the spring. Hybrid teas had successfully stood the bleak weather of the lake shore country in the west, and would, it is believed, resist the extreme cold of the New England states, even that of Maine when given this soil protection.

Packing and transportation problems are almost past solving. Boxing lumber, formerly \$18 a thousand feet, is now \$58. "With weather conditions and express service, such as that of the past season, we might just as well throw the stock out as to attempt to ship it from December to March," said Mr. Eisele.

The demand for herbaceous stock for the catalogue trade had been as large as ever, but much curtailed from landscape architects, who could not get the labor to carry out any large operations.

Wood Ash as Fertilizer.

Owing to the great scarcity of coal in Italy during the past winter, a considerable quantity of mountain timber was cut and used as firewood in the Turin district, according to Commerce Reports. The lack of chemical fertilizers and the necessity of increasing

American Rose Society.

HARTFORD TEST GARDEN INSPECTION.

Cloudless skies, a brisk, clear atmosphere and most cordial hospitality greeted the members of the American Rose Society in Hartford, Conn., June 20. The local committee, consisting of Messrs. Pierson, Huss and Cumming, had been most thoughtful in anticipating every detail of a plan to make the day an eventful one in the annals of the society. The executive committee of the society held a session in Pond house, Elizabeth park, at 10 o'clock, after which the committee and other guests were entertained at luncheon at Hotel Bond by W. R. Pierson of Cromwell, Conn. After luncheon the party was conveyed to the famous rose gardens at Elizabeth park. The attendance was disappointing, for notices of the meeting had been quite widely distributed, but those in attendance felt well repaid for the trip. The hybrid perpetual, tea and hybrid tea roses were at their best, but the climbers were not yet in their full beauty.

In the older part of the garden, beds of Radiance, Killarney Queen, Miss Cynthia Ford, Frau Karl Druschki, Laurent Carle and George Arends were especially good, while the climbers American Pillar, Christine Wright, Purity, Leuchstern and Excelsa were full of bloom and much admired.

In the newer part of the garden there were 42 beds, each filled with a variety donated by some individual or firm, which in the opinion of the donor was the most desirable of available varieties. The single hybrid tea, Isobelle, donated by A. N. Pierson, Inc., Rosalind and Sylvia, by F. R. Pierson Company, and Mme. Leon Pain and Miss Cynthia Ford by Henry A. Dreer, Inc., were among those especially noted.



CIBOTIUMS UNDER LATH FRAME AT HENRY A. DREER'S, RIVERTON, N. J.

field crops (so that imports may be reduced and tonnage liberated) has given rise to the proposal by one of the local agricultural publications that all wood ash be saved in the future and given to the farmers for field fertilization. On a general average, there is between six and 10 per cent of potash in wood ash, and, as potash at present has a value of 31 cents per 100 pounds, the use of wood ash by the farmer as a fertilizer would effect for him a small economy.

In the rose test garden, the judges consisting of Professor Frank A. Waugh, Amherst, Mass.; S. S. Pennock, Philadelphia, Pa., and Robert Pyle, West Grove, Pa., scored the hybrid teas as follows: John Cook's seedling, No. 512, 86 points, which, therefore, received the silver medal of the American Rose Society; John Cook's seedling, No. 561, 82 points, thereby awarding it a certificate of merit; Bertram J. Walker, 74 points, and Mrs. George Gorden, 73 points. Eighty-two points and a cer-

tificate of merit were awarded the climbing rose, "Aunt Harriet," introduced by the Conard & Jones Company, West Grove, Pa., and 72 points to Wartburg, introduced by the same firm, by a committee consisting of Professor Frank A. Waugh, S. S. Pennock and W. R. Pierson.

After the judging the entire party were piloted in automobiles through Hartford's splendid park system by George A. Parker, superintendent of parks; Mr. Turner, superintendent of Connecticut state park; Thomas Snell Weaver, park commissioner, and George Hollister, superintendent of Keney park. Leaving Elizabeth park, with its somewhat formal style of gardening, Keney park was first visited. This comprises about 660 acres of natural landscape with open meadows, where grazed herds of sheep, tended in a picturesque way by shepherds and dogs. Here broad vistas were also striking, and the winding drives through deep wooded acres carpeted with rank growths of ferns were most restful. Passing through the city by the Keney Memorial and South Green, Colt park was next visited. Here the spirit of play was most in evidence, and the park was filled with hundreds of boys and girls, young men and ladies engaged in all sorts of recreation. Goodwin park, another area of natural landscape, was interesting because it was used largely as municipal golf links. At Overlook, the party stopped and were treated to soft drinks by the genial superintendent of parks. Pope park, a recreation park with ideal playgrounds in a section of the city where most of the homes are of the poorer class, was motored through on the return to Elizabeth park.

At 6 o'clock the party was entertained at a delightful dinner in Pond House, by the Hartford park department. After the dinner, Thomas Snell Weaver and George Parker, of the park department, expressed in a few well chosen words the welcome of the park department to the American Rose Society and Benjamin Hammond, president of the society, responded, voicing the appreciation of the American Rose Society for the most generous hospitality extended to its members by the flower lovers of Hartford.

At 7:30 the guests and citizens of Hartford listened to a delightful lecture in the municipal building, on "Outdoors Roses," by Robert Pyle, of West Grove, Pa. Mr. Pyle showed many beautifully colored slides of rose gardens in America and abroad, and also the various types and varieties of roses. The lecturer's personal acquaintance with many of the most noted rosarians abroad made his talk full of interest. Following Mr. Pyle's lecture, Professor Frank A. Waugh, of the Massachusetts Agricultural College, gave an interesting and instructive illustrated lecture on "Civic Improvement."

The keynote of the day seemed to be that in these times of strenuous warfare, when all nations are at strife, there is added need of the quieting, restful, recreating influence of roses and natural beauty. Commissioner Weaver expressed the thought that, though the war may go on for years, Nature will again reassert herself, and where all is now turmoil and carnage the poppies and other flowers of France will again spring up, a token of hope, and inspiration for us all.

E. A. WHITE, Sec'y.

FEATURES OF INTEREST.

During the afternoon several hours were profitably spent in going over the rose garden and its annex. President Hammond had brought his camera, and took a number of snapshots. Professor White was kept busy answering inquiries on various matters, as the news of the meeting brought many Hartford citizens to the park.

Ford. Of these Mad. Paine is attractive. H. F. Michell Co. had a collection of hybrid perpetuals. Other exhibitors were: J. W. Adams, Springfield, Mass., a collection of hybrid teas; F. R. Newbold, New York and Poughkeepsie, Lady Alice Stanley and Willomere, both being well known as good garden roses; Gude Bros. Co., Washington, D. C., Red Radiance, also quite well known; John



JAMES DEAN, VETERAN FLORIST, AND FAMILY AT HOME, FREEPORT, L. I.

In the old, or original, garden the arches of Dorothy Perkins and some others of its type were not yet out, and looked as though it would take them at least 10 days to get in good form, but the Crimson and Philadelphia ramblers were fine. Of the H. Wichuriana roses a number of pillars of Christine Wright were particularly attractive, and we would vote it a fine rose. Both Bridal Wreath and Purity are worthy of note. This garden is extensively planted with hybrid perpetuals, and excellent judgment has been used in the choice of varieties. Of the following list all were good: Marchioness of Lorne, Jules Margottin, Dr. Audrey, Mad. Gabriel Luizet, Mrs. John Laing, Robert Duncan, Suzanne Marie Redocanachi, Ben. Carnot, Hugh Dickson, Paul Neyron, and Pride of Waltham. Possibly some have been omitted from this list that were quite as good as those mentioned; certainly there were other good ones, but the above named made the strongest appeal to us. Prince Camille de Rohan is a large flower and a prolific bloomer, but to our eyes its crimson was too dark. In the hybrid teas, old La France, as a garden rose, will compare favorably with any new variety.

As the annex is the protégé of the American Rose Society, it deserves attention, and when the plants have another year's growth they will be more interesting. A. N. Pierson, Inc., make quite an extensive exhibit. Of their hybrid teas, we will mention Mrs. Glen Kidston, Mrs. Charles Bell and Mrs. Belmont Tiffany. F. R. Pierson had Rosalind and Sylvia. W. W. Hunt & Co., of Hartford, presented Mad. M. Delanney, a light pink, said to be a new production, and looks promising. Henry A. Dreer, Inc., sponsored Mad. Leon Paine, Mad. J. Boncka and Cynthia

Coombs, Hartford, Killarney Brilliant, good; Benjamin Hammond, Beacon, N. Y., Gen. A. Jansen, a hybrid tea, looks good; George McClunie, Hartford, Miss A. Crawford, H. T.; George B. Hart, Buffalo, N. Y., Old Gold, H. T.; Paul Hubbard, Bristol, Conn., K. Augusta Victoria; Charles H. Totty, Madison, N. J., a collection of hardy teas. In addition to those already mentioned, Henry A. Dreer, Inc., exhibits Margaret Dickson Hamill; like many other varieties in the garden, the plants were small, but the buds noticed were substantial and a good yellow. It must be understood that there is nothing official in the above comments; they are merely our personal views.

We visited the rose garden in Elizabeth park five years ago, in company with members of the American Rose Society; Brother Robert Pyle, who preserves so many good things for future reference and enjoyment, reminded us of that visit when, in his most interesting lecture, on the evening of June 20, the stereopticon flashed a picture of the company at the garden on that occasion. Elizabeth park is more beautiful than ever; the rose garden is larger, and there are more roses than there were on that occasion; the genial superintendent of parks and the people of Hartford in general are just as hospitable as ever, and our only regret on this occasion is that more florists, particularly those making roses a specialty, did not attend. The committee of the American Rose Society and the local committee follow: American Rose Society—John F. Huss, Wallace R. Pierson and Alexander Cumming, Jr. Local committee—George F. Lane, Joseph F. Coombs, W. W. Hunt, Joseph McManus and George McClunie. All were untiring in their efforts to entertain the visitors. After the inspection

of the roses, there was an automobile trip through the other Hartford parks, and on the return a bountiful dinner was spread at the Park mansion. The evening was a most enjoyable one, made so by the eloquent contributions of Professor Waugh and Robert Pyle.

THE VISITORS.

Among those present were: President Hammond, Secretary White, S. S. Pen-nock, Philadelphia, Pa.; E. Allan Peirce, Waltham, Mass.; John Canning, Ards-ley, N. Y.; Wm. H. Siebrecht, Chappaqua, N. Y.; Henry Siebrecht, New York; A. F. Faulkner, New York; Robert Pyle, West Grove, Pa.; Prof. Waugh, Amherst, Mass.; Louis J. Reuter, Wal-tham, Mass.; Fred Green, Providence, R. I.; George Peterson, Fairlawn, N. J.

Many expressions of appreciation were heard relating to the ability—also the hospitality—of George A. Parker, superintendent of the Hartford parks. A. F. F.

Bread-Winning Carnations.

One of the most successful carnation growing establishments in the Philadelphia market is W. & H. F. Evans' Rowlandville nurseries, Wyom-ing avenue and H street. Carnations have been a specialty here for a num-ber of years. The products are, for the most part, high grade, which bring top prices. Their largest range of houses is built on the side of a hill, running northeast and southwest. Very large panes of plate glass, obtained from a number of discarded street cars, are used in several of the houses, giving the maximum of light.

The plants are, for the most part, in raised beds of solid earth, three feet above the walks. Some are on benches, but lumber is so expensive now; what used to cost \$19 per thousand feet, is selling at this time for \$50, so that old benches are not renewed. The ground beds do not commence to flower so early in the fall, but last longer in the spring.

All plants are field grown, although they believe Matchless will do best if grown inside all summer. Matchless and Belle Washburn are put in the houses as soon after the first of July as possible. They are the earliest bloomers, and should get established inside before the dull fall and winter weather sets in. Matchless is peculiar, in that if left outside after July, its foliage will turn yellow, almost a straw color. It will, however, come around all right in the house and growers need not be afraid to bench such stock.

The year it was introduced, this firm bought enough to fill a house in which lilies had been grown for Easter. With this early start they made a fine growth, and by fall were very strong and flowered splendidly the entire season, averaging 1½ flowers to a plant. They do not believe the average for the entire place is over 10 flowers to a plant, that is good salable stock.

Mr. Evans believes many growers make a great mistake in supposing that the largest of the field-grown plants are the best, whereas the short, stocky plants were much to be preferred. These recover from the moving quickly and soon get down to work, while the long stemmed plants, with many shoots, flopped over and took a much longer time to recover. They always lifted plants when the soil was moist and would cling to the roots.

Cuttings here are always placed in fresh, clean builder's sand, each new batch of cuttings having a fresh sup-

ply. When rooted, these are potted in 2-inch pots and kept in a temperature to make stocky plants, which are pinched to break into several shoots. They are set out as soon after April 15 as the weather permits.

The ground is ploughed and har-rowed thoroughly to make the soil as fine as possible, being finished with a drag that helps to level and break up the lumps. They never turn up more ground in one day than they can plant the next, the young stock taking hold much better in the moist, freshly turned soil. They do not water in the field, the plants seeming to come along better without such stimulant, and are all inside before the hot, dry days of August.

The varieties grown are: Matchless for white, the best carnation of any color; Belle Washburn, by far the best red, flowers continuously and never splits; Thenanthos, a splendid grower and great producer, of fine color, one of the best varieties they have ever tried, but many of the flowers split; Rosalia, a winner, splendid in every way, one of the best. Roper is now doing well, but had burst badly in the winter and did not come true to color. It was a good grower and producer with finely formed flowers. Miss Theo is a trifle too small as a market flower, but on account of its free flowering qualities and pretty shade of pink, is ideal for the grower who sells his flow-ers at retail. Cottage Maid is a splen-did market sort. Enchantress Supreme is the best flesh color. Mrs. Chas. Siegwart, a Maryland variety, looks so much like the Supreme that we cannot tell them apart.

But one crop is taken from the carna-tion houses, which are kept going until the middle of June, when the soil is re-newed for the new planting. They have tried using the same soil with the addi-tion of manure two years in succession, but results were not satisfactory. The accompanying illustration of a house of Belle Washburn was taken April 23, just after the flowers had been picked. Mr. Evans has always been able to get good long stems on this variety, al-though he has heard others complain that it came short with them. Their flowers are always kept in water for from 12 to 24 hours in a cool shed be-fore being bunched and sent to market.

National Publicity for Flowers.

Through the secretary's efforts, while on his travels, there is a noticeable stimulation of interest in our publicity campaign. This was to be expected, but there are thousands of florists the secretary will not be able to reach. The campaign must not be allowed to lag. Do not let the summer season furnish an excuse for inactivity. Remember, the committees must put their plans into effect months ahead. Consider-able time was required to launch the campaign properly—it was quite neces-sary. But now that good headway has been made and the work is meeting with undisputed success, there should result a measure of support which should carry the movement up to and beyond the point aimed for—\$50,000 for the year 1918, the whole amount to be expended in publicity by December 31.

Again, it should be pointed out that the campaign is not for the benefit of any individual locality. In big towns and small towns, suburban sections, in fact, everywhere florists are situated, they are getting the benefit of this or-ganized effort to increase the demand for flowers; and it must be so, for the

committees are considering only such mediums for the conveyance of their floral propaganda that, without the pos-sibility of doubt, reach every district in the country.

It is hard to conceive why any florist who is alive to his personal interests, has not identified himself with this movement. Mr. Reader, if you have not already subscribed, take this little appeal to heart. Just think of the work of the committees in charge of the cam-paign, their time cheerfully given to it, the responsibilities they have assumed; and think also of the confidence which so many of your fellow florists have re-posed in these same gentlemen, by gen-erously contributing, according to their means, to the fund which is to benefit all, and ask yourself whether the move-ment is not worthy of your hearty sup-port—then give what you can, and take comfort from the fact that you have helped to safeguard your business against a condition which in the nature of things, we must in these times ex-pect to combat.

The following additional subscrip-tions are recorded annually for four years unless otherwise noted:

W. D. Howard, Milford, Mass.	\$ 5.00
Broadway Florists, Albany, N. Y.	10.00
Matthew B. Mulholland, Troy, N. Y.	5.00
J. G. Barrett, Troy, N. Y.	10.00
W. H. Shower, Schenectady, N. Y.	5.00
H. Louis Meunard, Troy, N. Y.	5.00
Conway Bros., Troy, N. Y.	5.00
Arkay Florist, Albany, N. Y.	10.00
J. W. Eger, Schenectady, N. Y.	5.00
Albany Cut Flower Ex., Albany, N. Y.	10.00
Rosery Flower Shop, Albany, N. Y.	25.00
John C. Trivison, Albany, N. Y.	5.00
H. G. Eyres, Albany, N. Y.	25.00
H. C. Mutch, Troy, N. Y.	5.00
George L. Russell, Albany, N. Y.	5.00
Brant Bros., Utica, N. Y. (1 year)	25.00
Pierce & Gray, Utica, N. Y.	5.00
C. F. Baker & Son, Utica, N. Y.	25.00
Utica Floral Co., Utica, N. Y. (1 year)	25.00
R. L. O. Bard, Syracuse, N. Y.	5.00
W. E. Day Co., Syracuse, N. Y.	10.00
G. Bartholme, Syracuse, N. Y. (1 year)	5.00
Werner P. Bultman, Syracuse, N. Y.	10.00
P. R. Quinlan, Syracuse, N. Y.	10.00
Geo. Crook & Co., Rochester, N. Y.	5.00
Charles Lee, Barnard, N. Y.	5.00
Hugo Teute, Rochester, N. Y.	5.00
J. B.	25.00
E. R. Frey, Rochester, N. Y.	5.00
Jacob Thomann, Rochester, N. Y.	10.00
F. R. Schlegel, Rochester, N. Y.	10.00
Salter Bros., Rochester, N. Y.	5.00
Geo. J. Keller, Rochester, N. Y.	5.00
W. H. Sievers, Buffalo, N. Y.	10.00
Kate W. Detlef, Buffalo, N. Y.	5.00
L. H. Neubeck, Buffalo, N. Y.	5.00
Budlong Rose Co., Auburn, R. I.	100.00
A. J. Reicherts, Buffalo, N. Y.	20.00
Colonial Flower Shop, Buffalo, N. Y.	10.00
Chas. Felton, Buffalo, N. Y.	25.00
Miss Grace Newland, Buffalo, N. Y.	10.00
Peter Hoffman, Buffalo, N. Y.	10.00
Mrs. L. Herrlich, Buffalo, N. Y.	5.00
Wm. H. Grever, Buffalo, N. Y.	10.00
J. Henry Bartram, Lansdowne, Pa.	3.00

Previously reported from all sources. \$35,391.75

Grand total\$35,934.75
JOHN YOUNG, Sec'y.

Get Somebody Else.

The following, arranged by Paul Lawrence Dunbar, is being sent out as a card by Penn. The Florist, the prominent Boston, Mass., retailer: The Lord had a job for me, but I had so much to do.

I said, "You get somebody else or wait 'till I get through."
I don't know how the Lord came out—no doubt He got along—
But I felt kind o' sneakin' like! I knew I'd done God wrong.

One day I needed the Lord—needed Him right away;
But He never answered me at all, and I could hear Him say
Down in my accusin' heart, "Child, I've got too much to do;
YOU get somebody else, or wait 'till I get through."

Now when the Lord has a job for me, I never try to shirk.
I drop what I have on hand and do the Lord's good work;
And my affairs can run along or wait 'till I get through.
Nobody else can do the work that God has marked out for you.

Essential Industry Problem Difficult.

Washington, June 14.—While Fuel Administrator Harry R. Garfield is clamoring for a definition of essential and non-essential industries with a view to conserving the coal supply of the country and fixing a definite supply to carry the country through the war next winter, members of the war industries board to whom he has applied for relief practically admit their inability at this time to frame such a division of industry upon which dependence can be placed. Chairman Baruch, of the board, has made it clear that the use of industry in war preparations is in such a state of flux at this time that it is practically impossible to make a hard and fast rule that will be even approximately permanent.

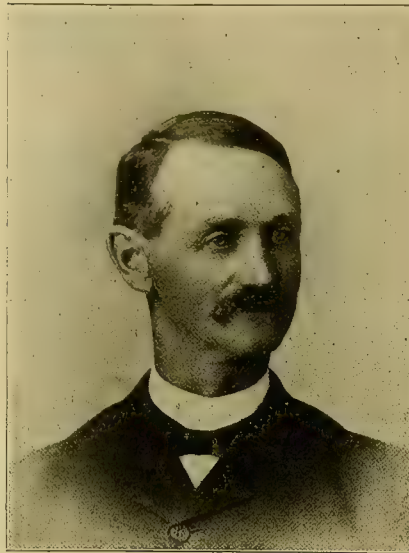
In lieu of a fixed list of essential and non-essential industries, the war industries board has been forced by circumstances into the policy of announcing, whenever necessary, the demands of the government for raw materials and other supplies, thereby indirectly warning any industry which may be affected of a possible shortage in their materials. Not long ago, when an immense order of shells, involving the use of large quantities of lead was contemplated, the war industries board secured the necessary supply and warned all non-war industries using lead of the exigencies of the situation. By inference, this non-war lead-using industry was temporarily placed on a non-essential list. Shortly thereafter a change in the specifications for shells released the accumulated lead and enabled the war industries board to release a large portion of it to non-war industry, thereby restoring it to life. Under such circumstances it is difficult for the war industries board to say definitely what industry may or may not get raw materials and fuels subject to later priorities.

Large users of steel products, such as the automobile manufacturers, who have to place their orders a year in advance to assure production, have already realized that, in competition with the war needs of the government, they cannot be guaranteed their demands, and they have been adjusting their business accordingly. On the other hand, the small manufacturer who does not need to place large orders in advance is now practically dependent upon the war industries board for his supply of material. When all government needs are met, the board has adopted the policy of making known the fact, together with the available surplus, and of allotting the remainder to those industries which may best serve the needs of domestic consumers. In view of the fact that the war industries board cannot know what the demands upon it will be until the departments inform it what their demands are, this mobile system of meeting the emergencies as they arise has been adopted. As time goes on and American industry becomes established and settled to meet any possible maximum demand, the war industries board will then be in a position to comb out non-essential industry which actually impedes war work when operating subject to its control, in addition to such industry which now would actually impede it if allowed to place large orders in advance for supplies and materials.

In the meantime, however, Fuel Administrator Garfield is face to face with a real problem. It can be already foreseen that, unless economies can be accomplished now and others provided for, there will be another coal shortage next winter. Despite the efforts of the fuel and railroad administrations to get coal out in increasing quantities this year, the demands for fuel for war industries is already so far exceeding the demand of last year

as to wipe out the gain. For that reason, Mr. Garfield has set out to accomplish a saving of 60,000,000 tons of fuel which, if accomplished and added to increased output, will leave only a small margin of safety for the entire country.

The situation confronting Mr. Garfield and the war industries board at this time is substantially this: Mr. Garfield can foresee the demand upon fuel with considerable degree of accuracy, while the war industries board is not in a position to foresee all the demands which can be made upon it. While Mr. Garfield, acting on his information, can make suggestions for the saving of fuel by various industries, the war industries board, equally anxious to save both fuel and industry, can only pass judgment with certainty on those forms of industry which recognize, as quickly as does the government, that actual competition exists between both of such a character that



The Late John Satterthwaite.

industry must give way. Ordinarily such industries as the automobile manufacturers', for instance, enter new fields of war work, with no net result to the fuel administration except to increase its number of priority orders.

In the meantime, the railroad administration is hastening to strengthen its equipment by new cars and locomotives, and the war industries board is endeavoring to relocate war industry with a view to avoiding railroad congestion, and thereby facilitate the movement of such fuel as can be mined. At this time, however, full efficiency for the benefit of the fuel administration has not been attained.—New York Commercial.

BUFFALO, N. Y.—The annual outing of the florists' club will be held at the Automobile Club's grounds July 24.

RIDGEWOOD, N. J.—It is reported that Fred Schweinfurth will close all but the houses devoted to roses during the coming winter.

NEW BEDFORD, MASS.—Walter Davis has bought the range formerly conducted by the late H. A. Jahn and plans to add considerable glass in the near future.

SPRINGFIELD, ILL.—The old greenhouse which was erected over 40 years ago by the late Louis Unverzagt for former governor Matteson, has been torn down and will be removed to Milledale, this state.

OBITUARY.**Max Wilhelmi.**

Max Wilhelmi, vice-president of the Barteldes Seed Co., Lawrence, Kan., died at the Research hospital, Kansas City, Mo., June 19, following an operation which was performed with apparent success, but he was too weak to survive the shock. He had been in poor health for some time and spent the winter in Florida.

Mr. Wilhelmi was born near Washington, Mo., November 5, 1852, and at the age of 13 was apprenticed to a tinsmith, working at that trade until about 20 years of age. In 1872 he went to the Dakota Black Hills as a prospector, spending several years in that section as a miner and Indian fighter, and was in that locality during the Sioux uprising and the Custer massacre. In 1878 he located in Lawrence and entered the employ of F. Barteldes, a few years later being taken into the firm as a partner, the other members being the above mentioned and F. W. Barteldes. The business was incorporated in 1906, Mr. Wilhelmi becoming vice-president, which office he held up to the time of his death.

The deceased was married in 1879 to Miss Ella Gallenkamp, who survives him; also six children—Mrs. William Underhill Moore, New York; Mrs. Ray F. Sexton, Minneapolis, Kan.; Mrs. F. E. Doubleday, Pittsburg, Kan., and Max F. and the Misses Irma and Ilsa Wilhelmi, of Lawrence.

An interesting fact is that Mr. Wilhelmi's father, Franz, came to America about 1848 with Carl Schurz as a political refugee from Germany. He was afterward major of a volunteer regiment in the Union army during the civil war and served as lieutenant-colonel and aide de camp to the governor-general of Missouri during the time that state was under martial law.

M. F. W.

Charles Harkett.

Charles Harkett, who for the past 20 years has been in charge of the cut flower and shipping departments at Harkett's Floral Nursery, Dubuque, Ia., died, June 17, at the age of 40 years. The deceased, who was unmarried, leaves a large circle of friends and business associates by whom the news of his death will be received with sincere regret. His demise occurred soon after that of his brother, William F. Harkett, associated with the management of the business for a number of years, and one of the most popular young business men of the city, who died February 17, as recorded in our issue of March 2, page 301.

Frank N. Meyer.

A Washington, D. C., despatch, dated June 18, announces that Frank N. Meyer, a prominent explorer of the United States department of agriculture, is dead in China. He disappeared, June 2, from a steamer between Hankow and Nanking and a week later his body was found in the Yangtse river. The deceased gave to the western world many new plants from the Orient, having for 10 years traveled as an agricultural explorer through China, Siberia and Turkestan.

John Satterthwaite.

John Satterthwaite, a life member of the Society of American Florists, and treasurer of the Curtis Park Floral Co., Denver, Colo., died at St. Luke's hospital, in that city, June 9. He was born near Yardley, Bucks county, Pa., in 1842 of Quaker parentage and moved to Denver about 35 years ago. The announcement of his passing will be received with sincere regret by a host of friends.

THE AMERICAN FLORIST

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When sending us change of address always send the old address at the same time. Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO.

"In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

THIS ISSUE 52 PAGES WITH COVER

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ARGENTINE FIBRE is used in California as a substitute for raffia.

WM. SWINBANK, of Sycamore, Ill., says that Ismene calathina, potted in January or February, makes a desirable Easter plant.

CAN representatives of the Dutch Bulb Growers' Union, now fixing 1918 prices, give the American trade any assurance that the United States will not again be made the dumping ground for low-grade surplus at auction disposal in New York?

AMERICAN coal production is breaking all records. For the first two weeks of June the output of bituminous mines was at the rate of 12,400,000 tons a week. In the first week of June the daily average production was 2,077,000 tons, compared with 1,789,000 in the same time last year.

Quality Stock Will Win.

These are troublous times, but there is no occasion to become unduly alarmed. The consensus of opinion in all lines of the craft is that the business of the past season was much better than had been expected. Those retail florists who cater to the trade of the middle classes, find their business increasing, the demand for funeral flowers being notably strong. Bedding stock has cleaned up very well. There were too many vegetable plants, as this stock was very largely increased over that of last season, while the newspapers failed to feature the war gardens as they did last year. Those who plan to make the most intensive use of their greenhouse space, will find a good market for all their high grade stock at increasing prices. Enthusiasm, backed with energy, will win out, while discouragement brings one to a standstill. Believe in success, work for it, watch and work for opportunities, and take advantage of them as they come.

Flowers and National Courage.

We are indebted to William C. Gloeckner, well known florist of Albany, N. Y., for the following from the Evening Journal of that city, June 19:

"The more optimism, week-end trips and flowers the better, is the remark credited to a Washington official, whose attention was called lately to the fact that the sale of flowers throughout the country is being pushed by a national publicity campaign for which over \$35,000 has been pledged by leading growers and retail florists in the United States. Albany was visited a few days ago by John Young, secretary of the Society of American Florists, in the interest of the campaign, and Mr. Young reports that every florist in Albany and Troy whom he visited contributed to the publicity fund. One of the slogans adopted by Secretary Young and his co-workers in the campaign is, "Say It with Flowers." The meaning is that when one wishes to express sentiments of friendship, good will or sympathy one of the best ways is to send flowers. With the country burdened by a great war, some of the government leaders see good reason why rational means of keeping up the spirits of the people are to be encouraged. They believe that they who are giving of their blood and treasure to support this conflict must not become hardened, thinking solely of killing and being killed. That is one of the sure ways to take the courage out of the nation and army. The people need a touch of Mother Nature, hence the reason for flower sales publicity and coining the slogan "Say It with Flowers."

Bituminous Coal Shipments Restricted.

The fuel administration issued the following June 19:

"The constantly increasing demand for fuel for war purposes in the east has made necessary further restrictions on the westbound movement of bituminous coal. The United States fuel administration is preparing an order, to be effective June 20, which will prohibit the movement of bituminous coal westbound from coal operations located on the line of the Chesapeake & Ohio railway in Kanawha district east of and including St. Albans, W. Va. The purpose of the order is to allow an increased movement of Kanawha coal to

the east to take the place of the so-called "smokeless" coal in Virginia and the Carolinas. Similar orders will be promulgated, effective June 20, prohibiting the movement of any high volatile coal from the Kanawha and Kenova-Thacker districts of West Virginia and the Big Sandy district of Kentucky to any Indiana consumers."

Carnation Year Book.

"The Carnation Year Book, 1918," the official organ of the British Carnation Society, edited by J. S. Brunton, recently issued, contains 50 pages of interest, with illustrations. Included in the contents are the annual report of the society, observations of the secretary, and the following papers: "Carnations: Past, Present, and Future," by Montagu C. Allwood; "How I Raised Marion Willson," by Sam Willson, Jr.; "Smooth-Edged or Fimbriated Petals," by G. C. Price; also a list of carnations registered by the society, and raisers' names, rules of the society, and a list of members of the organization. Copies of the year book may be obtained from the Hon. Secretary, T. A. Weston, Floradale, Orpington, Eng., for 1 shilling 6 pence, post free.

Sow Bugs and "Slug Shot."

ED. AMERICAN FLORIST:

I have been greatly bothered with sow bugs. When I say millions of them in one bench, it may sound like exaggeration, but such is not the case. After trying almost everything, my foreman suggested the use of "Slug Shot," manufactured by Hammond's Paint & Slug Shot Works, Beacon, N. Y., and one application exterminated the pest completely. I had one entire bench of violets that was literally eaten up. I sprayed this but once, and the effects were beyond expectations. Any one whose stock is suffering from the ravages of sow bugs should try "Slug Shot" in a straight solution.

T. J. WOLFE, Waco, Tex.

Personal.

Wm. Legg, so long and favorably known in the florist trade of Buffalo, N. Y., will retire from active business, living at Alexander, that state. We heartily wish him long life, and all the pleasure the world affords in his retirement.

E. C. Vick, horticultural editor of the New York Sun, attended the nurserymen's and seedsmen's conventions at Chicago this week and last week.

Japanese Bulbs.

The War Trade Board Bureau of Imports writes, June 15, as follows:

"In response to your letter dated June 6 regarding the importation of bulbs from Japan, we would inform you that no modification of the import restriction relating to this commodity has been issued by the War Trade Board, nor have we any information regarding the possibility of such modification."

Hail Damage.

Since August 1, 1918, the Florists' Hail Association has paid more than \$25,000 for glass broken by hail, and proofs of loss are still coming in.

JOHN G. ESLE, Sec'y.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office
 enclose 10 cents extra to cover postage, etc.

Situation Wanted—By a good, all-around greenhouse man. Address
Key 808, care American Florist.

Situation Wanted—By general all-around gardener. Western states preferred. Address
Key 906, care American Florist.

Situation Wanted—By grower of a general line of plants. Would prefer to work on shares. Address
Key 904, care American Florist.

Situation Wanted—By grower of flowers, fruits or vegetables under glass. Original up-to-date ideas. Address
Key 905, care American Florist.

Situation Wanted—By gardener; age 35; married; private place preferred; 20 years' experience. Any good position considered. Distance no object. Now or later. References. Address.
Key 915, care American Florist.

Help Wanted—A rose grower; wages \$20.00 per week to start.
Wm. Dittman, New Castle, Ind.

Help Wanted—Man for rose section to work under foreman. State wages expected and give reference.
C. Loveridge, Peoria, Ill.

Help Wanted—Experienced man to take charge of store at 64th and Halsted streets. Must be good salesman and designer. **Joseph Michal, 7045 Stony Island Avenue, Chicago.**

For Sale—20 greenhouses to be taken down. 1000 boxes, 16x24, 217 boxes, 10x15, 100 boxes, 10x12, D. S. B. glass. 21,000 ft. 1½ pipe, also 1½, 2, 3 and 4-in. pipe; three return tubular boilers, ventilating apparatus, sash bars, plates, cast iron gutters, etc. One hand-power stock and die, cuts 1 to 4-in., with cut off; one gasoline engine and pump. Will sell all or any part.
Mrs. Geo. Anderson,
5230 Woodland Ave., Phila., Pa.

Situation Wanted

Good all around grower, capable of managing business, is open for engagement. Address
Key 809, care American Florist.

Situation Wanted

Good all around storeman capable of taking charge. Also understands growing business.
Key 914, care American Florist.

Situation Wanted

Expert office manager. Bookkeeper and correspondent. Have handled office end of a large commercial place. Married man with family. Chicago preferred.
Key 916, care American Florist.

STOREMAN

Expert storeman over draft age is open for immediate engagement.
Key 810, care American Florist.

Help Wanted

Nursery Sales Manager for rapidly growing ornamental nursery business. Must be well up in garden design, able to advise and possess thorough knowledge of ornamental stock. Apply

SHERIDAN NURSERIES

34 North Street, TORONTO, CANADA

HELP WANTED

Hustlers in rose houses. Steady work at \$3.50 per day. Address
Key 912, care American Florist.

Situation Wanted

Experienced saleslady. Chicago preferred. Can furnish best of reference. State wages in first letter.
Key 913, care American Florist.

Lady Bookkeeper Wanted

One who has had experience in a retail flower store. Good wages to the right party. Reference required.

MALANDRE BROS.

Broadway and 72nd St., NEW YORK

Greenhouse Glass

\$4.50 per Box

Going Fast—Order Quick

PETER REINBERG

30 East Randolph Street, CHICAGO

For Sale or To Rent—Eleven greenhouses, five acres of land and orchard at Ridge and Washington avenues, Wilmette. For further particulars call on or write to

Frank Felke,
 716 Ridge Ave., Wilmette, Ill.

For Sale

Greenhouse, nursery and farm with splendid improvements; 80 acres very fine land, 2 modern dwellings, steam heat, electric lights, bath, large basement, barn for 8 horses, 25 cattle, mow for 50 tons hay, new 5,000 gallon cypress water tank, steel tower, 50,000 square feet greenhouses, 5,000 ornamental trees, 100,000 privet, 3,000 clumps peonies, best varieties for cut flowers; 40,000 carnation plants, etc.

Large lawn, fine large trees, ideal home in finest section of Virginia, 50 miles from Washington, D. C., just out side hustling town, piked roads, good schools. Good local trade, excellent opportunity for profitable business and a most desirable home. Possession at once. Price, \$30,000, terms easy. Answer at once as this adv. will not appear again. Address

C. L. ROBEY

Purcellville National Bank
 PURCELLVILLE, - - VA.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¾x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

San Francisco.

PERIOD OF SUMMER DULLNESS ARRIVES.

Since Memorial day, trade has been very quiet. The cut of flowers is coming in very freely, and with the large buyers of flowers and plants away for the summer, the trade has to depend upon funeral work almost exclusively. The cut of roses of late has been enormous and it has been impossible to maintain any steady prices. Only the very finest quality finds a market at anything like remunerative figures. In most cases, roses are showing the effect of the hot weather, and there is a great quantity of poor stock coming in. Sweet peas are very plentiful and prices are low for the best stock. Carnations can be had at almost any price offered. Peddlers can be seen everywhere with great bunches of roses and carnations. Some very fine gladioli are arriving and seem to meet with favor. America seems to be the most popular. We noted some excellent pyrethrum hybrids in some of the stores. These are popular, owing to their keeping qualities. Scabiosa caucasica is another popular perennial with wonderful keeping qualities and splendid color. There are plenty of cattleyas and gardenias to be had, with the call for the latter rather slow. Some very fine Japanese iris are also coming in. There are more than enough lilies for the small demand. Such outdoor grown stock as delphiniums, coreopsis and gaillardias, can be had in large quantities and at very reasonable figures. Oriental poppies are very numerous and quite popular. In plants, there is very little doing. Nephrolepis are about the only things that move in any quantity. Ferns and greens of all descriptions are plentiful and cheap.

NOTES.

The funeral work at the Rolph funeral last week was the heaviest done by the local florists for a long time. A great number of large and costly designs were called for and helped to clean up a somewhat overcrowded market. Nearly every store in town was called upon to help fill the large amount of orders.

At the Lynch Nursery Company, at Menlo Park, the planting of chrysanthemums for the coming season is about completed. Many of the latest novelties are being grown outdoors this season under cheese cloth to test their shipping qualities. The planting of carnations in the field has been finished, also.

Many of the prominent growers are in a quandary just now as to the fuel situation. They expect the government to limit the amount of coal and fuel oil to be used for greenhouse purposes. Most of them are already stocking up on these two items, so as not to be caught short if the government does act.

The commissioner of corporations has issued a permit to the MacRorie-McLaren Company to issue 90 shares to Daniel MacRorie, Donald McLaren and Walter A. Hoff in payment of a co-partnership business. The firm says that Memorial day trade was excellent, being much ahead of last year.

Nels Peterson, of San Mateo, still continues to send in the very best carnations to this market, despite the warm weather. All his houses will shortly be replanted, as he does not make a practice of removing his old stock late into the summer.

The Shibley Floral Co., successors to the Shibley-Mann Co., had a very heavy Memorial day trade. Mr. Shibley, the manager, says there was plenty of stock to go around, but the demand for flowering plants was rather light.

Chas. C. Navlet, of San Jose, is a frequent visitor in this city. He says his trade the past season was especially good. The call for vegetable seeds and plants he found very good.

Peter Bisset, chief of the plant introduction bureau at Washington, is on a visit to this city. He is making a tour of the plant introduction stations of the country, and spent some time at the government station at Chico.

The Liberty Flower Shop, on Polk street, is making a very effective display this week, featuring sweet peas and gladioli extensively. They say trade keeps up in an encouraging manner in their neighborhood.

"Shorty" Schreutenhaus, of Mayfield, is sending in large loads of seasonable stock every day. He was probably the largest buyer of bulbs in this vicinity last season, and is now cutting heavily of all varieties.

Frank R. Mills, of Palo Alto, was a recent caller on the trade here. He says his Memorial day demand was the heaviest he ever handled. He was fortunate in being in fine crop just at the right time.

The sale of flowers at the store of the Francis Floral Co., on Powell street, netted the Red Cross over \$1,800. The company deserves much credit for this splendid showing.

P. Laborer has disposed of a half interest in his business. He expects to be called to the colors very shortly and is anxious to dispose of his business entirely.

Albert O. Stein says funeral work has been keeping his force quite busy the past week. He says decorative work is rather quiet at present.

David Goldmann, formerly with the Redondo Floral Co., of Los Angeles, has joined the forces of the Art Floral Co., on Powell street.

George C. Roeding is making a visit to this city in connection with his duties on the national food commission.

G. N.

Hartford, Conn.

NOTES.

Calling recently on a number of the commercial florists of this city, we found them busy and optimistic as to the future. When a man has been in the florist business continuously for 50 or 60 years, he may be said to have experience, and Hartford has two florists who have such records. John Coombs is now 70 years old and has been growing and selling flowers here ever since he was 20. He has a fine range on Benton street, one store on Main street, another on Asylum street. Both the stores are managed by his son, Joseph Coombs. The senior Mr. Coombs is yet active in the growing end of the business, and he talked of past and present conditions. "Win the War" is the slogan throughout the city, and business men are prepared to make sacrifices. Mr. Coombs will shut down his older houses, or a part of them. When asked if he was not the oldest florist in the city, Mr. Coombs replied: "Oh, no; there is another one here who is over 80," so in our rounds we at length reached Robert Marchant, who started business here 65 years ago. He was born in Sussex, England, 84 years ago and came to this country in 1848. Although at the time of his arrival this was an old town, compared with many others, he has lived to see wonderful changes and growth. Where he located is now one of the best residential sections of the city, with fine homes and churches. "When I built my house here," said he, "there was no street in front of it." Since the transformation there has been a good street, named Huntington. Mr. Marchant is yet active about his greenhouses, his trade being local. He is assisted by one son, George, who is 25 years old. Another son, Robert W., 28 years old, is with the army in France. Mrs. Marchant is several years younger than her husband.

Spear & McManus, 242 Asylum street, were found busy and report

having a good season. Being a typical American city, there was an excellent Mothers' and Memorial day business.

J. Albert Brodrib, 635 Main street, is one of the younger florists, who has an attractive store.

The long established business of "Welch, the Florist," is prosperous.

A. F. F.

Toledo.

BIG RUSH IS OVER.

Florists are beginning to relax a little after the big rush of the past five months when business exceeded the bounds of their fondest expectations. May, in particular, according to reports of leading retailers and growers, was the best month the trade has ever experienced. Funeral work was heavy during the entire month and the spring planting demands cleaned up the market in fine shape. There has been a slight let up in June, but not as much as was expected. Funeral work seems to keep up well and people seem to be buying more artistic pieces. There is plenty of all kinds of seasonable stock at present and the quality is good with the exception of carnations, which are small. Outdoor flowers are now coming on the market and are enjoying a fair sale. Roses are plentiful, but not quite up to previous quality.

NOTES.

Max Spanner, who had made up his mind to close his business until next fall, and had already disposed of much of his stock to various florists, quickly changed his mind when he saw the opportunity of getting a good location in an old established stand in the Ohio building. After July 1 the store formerly occupied by Metz & Bateman will be occupied by Max. He has been in business in this city for many years, and has always enjoyed a prosperous trade.

Metz & Bateman were so anxious to get into their new store on Superior street that they hurried up the moving operations and were able to take occupancy 10 days ahead of schedule. When the writer dropped into their new place, which is just half a block south of their old store, he found everything still topsy-turvy. However, both Earl Metz and Miss Bateman, his partner, are enthusiastic about the change and expect to prosper.

A. E. Warning's business on Broadway has enjoyed a steady and wholesome growth, which has come as a direct result of his efforts to please his patrons. Starting in a small way, he has seen his business grow from day to day until it is now in a prosperous condition.

When Miss Helen Patten is not busy at her store on Madison avenue, she is occupied with Red Cross work, and between the two she has no time to worry about the future. Wherever patriotic women are called upon to back the boys at the front, Miss Patten plays a leading part.

Mrs. E. Suder, one of the oldest and most popular florists in this city, whose splendid greenhouses and conservatory are located on Cherry street, reports a heavy call for funeral work, weddings and graduation bouquets. Her bedding plant season was extremely prosperous.

Among the latest improvements at Schramm Brothers' Cherry street store, are a new refrigerator and a cash register of the very latest and improved type. This firm reports the best May that it has ever experienced. Bedding plants are still selling.

The Mussbach Sisters report a lively demand for funeral work and graduation bouquets. They have purchased a fine lot of baskets and other floral stock from Max Spanner, with whom they were formerly associated.

A. C. K.

**For the Summer We Have a Large
Supply of Good Shipping Roses.**

Fine Quality of Russell Ophelia and Red and Yellow Roses

Gladioli, Orchids, Valley, Lilies, Carnations

PLUMOSUS SPRENGERI ADIANTUM

GALAX

FERNS

Chrysanthemum Stock.

	Rooted Cuttings		2½-Inch Plants			Rooted Cuttings		2½-Inch Plant	
	100	1,000	100	1,000		100	1,000	100	1,000
WHITE									
Chas. Razer	\$3.00	\$25.00	\$4.00	\$32.50	YELLOW				
Elise Papworth	3.00	25.00	4.00	32.50	Roman Gold	\$3.00	\$25.00	\$4.00	\$32.50
White Chieftain	3.00	25.00	4.00	32.50	Marigold	3.00	25.00	4.00	32.50
YELLOW									
Chrysolara	3.00	25.00	4.00	32.50	Pink	3.00	25.00	4.00	32.50
Mrs. C. C. Pollworth	3.00	25.00	4.00	32.50	Dr. Enguehard	3.00	25.00	4.00	32.50
					Loeben	3.00	25.00	4.00	32.50

PLANTS

SINGLE PLANTS.
 Kentia Forsteriana, 2½-in. pot, \$12 per 100.
 Kentia Belmoreana, 2½-in. pot, \$12 per 100.
 Kentia Belmoreana, 3-in. pot, \$20 per 100.
 Kentia Forsteriana, 3-in. pot, \$20 per 100.
 Kentia Forsteriana, 4-in. pot, \$6 per doz.
 Kentia Belmoreana, 4-in. pot, \$6 per doz.
 Kentia Forsteriana, 5-in. pot, \$12 per doz.
 Kentia Belmoreana, 5-in. pot, \$12 per doz.

Kentia Forsteriana, 6-in. pot, \$2 each.
 Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.
 Livistona Rotundifolia, 4-in., \$6 per doz.
 Livistona Rotundifolia, 5-in., \$9 per doz.
 Livistona Rotundifolia, 6-in., \$1.25 each.
 Phoenix Robelenii, 5-in. pot, \$1 each.
 Dracaena Massangeana, 4-in. pot, \$50 per 100.
 Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.

Crotons, 4-in., \$4.50 per doz.
 " 5-in., \$9 per doz.
 " 6-in., \$1 to \$1.50 each.
 Pandanus Veitchi, 6-in., \$1.25 each.
 Dracaena Indivisa, 4-in., \$15 to \$20 per 100.
 Dracaena Indivisa, 5-in., \$25 to \$35 per 100.
 Dracaena Indivisa, 6-in., \$6 per doz.
 English Ivy, 4-in., \$15 per 100.
 Smilax, 2½-in., \$3 per 100.

2½-in. Own Root Rose Stock

Aaron Ward	} \$ 7.50 per 100; 70.00 per 1000.
Killarney Brilliant	
White Killarney	
Milady	} \$ 7.00 per 100; 65.00 per 1000.
Richmond	

3½-in. Own Root Rose Stock

White Killarney	} \$ 11.00 per 100; 105.00 per 1000.
Ophelia	
Aaron Ward	
Sunburst	
Killarney Brilliant	} \$ 10.50 per 100; 100.00 per 1000.
Milady	
Richmond	

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

BIG CUT OF RUSSELL

Best Summer Rose—We are now cutting from 60,000 plants.

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, Ophelia and White Killarney.

WHITE and RED CARNATIONS, Fancy Stock, \$2.00 per 100.

Regular shipments of new Fancy Ferns, \$2.00 per 1000.

CURRENT PRICE LIST In Effect July 1st.

RUSSELL—best in this market.	Per doz.
Good, extra long.....	\$1.50 to \$2.00
Good medium.....	1.00 to 1.25
Good short.....	.50 to .75

**HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST.
WHITE KILLARNEY—**

	Per 100
Long stems	\$6.00 to \$8.00
Good medium	5.00
Good short	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY, per 100..... 5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGER, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

NEW FANCY FERNS, per 1,000..... 2.00

ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

 **WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.**

NOTICE: We close at 5 o'clock Week Days, Sundays and Holidays at Noon.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

STOCK IS NOT AS PLENTIFUL.

Stock is not as plentiful as it has been, consequently prices are somewhat higher and the market is steadier than it has been for sometime. Carnations are selling at better figures, but receipts are considerably smaller, and the demand is now about equal to the requirements. Mrs. Chas. Russell roses are in good supply and clean up nicely each day at very satisfactory prices. Columbia is more plentiful, but there is no surplus of this variety to speak of. Champ Weiland is moving nicely and is considered an essential variety by the leading buyers. Killarney, Killarney Brilliant, White Killarney and Double White Killarney are in good supply and the same is true of Ophelia, Sunburst, Ward, Milady, Shawyer, Hoosier Beauty and Richmond. Peonies are plentiful, but command good prices and clean up nicely. Gladioli are quite a factor in the market and seem to move right along at very satisfactory figures. Lily of the valley is none too plentiful and the same is true of orchids. Sweet peas are about done. Water lilies are seen in large numbers and are moving better this week than they have at any time this season. Lilies are not as plentiful as they have been, and but very few callas are included in the shipments. Calendulas, white and yellow daisies, feverfew, stocks, candytuft, pansies, delphiniums, gaillardias, coreopsis, gypsophilas, larkspurs and other miscellaneous outdoor stocks are included in the daily offerings, which give the buyer a large assortment to select from. Green goods are in large supply with the exception of smilax, which commands the top market prices. All buyers in this market should bear in mind that all the whole-

TO THE TRADE

On and after July 7, 1918, The Wholesale Florists and Florists' Supply Houses of Chicago will not be open for business Sundays. For the benefit of the trade we will keep our places of business open until 9 p. m. Saturdays until further notice.

Signed,

**Wholesale Florists and
Florists' Supply Houses
OF CHICAGO.**

sale cut flower and supply houses will close all day Sunday, commencing July 7, and govern themselves accordingly. The wholesale stores will remain open until 9 p. m. Saturday for the convenience of the trade.

NOTES.

Frank Farney has resigned his position with the A. L. Randall Co., to go into business for himself with headquarters in room 710 Kesner building. His specialty will be nursery furniture and he will not only produce goods but will represent several manufacturers in this line. His many friends in the trade wish him every success.

Peter Vasel, formerly with the Alpha Floral Co., has been notified by his draft board to report for military service this week. He is an ambitious young man and will make a mark for himself very quickly, as he believes in democracy and is anxious to do his bit to bring the big struggle to a close as early as possible.

Jas. Follett, of Webster City, Mo., accompanied by his son Lester, who is in the express business at Ft. Dodge, Ia., were visitors at Kennicott Bros. Co.'s store, June 22. Mr. Follett is one of the oldest customers on Kennicott's books, not to mention one of the most valuable.

Fred J. Krauss, formerly with the E. F. Winterson Co., who left for Macon, Ga., with the drafted men from his district several weeks ago, has been transferred to the 7th division of the 7th Trench Mortar Battery now stationed at Camp McClellan, Anniston, Ala.

John Broadbeck, son of Philip Broadbeck, who is with the 14th Infantry, now stationed at Ft. George Wright, Spokane, Wash., writes that he is in the best of health, and is loud in his praises of the western country.

Henry Kruchten, of the John Kruchten Co., is helping out his father at the greenhouses, where his services are badly needed owing to the present extreme scarcity of labor.

Tony Rocca, who has had charge of John Mangel's office for many years, is now with the colors, and is serving in the intelligence department with headquarters in this city.

Mrs. Frank Ayres has recovered sufficiently from her recent operation to leave the hospital and is doing as nicely as can be expected.

George Nepper has resigned his position with A. T. Pyfer & Co., and leaves this week for American Falls, Ida., to seek employment.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP

ROSES AND CARNATIONS

Lilies, Valley. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$18.00 to \$20.00
Medium	12.00 to 15.00
Select	8.00
Short	4.00 to 6.00

RICHMOND

	Per 100
Specials	\$10.00
Select	8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

MILADY

	Per 100
Specials	\$10.00
Select	8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

Killarney

	Per 100
White Killarney	
Killarney Brilliant	Special
Sunburst	Select
My Maryland	Medium
Ophelia	Short
Champ Weiland	

ROSES, OUR SELECTION

\$ 4.00

Carnations, fancy

Harrisill

Valley

Smilax

Adiantum

Asparagus, per bunch

Ferns, per 1,000

Boxwood

Galax, bronze and green, per 1,000

Leucothoe Sprays

2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

Extra Fine Supply **COLUMBIA ROSES** \$4 to \$15 per 100

RUSSELL	Per 100
Special	\$18.00 to \$20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	6.00

RICHMOND	Per 100
Special	\$10.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

MILADY	Per 100
Special	\$10.00 to \$12.00
Select	6.00 to 8.00
Short	4.00 to 5.00

BRILLIANT	Per 100
Special	\$10.00 to \$12.00
Select	6.00 to 8.00
Short	4.00 to 5.00

OPHELIA	Per 100
Special	\$12.00
Select	\$8.00 to 10.00
Short	4.00 to 6.00

WHITE KILLARNEY	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00 to 5.00

KILLARNEY	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00 to 5.00

WARD	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00

SUNBURST	Per 100
Special	\$12.00
Select	\$ 8.00 to 10.00
Short	4.00 to 6.00

CECILE BRUNNER	Per 100
Per 100	\$2.00 to \$3.00

ROSES	Per 100
Our Selection, per 100	\$3.00

PEONIES	Per 100
Per 100	\$3.00 to \$8.00

CARNATIONS	Per 100
Per 100	\$1.50 to \$3.00

VALLEY	Per 100
Per 100	\$6.00

EASTER LILIES	Per 100
Per 100	\$10.00 to 15.00

DAISIES	Per 100
Per 100	\$1.50 to \$2.00

CALENDULAS	Per 100
Per 100	\$2.00 to \$3.00

GLADIOLI	Per 100
Per 100	\$3.00

LEUCOTHOE	Per 100
Sprays	75c

PLUMOSUS	Per 100
Strings	50c to 75c
Per bunch	35c to 50c

SPRENGERI	Per bunch
Per bunch	35c to 50c

ADIANTUM	Per 100
Fancy long, per 100	\$1.00

SMILAX	Per dozen
Per dozen	\$2.50

NEW FERNS	Per 1,000
Per 1,000	\$2.50

GALAX	Per 1,000
Per 1,000	\$1.25

MEXICAN IVY	Per 1,000
Per 1,000	\$5.00
Per 100	75c

Order here. You cannot do better elsewhere—often not nearly as good.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY

Wedding  Commencement Flowers

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL. Per 100
Fancy\$8.00 to \$10.00
Good 5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.
White—KILLARNEY—Pink. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Medium 5.00
Short\$3.00 to 4.00

SUNBURST AND OPHELIA. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Good 5.00
Short 4.00

MINIATURE ROSES.
Baby Doll\$2.00 to \$3.00
Elgar 2.00 to 3.00
ROSES OUR SELECTION..... 4.00

CARNATIONS. Per 100
Fancy\$3.00
Good 2.00

MISCELLANEOUS. Per 100
Valley\$ 6.00 to \$ 8.00
Peonies 6.00 to 8.00
Lilies 12.50 to 15.00
New Ferns, per 1,000..... 2.50
Smilax, per doz. strings.. 2.50
Adiantum 1.00
Galax (bronze and green), per 1,000. 1.50
Asparagus Sprengeri, bunch..... .50
Asparagus Plumosus, bunch..... .50
Boxwood, per lb..... .35
Other Green Goods Market Rates.

The next Florists' Club meeting will be held at Nic Karthausers grove, 6656 Ridge avenue, Thursday evening, July 18, at 8 p. m. T. E. Waters, chairman of the Good-of-the-Club committee, has arranged an elaborate program for the occasion and it is expected that everyone in the trade will attend. A special invitation is extended to all the retail florists.

It is understood that Jens Jensen, a millionaire architect of Highland Park, is among others offering objections to the annexation of Ravinia Highlands, a new suburb, on the grounds that the exploiters of the new territory neglected to look after the artistic sense of the people when laying out the grounds and houses.

A. L. Vaughan, of A. L. Vaughan & Co., reports that business so far during June this year is ahead of the total sales for the entire month of 1916 but will fall behind those of the same month of 1917 which is the report the majority of wholesalers have to make. June last year was an exceptionally good month.

Wietor Bros. are cutting a good supply of roses from young stock particularly Killarney and White Killarney. The demand for chrysanthemum stock is keeping up remarkably well at this house and a grand cleanup in this line is expected before the season is over, many varieties being already sold out.

Herman Bauske, of the A. L. Randall Co., who left several weeks ago for Jefferson Barracks, Mo., with the drafted men from his district was rejected and is back at his old job.

Ed. Goldenstein, formerly manager of the bulb department at Vaughan's Seed Store, who is with the national army at Rockford, visited his many friends here, June 21.

The Misses Nettie Parker, of A. T. Pyfer & Co., and Olga Tonner, of O. A. & L. A. Tonner, spent June 23 at Starved Rock and report a most delightful time.

William Schupp, brother of Philip Schupp, manager for J. A. Budlong, left with the drafted men from his district for Camp Jackson, Columbia, S. C., June 24.

Andrew McAdams and his daughter Miss May E. McAdams, the landscape architect, returned last week from their winter home at Melbourne, Fla.

Fritz Bahr, Jr., who has been with the colors for sometime, is home on a furlough. His company is stationed in California.

PERCY JONES
INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Summer Flowers

Complete Line of Roses, Carnations, Peonies, Etc.

Van 100% service guarantees you satisfaction.

FINE KEEPING QUALITY

PEONIES

SNAPDRAGON, ROSES, CARNATIONS, DAISIES, CALENDULAS, LILIES, GREENS, ETC.

SUPPLY DEPARTMENT—Fancy line of Made-up Wreaths, Cut Flower and Plant Baskets, Corsage Shields, Colonial Lacettes, Pins, Ribbons, Chiffons, Magnolia Leaves, Boxes, Threads and everything else in the line of Florists' Supplies.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies 30 E. Randolph St., CHICAGO, ILL.

Harry Gardiner, of A. T. Pyfer & Co., left with the drafted men from his district to receive military training at one of the various camps.

Vaughan's Seed Store reports movement of freesia bulbs and prospects of seasonable shipments, of calla bulbs due in early August.

E. H. Montgomery, of Fairfield, O., was the guest of R. E. Kurowski, of the John C. Moninger Co., June 25.

John Michelsen, of the E. C. Amling Co., says that water lilies move best during warm weather.

William Robinson, better known as "English," joined the Zech & Mann force, June 24.

Percy Jones, Inc., received a large shipment of ribbons and chiffons this week.

Michael Freres, of the Zech & Mann force, is enjoying a two weeks' vacation.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave, Chicago

HEAVY SUPPLY

Peonies--Roses--Carnations

Extra Fancy Stock in All the Leading Varieties
at the Most Reasonable Market Prices.

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.		ROSES—Continued Per 100		CARNATIONS. Per 100	
Extra long stems.....	\$5.00	Ophelia, special	\$10.00	Fancy	\$3.00
Stems 48 inches	4.00	“ select	8.00	Good	2.00
Stems 30 to 36 inches	3.00	“ medium	\$5.00 to 6.00	PEONIES.	
Stems 24 inches	2.50	“ short	4.00	ORCHIDS. Per doz.	
Stems 18 to 20 inches	2.00	White Killarney, special	\$10.00	EASTER LILIES. Per 100	
Stems 12 inches	\$1.00 to 1.50	“ select	8.00	MISCELLANEOUS. Per 100	
Short stems	100, 4.00 to 6.00	“ “ medium	\$5.00 to 6.00	Valley	
MRS. CHAS. RUSSELL Per 100		“ “ short	4.00	Calendulas	
Special	\$25.00	Killarney, special	\$10.00	Daisies	
Select	\$15.00 to 20.00	“ select	8.00	Snapdragons.....per bunch .75 to 1.00	
Medium	8.00 to 12.00	“ medium	\$5.00 to 6.00	Callas	
Short	5.00 to 6.00	“ short	4.00	Sweet Peas	
ROSES.		Mrs. Ward, special	\$10.00	DECORATIVE.	
Richmond, special	\$10.00	“ select	8.00	Plumosus strings	
“ select	8.00	“ medium	\$5.00 to 6.00	Plumosus	
“ medium	\$5.00 to 6.00	“ short	4.00	Sprenger	
“ short	4.00	Sunburst, special	\$10.00	Adiantum, fancy long...per 100	
Milady, special	\$10.00	“ select	8.00	Smilax	
“ select	8.00	“ medium	\$5.00 to 6.00	Ferns	
“ medium	\$5.00 to 6.00	“ short	4.00	Galax	
“ short	4.00	Cecile Brunner	\$2.00 to 3.00	Mexican Ivy	
Killarney Brilliant, special	\$10.00	Elgar	2.00 to 3.00	Leucothoe sprays	
“ select	8.00	Baby Doll	2.00 to 3.00	Boxwood, per lb..25c; cases	
“ medium	\$5.00 to 6.00	ROSES, OUR SELECTION.....			
“ short	4.00	Extra special roses billed accordingly.			

WE HAVE REACHED THE FRONT

By Satisfying Our Customers With High
Quality Cut Flowers at Reasonable Prices.

PEONIES
ROSES
CARNATIONS
SWEET PEAS



YELLOW DAISIES
LILIES
CALENDULAS
GLADIOLI

A. T. PYFER & CO., 164 N. Wabash Ave., Chicago, Ill.

Long Distance Telephone, Central 3373.

Mention the American Florist when writing.

Mrs. Ruth Schrieber Conn who was married June 9 has returned from a honeymoon in Texas and is again attending to her duties at Bassett &

Washburn's office. Mrs. George Gobel, a former employe of Bassett & Washburn's performed her duties while she was away.

Peter Reinberg is experiencing a brisk demand for greenhouse glass of which he still has a limited supply to offer.

FOR YOUR WEDDINGS

Big cut of Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to heavy supplies of Carnations-Peonies-Valley-Sweet Peas-Callas-Galax Harrissi-Asparagus-Sprengeri-Adiantum and other Seasonable Stock and Greens.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO
CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE**

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

SHIPPING ORDERS GIVEN CAREFUL ATTENTION.

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits

Poehlmann Bros. Co. is cutting from a splendid crop of summer roses particularly Mrs. Chas. Russell and Ophelia. The supply department reports business as good for June and the plant department at Morton Grove reports an exceptionally brisk season.

Allie Zech received a letter this week from Jack Byers who is now with the colors in France in which he asks to be remembered to all his friends in the trade. He wrote a long letter but a large portion of it was deleted when it reached here.

Paul Klingsporn, manager of the Chicago Flower Growers' Association, reports a brisk demand for Columbia roses which Stielow Bros. Co., one of the stockholders, is growing in quantity.

Fred Krell left for Camp Grant with the drafted men from his district this week.

The American Bulb Co., reports a good demand for California freesias.

North Shore Horticultural Society.

The North Shore Horticultural Society, Lake Forest, Ill., held its monthly meeting June 7, President Thos. H. Head occupying the chair. Mr. Elliot, of Park Ridge, gave a very interesting talk on behalf of the American Sweet Pea Society. He gave an account of their work in the east and urged the affiliation and co-operation of all local horticultural societies and also a larger individual membership, especially in the middle west. He was given a hearty vote of thanks. A paper prepared by Mr. Head was also read, the subject being, "How an Acre of Ground Can be Used to Best Advantage as a Garden." This paper was greatly appreciated by the members present and a hearty vote of thanks was given to Mr. Head. The monthly exhibits were a splendid plant of *Cattleya gigas*, exhibited by Thos. Head, awarded 95 points; collection of pot grown fruit, exhibited by J. H. Francis, 95 points; specimen begonia, exhibited by George Wilson, 95 points. The judges for the evening were E. Benson, A. Petersen and K. Lofing. The attendance at the meetings continues to be very good and this speaks well for the success of the society. J. H. FRANCIS, Cor. Sec'y.

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175.

CHICAGO, ILL.

St. Louis, Mo.

LIGHT SUPPLY AND SLOW DEMAND.

The local market has been dull during the past week. A real spurt in business would find the supply hardly in a position to take care of such a call, as a limited quantity of stock is seen daily. Gladioli are of very good quality, and command a fine price. Carnations are still lingering, and that is all. Sweet peas also are going fast. Lilies are fine, but the supply is limited. Roses of the shorter grades are plentiful. Fancy stock is very scarce. The bulk is Russell, Milady and Sunburst. Ophelia has been a bit of crop in this territory. Outdoor stock such as delphiniums, gaillardias, etc., are in ample supply for the local demand. Greens of all kinds are plentiful.

NOTES.

The writer has noticed a marked increase in the varieties of outdoor cultivated and wild flowers the local growers are bringing into the market. This is to be encouraged, as the up-to-the-minute retail florist can find a world of uses to put these outdoor flowers to. Another reason is, that it creates a great interest among the buying public as to various wild flowers and names, and consequently publicity. Last, but not least, it gives a financial return for the mere expenditure of a little energy.

Mrs. H. G. Berning, secretary of the Ladies' Florist Club, has called a meeting of the ladies at 2 p. m., July 3, at the music pavilion in Tower Grove park. It is hoped all interested will be on hand, as subjects of vital importance to the coming convention of the S. A. F. will come up for discussion. Those with babies should bring them along, as there is no finer place for the kiddies to enjoy themselves.

Messrs. McCabe and Nichols of A. L. Randall Co., Chicago, spent a few days in St. Louis the past week. Frankie McCabe is a great favorite

among the St. Louis florists, because, wherever he lights, he radiates sunshine with that good old Irish blarney of his.

V. J. Gorly left on his vacation June 23. He says he is going to Kansas City first, and then to some Michigan lake resort to spend the month of July. He expects to be back in time to take a hand in the coming convention.

Al Gumz, of the Windler Wholesale Floral Co., is sporting a new five-seated Moon touring car. He says he is "off of John Henrys" for life, since he has to have a "self-commencer."

The local joint publicity committee, at its last meeting, decided to hold but one meeting monthly during July, August and September.

Geo. H. Angermueller has been getting in some very nice rose shipments, which are usually sold before they are unpacked. J. J. W.


Earl Poehlmann at Officers' Camp.

T. J. Wolfe, the well-known florist, of Waco, Tex., in a recent communication, says:

"It has been my good fortune and pleasure to meet Earl Poehlmann, son of August Poehlmann, of Poehlmann Bros. Co., Chicago, now at one of the officers' training camps in the south. He is a fine young fellow—the true type of Americanism. He has not a moment to spare other than for study, and when I first met him he hardly had time to talk to me for there is nothing but continuous work and study for the student officers. He cannot say how long he will remain. The time may be short or long. I have just seen 10 trains leaving, going I know not where."

EVERYVILLE, ILL.—Walter Adams, a well-known Chicago florist, was a recent visitor in this city, spending a few days with his parents.

For
Your
Supply of
CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

CAR LOADS ARRIVING

VAUGHAN'S
CLEAN SPHAGNUM
FOR FLORISTS

Burlapped Bales

Wired Bales
Cheaper

SPHAGNUM

MOSS  **GREEN SHEET**

For Florists **MOSS**
For Nurserymen

For SPOT SHIPMENTS or contract. Write us.
CHICAGO, 31-33 W. Randolph St. NEW-YORK, 43 Barclay St.
VAUGHAN'S SEED STORE

Milwaukee.

SHIPPING DEMAND GOOD.

The market during the past week was well supplied with all kinds of stock, and owing to the very satisfactory shipping business, plus the extra local demand due to the commencement exercises, a fair cleanup at moderate prices can be reported. Due to the falling off of elaborate weddings and funeral work, everything in white, including Easter lilies, suffered for lack of demand; the colors, red, yellow and pink, had the preference. Local peonies were at their height the fore part of last week, and did not move as readily as expected. With the closing of the schools and the exodus of the summer resorters, we now enter into the two months when little can be expected outside of funeral work.

NOTES.

President Kennedy, of the local florists' club, has appointed Wm. R. Schroeder, Art Leidiger, Gust. Rusch, H. V. Hunkel and C. C. Pollworth on the committee to work out suitable plans to organize a state florists' association. Nic. Zweifel, who returned from a 10-day auto trip through the upper part of Wisconsin and Michigan, says that the idea of organizing a state association had been voiced by quite a number of florists whom he met during his travels. The proper slogan from now on ought to be co-operation if we want to hold our own, is the writer's opinion.

While the coal proposition is the main thought in the minds of the local growers, they all are figuring on shutting down enough glass so as to make the 50 per cent allowance see them through the coming season. At this writing a good many here have their share on hand, while the rest are busy doing likewise.

At the Brown Deer range of the Holton & Hunkel Co. a good many of their rose benches are gradually being dried off, preparatory for the new season's

crop. The Heitman-Oestreicher Co. is consigning some long-stemmed hardy delphiniums in two shades to this firm at this time.

Although the committee of the florists' advertising club did its share in the daily press and street car publicity, the results obtained did not come up to expectations. Had the local demand been as good as that out of town, one could have said business was fine.

As the next regular meeting of the local florists' club falls on the 4th of July, President Kennedy has decided to postpone same to July 11, one week later. Several important matters for that meeting are at hand at this time of writing.

Gust. Rusch & Co. state that if carnation growers cease to disbud and otherwise neglect their stock there is no use of marketing them, for from now on only the best grade will hold its own and pay for the labor.

The C. C. Pollworth Co. claims that the call for baskets, etc., for the local commencement exercises did not come up to expectations. All in all, business was reported fair for the past week.

Fred Bliese, proprietor of the Waukesha Floral Co., passed through here, June 24, to the northern part of the state to spend a well earned vacation at fishing. E. O.

Omaha.

FUEL SHORTAGE WORRIES.

If local florists next winter are compelled by the government to close half their greenhouses, as is proposed on account of prospective shortage of coal at that time, there will be a great shortage of flowers here for the retail trade. At the present time, with all greenhouses running, scarcely enough flowers are being produced to supply the local demand. The recent order placing florists seventh in the list of priorities for coal supplies has caused a great deal of activity here.

Z E C H M A N N & N N

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.
COLUMBIA

Russell
White Killarney
Pink Killarney

Milady Sunburst
Ward Shawyer Ophelia
Killarney Brilliant

MINIATURE ROSES.
Cecile Brunner

CARNATIONS.
All Colors.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

PEONIES

Large quantity of all the seasonable varieties.

Valley Callas
Cattleyas Calendulas
White Daisies Yellow Daisies
Feverfew
Candytuft Stocks

GLADIOLI

GREENS.

Plumosus. Sprengerl.
Galax, bronze. Galax, green.
Ferns.
Mexican Ivy. Smilax.
Leucothoe Sprays.
Adiantum. Boxwood.

Summer Business Booster



25

25

12

IN CUT FLOWER BASKETS

Tumbler Baskets with paraffine liners, all colors.....

\$6.50

Tumbler Baskets in all colors, complete with tin liners.....

\$8.50

Baskets, 9 to 11 inches deep, 24 to 32 inches over all; with liners, all complete...

\$9.50

WRITE FOR CATALOG.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., CHICAGO, ILL.

For Weddings and School Closings

Large Supply of Peonies-Roses-Carnations-Sweet Peas-Lilies-Valley-Greens, Etc.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578. CHICAGO, ILL.

The local florists and the trade in Council Bluffs, Ia., sought to have the industry placed fifth on the list, but to no avail. A survey of the situation of florists here who will probably come under the ruling that will close half their greenhouses if coal grows scarce, reveals the fact that Hess & Swoboda, Lewis Henderson, Ederer, Al Donahue, and F. B. Floth will likely come in the class of firms who have over 10,000 square feet of glass.

NOTES.

Lewis Henderson bought out The Fernery, Sixteenth and Howard street, and is now operating it. This makes three retail shops he now has in this city.

The Blackstone Flower Shop has been discontinued, and Mrs. Helen Royce, owner and manager, has gone back on the road, traveling for a medical concern.

A. Donahue has opened a branch shop in the new central market, the new and exceptionally classy grocery and meat market on Harney street.

A. E. L.

Boston.

SUMMER'S ARRIVAL FELT.

The market has started to put on its summer appearance, graduation and social functions being over for the season. Cut stock is quite plentiful but there is a shortage of plants. Roses are seen in abundance and sell cheap. Carnations are on the wane and can be bought for any price. Sweet peas are holding up well at \$1.50 a hundred. Outdoor larkspur is about gone. This flower sold exceptionally well. Easter lilies are seen in large quantities, and the quality is very good, selling well at \$10 a hundred. Salpiglossis, centaureas and sweet sultans are finding good buyers.

NOTES.

Mrs. W. H. Ward, who for years has been saleswoman at the flower market,

has gone to the hospital for a severe operation. Her condition is improving slowly, and she is expected to be home by July 1.

B. A. Snyder & Co. report a good business, with Julius Snyder out on the road, visiting all the stores and greenhouses, and booking good orders for the summer trade.

Henry M. Robinson & Co., one of our largest wholesale houses, reports that business is very good and their florist supply trade has improved 100 per cent over last year.

Welch Bros. Co. continues to be one of our most active wholesale houses as their stock is of the best. S. K. G.

New Haven, Conn.

NOTES.

We found the florists here reasonably busy, and they report excellent Mothers' day and Memorial day business. But here, as well as in the other cities we have visited, we found the florists disposed to be cautious and conservative. With so much uncertainty about a winter's supply of coal—or any supply at all—it is not unreasonable that there is uneasiness in the trade.

The dahlia exhibition which will be held September 11-12 is creating considerable interest, as there are good growers of dahlias in and about this city.

John J. McQuiggan, formerly with the S. H. Moore Co., has recently taken the store at 123 Church street, opposite the park, and is doing well.

The S. H. Moore Co. reports a good season. At this store we noticed fine sweet peas from the Slocombe Brothers garden on Townsend avenue.

Charles Munro is both a grower and a retailer, and we found his store well stocked with all seasonable flowers.

Myer Wilson, who has a neat store at 56 Congress avenue, reports excellent business.

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.

440 So. Dearborn St.

CHICAGO.

John N. Champion & Co. report good business, and their staff was active.

At the Myers Flower Shop, 936 Chapel street, we found business active.

A. F. F.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale **Cut Flowers**
Growers of

Telephone: Randolph 2738

Greenhouses: Des Plaines, Ill. Chicago
Store: 162 N. Wabash Ave.

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS
Per bag (100 square feet).....\$3.5
NATURAL LOG MOSS
Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE 154 N. WABASH AVE. CHICAGO ILLINOIS
CENTRAL 679

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$5.00@ \$6.00
" " 48-in.	4.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell....	1.00@ 4.00
100	
" Hoosier Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Shawyer.....	4.00@10.00
" Milady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward.....	4.00@10.00
" Hadley	4.00@10.00
" Ophelia	4.00@10.00
" Double White Killarney.....	4.00@10.00
" Mrs. Moorefield Storey....	4.00@10.00
" Champ Welland	4.00@10.00
" Stanley	4.00@10.00
" Tipperary	4.00@10.00
" Francis Scott Key.....	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Our Selection	3.00
Carnations	2.00@ 3.00
Cattleyas	per doz. 6.00@ 7.50
Daisies	1.00@ 2.00
Lilium Harrisii	10.00@15.00
Peonies	4.00@ 8.00
Valley	6.00
New Ferns.....per 1000.	\$2.50
Snapdragons	per bunch .50@ .75
Calendulas	2.00@ 3.00
Gladoli	6.00@ 8.00
Candytuft	per bunch .50@ 1.00



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President,
J. E. POLLWORTH, Sec'y and Gen'l Mgr.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing.

PLAIN CHIFFON

(About 35 to 40 yards to bolt.) Can be had in any color.

2 in. wide, per yd., 34c 6 in. wide, per yd... 7c
4 in. wide, per yd .. 6c 10 in. wide, per yd... 10c

Geo. H. Angermueller Co.

Wholesale Florists, 1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

One Piece Flower Boxes

One piece; one size; One price.
24x4x3.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.
LANSING, MICH.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

SPHAGNUM MOSS

\$2.50 per bale; 6 bales for \$13.50. This is the time of the year you should stock up in moss for next season. In winter, transportation may be such that we cannot get the cars to move our moss in from the country. That was the condition last winter. We believe that you will affect a saving by stocking up now.

THE LEO NIESSEN CO., Wholesale Florists **1201-5 Race St., Philadelphia, Pa.**

THE FLORISTS' SUPPLY HOUSE of AMERICA

Transportation is failing, prices are advancing. We urge immediate purchases of all standard stocks. Let us quote prices. Send for Illustrated List. Don't forget Wedding and School Commencement Accessories.

METAL WREATH FACTORY, 709 FIRST AVENUE, NEW YORK.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Philadelphia.

GOOD STOCK EAGERLY SOUGHT.

The feature of the market is the scarcity of good stock, which extends to nearly all lines. Carnations, so plentiful a couple of weeks ago, are now divided up in small lots, a couple of hundred now having to do where a thousand are wanted. Roses are now grabbed up eagerly that a month ago were not good enough for the street. About the only satisfactory stock are Easter lilies, which are for the most part up to standard nearly all the time. Outdoor sweet peas are also in demand, the cool weather of last week bringing them along slowly and with substance. Centaureas are also good outside stock. Gladiolus is another flower which helps to save the market. Cattleyas are very scarce, as is lily of the valley, which is "lily of the valley" and that is about all that can be said of it. Monday morning opened with the smallest assortment of flowers seen in the market this season. There was a very good demand and not near enough stock to go around. Warmer weather is setting in and there will soon be the usual surplus.

WITH THE WHOLESALE.

Dennis T. Connor, who for 18 years was busy putting the Lord & Burnham standard into greenhouses in this district, is now open for a position, as the company closed its office here not being able to meet the competition of the Kaiser. Dennis thinks it will not be long, however, before the Hun will be put out of business, and he will then be back on the job.

"No great activity, but hard to get good stock," was the report of the Leo Niessen Co. Clarence Watson said that carnations were unusually good for the season. These and Easter lilies were features here.

"Roses that were hard to move two weeks ago are now selling well; in fact, we cannot get enough," said Manager Cortis of the Jos. Heacock Co. The shop is all upside down with the moving.

Frank Miles Day, well-known as a designer of many famous buildings, among others, Horticultural hall, this city, died at his home at Mt. Airy, a suburb, June 15.

Eugene Bernheimer is much pleased with the roses from Florex Gardens. The summer crops in the large houses look very well. The demand for the season is good.

Chas. F. Edgar, retailer, grower and wholesaler, is now with the M. Rice Co. He has a large acquaintance and should do well in his new sphere.

"A better demand than we have stock to fill" was the situation with Berger Brothers. Good outside sweet peas and carnations were leaders.

EDWARD REID

American Beauties, Orchids, Valley, Peonies. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, June 26. Per 100		
Roses, Killarney	2.00@ 8.00
" Mrs. Chas. Russell	4.00@12.00
" Ophelia	3.00@ 8.00
" Richmond	2.00@ 8.00
" Sunburst	2.00@ 8.00
Lilium Giganteum	8.00@10.00
Gladioli	3.00@ 8.00
Sweet Peas35@ .50
Carnations	1.00@ 2.00

BOSTON, June 26. Per 100		
Roses, Beauty	12.00@25.00
" Killarney Queen	4.00@ 6.00
" White and Pink Killarney	8.00@12.00
" Double White Killarney	2.00@ 4.00
" Killarney Brilliant	2.00@ 8.00
" Hadley	4.00@ 8.00
" Mock	2.00@ 8.00
" Mrs. Chas. Russell	4.00@ 8.00
" Taft	2.00@ 6.00
" Milady	2.00@ 6.00
" Ward and Hillingdon	2.00@ 6.00
" My Maryland	2.00@12.00
Carnations	1.00@ 2.00

BUFFALO, June 26. Per 100		
Beauty Special	\$20.00@30.00
" Fancy	15.00@20.00
" Extra	10.00@15.00
" 1st	5.00@10.00
Roses, Killarney	3.00@ 8.00
" My Maryland	3.00@ 8.00
" Sunburst	3.00@ 8.00
" Ward	3.00@ 6.00
" Ophelia	5.00@10.00
" Russell	4.00@10.00
" Stanley	3.00@ 8.00
" Mock	4.00@ 8.00
" Shawyer	5.00@10.00
Lilies	8.00@10.00
Cattleyas	40.00@50.00
Carnations	1.50@ 2.50
Asparagus Sprengerii35@ .50
Fernsper 1,000, 2.00	20.00
Smilax	50@ 1.00
Sweet Peas	1.00@ 2.00
Tulips	2.00@ 3.00
Calendulas	2.00@ 5.00
Peonies	1.00@ 1.50
Daisies	

Jacob Becker has closed his greenhouses at 52nd and Market streets, and will spend the summer with his family at Avalon.

Chas. E. Meehan spends the week ends with his family at Ocean City, where he has had a cottage for a number of years.

Leo Niessen is spending a few days with his family at Ocean City. Walter Mayer, of the same force, is on his vacation.

Summer vacations are now in order. The wholesale houses all close at 4 p. m. and 1 p. m. on Saturdays.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

BERGER BROS.

Central Market

Roses, Orchids, Peonies

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

Mention the American Florist when writing.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

**116-118 Seventh Street,
PITTSBURGH, PA.**
Growers of Quality Flowers.

Mention the American Florist when writing.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

Mention the American Florist when writing.

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Mention the American Florist when writing.

Edward Reid has just returned from a short southern tour. Carnations and sweet peas are features.

F. J. Michell, Jr., is to take to himself a bride June 27. Our warmest congratulations.

Jos. Harris, that hustling grower and reailer of Shamokin, was in town last week.

NOTES.

In speaking of the scarcity of flowers, Paul Berkowitz says that florists who do not provide themselves with an anchor to windward in a good stock of magnolia and oak leaves, cypas, crepe and cape flowers, make a great mistake. "We had a hard time to introduce magnolia leaves," he said. "Many fought shy of them for quite a while, but now there is scarcely a store in the land that does not handle these substitutes for galax and find them acceptable to their customers and very profitable. I know of one high class store that makes a specialty of magnolia wreaths, which when decorated bring \$25 and \$30. They are not just slung together, but are artistic and beautiful, and do not need many fresh flowers to make them saleable for funerals or grave decoration."

The sympathy of the trade goes out to John W. Prince, in the loss of his son, Lieut. Harry W. Prince, who was killed by an accident to his areoplane while getting final instructions in England. It seems but yesterday that he was one of the principal speakers at the flag raising at Wm. K. Harris', where his father is foreman. Then all was bright. He was full of patriotism and anxious to get away to be over there. He was in the aviation corps and said he felt as confident in the air, as on the land, and now he is a martyr to the cause of liberty.

K.

BARABOO, WIS.—The summer meeting of the state horticultural society will be held in this city, August 21-22.

FLUSHING, N. Y.—A movement to re-name all roses with German names was begun by the Park Garden Club at a meeting, June 7.

SPOKANE, WASH.—John W. Duncan recently entertained members of the florists' club at a luncheon and inspection of the city parks and greenhouses, of which he is superintendent.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in

FLORISTS' SUPPLIES.

Phone Main 1245.

P. O. Box 206

444-446 Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, WHOLESALE Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, June 26. Per 100	
Roses, Beauty, special	30.00@40.00
" " fancy	10.00@20.00
" " extra	5.00@10.00
" " shorter grades	2.00@ 5.00
" Mrs. Chas. Russell	6.00@20.00
" Killarney	2.00@ 8.00
" Hadley	4.00@10.00
" Sunburst	3.00@ 8.00
" Wards	2.00@ 4.00
" Ophelia	3.00@ 5.00
Carnations	1.00@ 3.00
Cattleyas	each \$0.35@ .50
Valley	8.00@10.00
Lilium Rubrum	5.00@ 6.00
Easter Lilies	6.00@10.00
Snapdragons	4.00@ 8.00
Callas	6.00@10.00
Calendulas	1.00@ 2.00
Sweet Peas	.50@ .75
Asparagus	string or bunch, .35@ .50

PITTSBURGH, June 26. Per 100	
Roses, Beauty, special	20.00@25.00
" " fancy	12.00@18.00
" " extra	6.00@ 8.00
" " No. 1	2.00@ 4.00
" Killarney	2.00@ 8.00
" My Maryland	2.00@ 8.00
" Sunburst	2.00@ 8.00
" Mrs. Aaron Ward	2.00@ 8.00
Cattleyas	40.00@50.00
Lilium Giganteum	8.00
Adiantum	1.00
Asparagus Sprengeri, bunch, 35@40	
New Crop Green Galax per 1000	\$1.25
Carnations	1.00@ 3.00
Valley	4.00
Delphinium, per doz.	1.00
Gaillardia	1.00@ 1.50
Fbiox	2.00@ 4.00
Coreopsis	1.00
Sweet William	1.00
Gladioli	per doz. 1.50

MILWAUKEE, June 26. Per 100	
Roses, Killarney, W. Killarney	\$2.00@ \$8.00
" Ward	2.00@ 6.00
" Mrs. Chas. Russell	5.00@20.00
" Ophelia	3.00@ 8.00
" Hoosier Beauty	3.00@ 8.00
" Bon Silene, per bunch	.35@ .50
Carnations, assorted	1.00@ 3.00
Valley	4.00@ 5.00
Sweet Peas	.50@ .75
Cattleyas	per doz. 6.00@ 9.00

McCALLUM CO.

Florists' Supplies

PITTSBURGH, PA.

Mention the American Florist when writing.

EUGENE BERNHEIMER

—Wholesale Florist—

ROSES

Prima Donna, September Morn and Ophelia,
CARNATIONS

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, June 26. Per 100	
Roses, Hadley	2.00@ 5.00
" Killarney	2.00@ 4.00
" White Killarney	2.00@ 4.00
" Hoosier Beauty	3.00@10.00
" Russell	4.00@15.00
" Sunburst	3.00@10.00
" Ward	3.00@ 6.00
" Mrs. Shawyer	2.00@ 8.00
" Ophelia	4.00@10.00
Ferns	per 1,000 2.50
Carnations	1.00@ 2.50

New York.

SUPPLY AMPLE FOR LIMITED DEMAND.

There has been little change in the condition of the wholesale market or in prices since our last notes were written. The supply of good stock continues light, but there is enough to supply the demand. The weather continues unseasonably cold and is likely to keep many people in the city that usually go to their summer homes about this date. In ordinary times that would be favorable for the florists—but these are extraordinary times. A number of retailers report considerable doing in small wedding decorations and funeral work, but June business has been far below what it was in former years. The outlook for a continued supply of stock throughout the summer is not promising. Asters in the field are not growing, and unless there is a speedy change of weather, the crop will be almost, if not altogether, a failure.

June 24.—With a June, the coolness of which the weather bureau finds no precedent in its records, it was inevitable that the supply of stock would be greatly reduced. The shortage is very noticeable this morning, and prices are stiffening, but the volume of business is not great enough to warrant a strong advance. The weather continues cool, and as elsewhere noted, the supply of stock is likely to be light for some time to come. Considerable stock of cut crimson rambler roses has been arriving, which to some extent, helps out. Carnations are now quoted at \$4 to \$6 per 100.

NOTES.

Manager H. G. Perry, of the Dards store, visited West Point, June 19, to witness the drill of the cadets at the military academy. One of the staff of this store went to Newport, R. I., June 17, in charge of a number of fine designs for the funeral of F. S. G. de Hauteville, the descendant of a noble French family that settled in this country many years ago. On June 15, the same store had a house and church wedding decoration at Norfolk, Conn.

Justice Pendleton in the Supreme court has appointed Edward J. Garrity temporary receiver of the assets and effects of the Barney B. Jacobs Company, Inc., flowers and plants, 114 West 28th street, on application of a majority of the directors for a voluntary dissolution of the corporation. The receiver is required to give a bond of \$14,000. An order to show cause why the corporation should not be dissolved was set down for July 30.

Thorley's "House of Flowers," corner of Fifth avenue and 46th street, is now particularly attractive and unique. This refers to the exterior, though the interior is at all times attractive. The entire building is devoted to his business and from the ground floor to the roof every balcony and window is filled with tubs and boxes of palms, ferns and a variety of other foliage plants, which make it one of the sights of the avenue that is worth seeing.

J. G. Papademos, of the Drakos Co., in addition to his two flower stores, opposite Columbia University, also conducts a first class restaurant, which helps out during the university vacation.

William H. Siebrecht, Sr., and his son, Henry, were among the visitors to Elizabeth park, Hartford, Conn., June 20.

J. J. Coan is receiving particularly fine stock of delphinium, some measuring 10 feet, with 30 inches of flower.

A. F. F.

HARBOR SPRINGS, MICH.—Joseph B. Hammond, florist and one of the oldest residents here, died June 9.

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.
90-92 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing.

Pittsburgh.

HEAVY SUPPLY AND FAIR MOVEMENT.

Flowers of all varieties are still coming to this market in large quantities, especially lilies and roses. Business has been better this week than last, although prices are not improved, but almost everything is sold up each day. The weather has been rather cool all week, which has its advantages. Roses are greatly improved and can be held for several days. Ophelia and Prima Donna are the best varieties at present. Carnations are still coming in large quantities, but are very small flowers. The first asters of the season have made their appearance. Gladioli are now coming and find ready sale, as the buyers are looking for something different. Garden flowers are selling very well. They have been used extensively in what few weddings the retailers have had this year. Lily of the valley is not moving as swiftly as in other years at this time. Lilies are coming in large amounts, but have slow sale. Greens are plentiful, except smilax.

NOTES.

Walter Nernberg now has charge of the landscape department of the A. W. Smith Co., and has been busy at the Mt. Washington greenhouses all spring. Oliver Beet is in charge of the buying during his absence.

W. S. Kidd, who conducted a flower store in Beaver, Pa., some years ago, died June 20. Since leaving the flower business, he had been in the steel business in the Beaver valley.

Randolph & McClements will lose four men in the next call of the local draft board, which will leave them very short of help.

Chas. Griffith, of Donora, has discontinued his flower business to enter the employ of the Westinghouse Machine Co.

Edw. Blind has returned from Philadelphia, Pa., with a truck load of palms and decorative plants.

Joe Fineberg and John Kountz will leave soon for military duty at Camp Humphries.

Geo. Wehrheim is receiving congratulations on a baby girl at his home.

M.

Lancaster County Florists' Association.

On June 20, Richard Vincent, Jr., of White Marsh, Md., arrived in Lancaster and was taken to the home of President Buchanan for an hour's visit with George B. Wilson, the present owner and president of the Wheatland Greenhouse Co. With Mr. Vincent were Elmer Weaver, E. P. Hostetter, T. J. Nolan and the writer. The same party, joined by Ira Landis, Harry K. Rohrer, Chas. M. Weaver, M. J. Brinton and B. F. Barr took dinner with Mr. Vincent at the Elks Club.

The meeting was opened at eight o'clock with the usual formal business and a report from the picnic committee that the outing should be in the form of a basket affair, each family to supply their own basket and eat their lunch under their own separate tree, so that the sociability will have to



Mention the American Florist when writing

Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

112 W. 28th St. NEW YORK

Ulrich Brunner Roses a Specialty.



come with the various games and amusements, instead of with the breaking of bread.

Mr. Evans, chairman of our local fuel committee, kindly came to the meeting on the invitation of the writer, and gave us a very good talk on the fuel question. He put us all on our honor to comply with the laws, and also to report any violation of the law. He also added that any time we were in trouble, to come to him, and while he could not promise to help us out every time, he would do all he could for us.

Richard Vincent, Jr., then gave us his illustrated lecture on "Scotland," and this was interspersed with some genuine Scotch songs rendered by Donald Frazer, who is second only to Harry Lauder. Mr. Vincent is always interesting, and was especially so on this occasion, and his little prelude, in which he gave us a heart to heart talk on the outlook for our business, was a masterpiece of good common sense.

The ladies' auxiliary of the club has been properly started, and we can soon look for results that will put the gentlemen's auxiliary on their mettle. The next meeting will be a picnic at the home of B. F. Barr, July 18.

ALBERT M. HERR.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
8864 Farragut.

NEW YORK CITY

GEO. J. POLYKRANAS

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St.,

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Telephone No. 2264 Farragut.

William Mackie

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Telephone 759 Farragut.

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Telephone Call:
3532 3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
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TROUBLES CONFRONT TRADE.

June closes as a record-breaking month in the annals of the florist trade in this city, and it will go down in history as marking the introduction into modern wedding decorations of "weeds," wild flowers, which no one has heretofore thought fit for the purpose. The first half of the year is at an end and looking back over the six months the local trade find much to think of. Hit by one of the coldest winters in 30 years, unable to get sufficient supplies of coal with which to accumulate a reserve, January 1, brought its worries. The retailers and growers are now facing the troubles that are arising out of the so-called "Work or Fight" order of the Provost Marshall General, requiring all young men in the draft to leave employment in so-called non-essential lines and industry and become connected with other lines of a more war-like nature. This closely follows the draft and complicates to an untold extent the employment difficulties. This city stands out in this predicament of the florists, for being the seat of the national government, the government activities have drawn from commercial life many hundreds of people who would be otherwise available to the stores. The first effects of the fuel-reduction order were felt during the week, when hit by cold weather, the local rose growers were practically compelled to refrain from using coal to heat the houses because of a fear that they would not have enough to tide over a cold spell during the winter when flowers will be more in demand and their production more profitable. The growers sacrificed their roses to save the coal and found substitutes for use in connection with the many fine wedding and funeral orders received during the month. Local business men have been asked by the government to cut down on their deliveries of their wares to patrons, and the florists have, as individuals, done all possible to curtail delivery expense. The trade as a whole is soon to take the problem up for concerted action and the elimination of many special deliveries will follow.

NOTES.

A meeting of the florist club has been called for July 2. At the May meeting, it was decided to hold a picnic-meeting on the Fourth of July to which all of the employees in the stores and greenhouses would be asked to attend. The holding in this city on the same date of a patriotic pageant in which the army, navy, marine corps, diplomatic corps and the national and local government will participate, necessitates the postponement of such an event until a later date. President Z. D. Blackstone has appointed a committee to secure the co-operation of the entire trade in the making of a floral display in this pageant. The members of the committee are George C. Shaffer, chairman; William Marche

and G. Milton Thomas. The float will be entered in the name of the club, and all in the trade are to be asked to contribute towards it. The secretary announces that the following men have been admitted to the club as new members: George C. Dalglish, E. P. Rodman, Arthur Shaffer, Harry Payne and J. A. Cohn.

George Gouldman, who has been employed at the Louise Flower Shop on Connecticut avenue, since its opening, has joined the marines. Young Mr. Gouldman has been in the business here for quite a long time, first with the Washington Florists Company and later with George C. Shaffer. He has a host of friends who wish him luck. When he gets to Paris Island he will be able to join Milton Redman, formerly with the S. S. Pennock Company, who has been with the marines now for several weeks. B. F. L.

St. Paul, Minn.

WEDDINGS AND FUNERALS TRADE FACTORS

The market during the past week has shown a little stimulation occasioned by a number of large weddings and the funerals of three prominent persons in one day, which helped local business considerably. Roses and carnations continue of fair quality, but peonies are off the market, their season being much shorter this year than usual, although two weeks earlier than last year. Outside perennials are now arriving and the demand is good.

NOTES.

The stock at Henry Krinke's greenhouses is being sold, his intention being to tear down his range and retire from active business. The past few years he has intrusted his sons with the managing of his business, and now they are participating with "our boys in France." Not caring again to shoulder the burden of the business, Mr. Krinke has decided to retire. The trade in general will miss him, as he was a florist of the old school and was a successful hybridizer. Perhaps his efforts were best rewarded in his production of the Lobelia Krinkii.

H. Nielsen, of the Hazel Park Greenhouses, reports a good season. He has been confining his efforts to calla lilies and fancy annuals and perennials, which he is successfully forcing. He has experienced no difficulty in disposing of his products, as they are strictly first class.

J. Christensen is busy getting his place in shape for next season's planting—Ophelias stronger than ever. He has had good results with this rose, and is now making a specialty of growing it. He reports a successful season and a clean-out of his bedding stock.

E. O. Holm, of Holm & Olson, Inc., is serving on the grand jury. O. J. Olson, of this concern, returned from a fishing trip after a very busy season at the greenhouses. E. W. Reid, also of this firm, is attending the nurserymen's convention in Chicago.

The bedding and floral effects in the parks this year are worthy of mention, a large amount of bedding stock being well arranged, with a good showing of blooms, not only of annuals, but excellent plantings of perennials and showy effects are produced.

The West Side Floral Co. has its houses well depleted. This concern grew an abundance of bedding stock this year; they expect to grow more than ever next year. C. R. F.

New Britain, Conn.

NOTES.

New Britain is a prosperous manufacturing city, and money seems plentiful, a reasonable share going to the florists. A. C. Strom, who has a fine retail store, with greenhouses at Southington, says that he has had an excellent season, and particularly mentions Mothers' day and Memorial day business. He says the plant trade has been excellent.

Most of the growers in this part of the state have, to some extent, gone into vegetable growing. Some have contented themselves with selling young plants, but others who have the land, and most of them have, are planting out vegetable stock.

Although New Britain is a factory city, it has many fine homes with well kept grounds. As at Hartford, the people seem to take pride in their roses.

Carl Lorenzen, 56 Church street, is 70 years old and the dean of the business, but he is yet active in the management of his store.

The Volz Floral Co., 92 West Main street, reports good business. They have greenhouses on Bassett street.

Fred. H. Bollerer recently opened a good store at 4 Elm street, which is managed by Mrs. Bollerer. A. F. F.

Massachusetts Horticultural Society.

The annual rose, peony and strawberry exhibition of the Massachusetts Horticultural Society, the date of which was advanced to June 15-16 instead of June 22-23, due to the forwardness of the season, brought out a splendid lot of entries and was very well attended. There were no cash prizes awarded and the admissions were donated to the Boston Metropolitan Chapter of the Red Cross. In addition, thousands of flowers were sent in each day and sold for the good cause. Among the principal prize winners were the following: T. C. Thurlow's Sons, Inc., R. & J. Farquhar & Co., H. R. Comley, Blue Hill Nurseries, J. K. Alexander, Boston Cut Flower Co., Houghton-Gorney Co., A. L. Stephen, Albert Geiger, Jr., W. C. Winter, Mrs. C. O. Weld, Henry Stewart, A. W. Preston, Seth A. Borden, Miss Cornelia Warren, Mrs. Fred L. Oaks and R. M. Saltonstall. Fruits and vegetables: Louis Graton, H. L. Crane, R. M. Saltonstall, W. C. Cooper, Hillcrest Farm, E. A. Clark and Mrs. Henry Lyman. H. C. T.

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Flowers delivered in city and state on short notice.

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GRAND RAPIDS FLORAL CO.

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HARRY PAPWORTH
The Metairie Ridge Nursery & Co.
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135 Carondelet St.
NEW ORLEANS
ROSES
ORCHIDS
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The Smith & Feters Co.,

LEADING FLORISTS

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MRS. E. A. WILLIAMS

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1622 Harney St. Established 1866

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CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

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ALFRED LOZIER ROSERY

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MISSOURI.**

**Rock's
FLOWERS**

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C. H. FREY Wholesale
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1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

Martinsburg, W. Va. Washington, D. C.

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304 MAIN STREET
BUFFALO, N.Y.

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FLORISTS**

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D. C.**

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Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or M. T. Orders.

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Madison Ave. and 55th St.,
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Summer Season, 110 Bellevue Avenue,
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Send your orders to me for prompt delivery and satisfaction.
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Flowers of Quality

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2077 Broadway, near 72nd Street

Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.

The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

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New York Floral Co.

Cor. Manor House Square
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Oldest Florist South

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HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

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ALPHA FLORAL CO.

146 S. Wabash Avenue

Largest and most centrally located store in the city. All orders given prompt attention.

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The Florist

"Penn, The Telegraph Florist"

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Orders in or Around WASHINGTON, D. C.

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900 Fourteenth Street

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Randall's Flower Shop

Member of Florists' Telegraph Delivery.

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5936 Penn Av., Pittsburgh, Pa.

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440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great
Northwest. Daily deliveries to Superior, Wis

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

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TERRE HAUTE, IND.

THINK OF HEINL'S

NEW YORK

1062 Madison Ave., near 80th St.
Phones, Lenox 2352-7019

Satisfaction Guaranteed.

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Central Floral Co.

132 North State St., CHICAGO, ILL.
85 Broadway, DETROIT, MICH.

Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

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Artistic Designs and Fresh Cut Flowers

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Greenhouses, 437 Bay Street.

IN THE HEART OF Newark, N. J.

The Rosery Floral Co.,

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Everything in Flowers

Prompt Deliveries to any town or city
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"WE NEVER SLEEP"

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GREENHOUSES

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"Up-to-the-minute" Service and Execution.
Every Flower in Season

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

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GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

LITTLEFIELD, Florist
WORCESTER, MASS.

AMERICAN SEED TRADE ASSOCIATION.

Thirty-Sixth Annual Convention, Chicago, June 18-20.

The Officers Elect:

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer.

(Report Continued From Issue of June 22.)

Wednesday Afternoon's Proceedings.

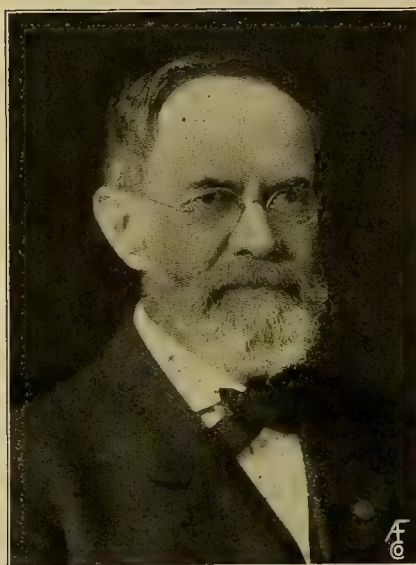
At the opening of the Wednesday afternoon session Chas. D. Boyles announced that he had been asked by Secretary of Agriculture Houston to present his compliments and greetings to the convention. President Bolgiano in response stated that the convention appreciated the remembrance and regretted that the secretary could not by reason of pressing official duties attend the convention. The auditing committee, David Burpee, Edward Leonard and Francis Stokes, reported the books of the secretary-treasurer in first-class condition and his accounts correct. On motion of E. C. Dungan, the report was received and filed and the committee discharged with thanks. The committee on obituary resolutions, C. N. Keeney, chairman, presented their report which was adopted by rising and unanimous vote.

Seed Wheat Distribution Assured.

Wm. G. Scarlett stated that he had been commissioned by the chairman of the committee on seed stocks to inquire whether the seedsmen anticipate any change in their attitude with reference to handling seed wheat according to the rules and regulations of the Grain Corporation, and if there be any change in their attitude and seedsmen will not handle this commodity properly, the government department will have to take steps to see that seed wheat is properly distributed. Of course, it is the desire of the seed stocks committee and the country at large to see that there is the greatest possible distribution of seed wheat. There are practically no restrictions, and the most favorable rulings have been given to seedsmen so that they may handle and distribute this seed wheat, but the chairman of the committee on seed stocks wants to know whether there are any seedsmen who are of the opinion that they cannot handle seed wheat properly, and he wishes to be sure that they will handle it freely. Mr. Scarlett further stated, in response to inquiry from the audience, that while a dealer in grain could not ask more than 15 per cent profit, seedsmen can ask what they think is necessary to insure reasonable attention. Mr. McCausland, Wichita, Kan., said that under that assurance, Kansas dealers will handle seed wheat. George S. Green, of Chicago, stated that he had a ruling from Washington to the effect that stocks of seed wheat need not be reported weekly and J. H. Withey of Minneapolis, Minn., reported that so far as selling wheat for seeding purposes was concerned his firm expected to engage in this line to even a greater extent than formerly. F. H. Ebeling, Syracuse, N. Y., also reported satisfactory experience in handling this commodity. Mr. Wilson reported difficulty through competition with the county agents buying carload lots. On motion of Mr. Scarlett, it was declared to be the sense of the convention that seedsmen are satisfied with present rulings, and expect to

handle seed wheat as they have heretofore, and increase it if possible.

On motion of Kirby B. White, resolutions in regard to need for Oriental farm labor were unanimously adopted. On motion of Waldo Rohnert, seconded by C. N. Page, it was ordered that the authorities at Washington be advised



Albert Dickinson, Chicago.

Elected Honorary Member of the Wholesale Grass Seed Dealers' Association at its Tenth Annual Meeting, Chicago, June 17.

of the action and resolution adopted by the association. Mr. Funk spoke strongly in favor of the resolution, and was supported by G. J. Carpenter, M. A. Wheeler and others. W. E. Stone, of the Wisconsin experiment station, addressed the convention briefly.

W. F. Therkildson wishing to relieve the tension and cheer up the convention, presented a little "skit" of his own composition, which brought forth a hearty laugh. He said:

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish,
Corresponde
Solicited.

"Mr. President: Your newly appointed entertainment committee, having met in executive session at lunch hour, begs to submit the following additional feature and attraction: Watson Woodruff, better known as 'Little Watsie,' was accused by one W. D. Ross of Worcester, Mass., of being a 'fat old man.' Mr. Woodruff promptly denied the charges and challenged 'Grandpa Ross' to a foot-race to the lake and back. 'Little Watsie' claims to be able to start from the Hotel Sherman and run to the lake, dip his feet therein, and return in less time than 'Grandpa.' 'Grandpa' promptly accepted the challenge for a purse of \$25—the loser to pay. Kirby B. White, the unpaid assistant secretary, offered his services as 'stake holder', and then proceeded to fortify himself for the ordeal by eating four pieces of apple pie 'a la mud,' claiming that he was only demonstrating his recent training as a 'table finisher.' 'Little Watsie,' commenting on Mr. White's (he of resolution fame) capacity, said that one might just as well try to fatten a planing mill by running oats through it, as to fatten K. B. by feeding him. We feel sure all in attendance at the convention greatly appreciate this added feature of the foot-race, and we hope that there will be a large attendance on the corner of Clark and Randolph streets at 6 p. m. to witness this race, and to give the boys a good send-off. There will be plenty of time to attend the banquet, as the contestants claim that they both can return in two hours. We also want to take this opportunity of thanking the Chicago seedsmen for the opportunity of demonstrating K. B.'s

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Mention the American Florist when writing.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

We Make a Specialty in Grass Mixtures

FOR

The Lawns, Shady Spots or under trees,
The South, The Seashore, The Terrace
and Restoring old Lawns, Polo Grounds,
Tennis Courts, Putting Greens, Fair
Greens, Meadows and Pastures.

All of the finest reclaimed seeds.

J. M. THORBURN & CO.
53 Barclay Street, - New York

MICHELL'S

Asparagus Plumosus Nanus

Northern Greenhouse Grown Seed

100 seeds, 50c; 1000 seeds, \$3.50;
5000 seeds, \$15.50;
10,000 seeds, \$30.00.
25,000 seeds, \$72.50.

Also all other seasonable Seeds, Bulbs
and Supplies.
Wholesale Price List Free.

HENRY F. MICHELL CO.
518 Market St., Philadelphia, Pa.

BAMBOO CANE STAKES

	Size	Number to bale	Price Per bale
NATURAL,	6 ft.	2000	\$21.00
"	6-9 ft.	600	7.00
"	9-12 ft.	400	8.50

Prices ex warehouse New York.
Terms—Net cash 30 days.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

Mention the American Florist when writing.

We carry a reserve stock of the
important varieties of

Vegetable and Flower Seeds

Try us for Quick Supply.

The W. W. BARNARD CO.
231-235 W. Madison St., Chicago, Ill.

I. N. Simon & Son
Garden Seeds
438 MARKET STREET
Philadelphia - - Pa.

BURPEE'S SEEDS

Philadelphia

Wholesale Price List for Florists
and Market Gardeners

Seed Packets for 1919

ORDER NOW

for early delivery, and avoid delays, freight congestions,
express charges, shut downs and loss of business. We can
fill your orders promptly now, but not next December.

THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.

All seasonable varieties.

Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

Mention the American Florist when writing.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato,
Vine Seed and Field Corn.
Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

Mention the American Florist when writing.

Henry Fish Seed Co.

Bean Growers for the
Wholesale Seed Trade

CARPINTERIA, CALIF.

Mention the American Florist when writing.

THE C. HERBERT COY SEED CO.

VALLEY, Douglas County, NEB.

Contract Growers of

HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
Sweet, Flint and Dent Seed Corn.

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Robert Craig Co...

High
Class **PALMS**

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Mention the American Florist when writing.

Grass Mixtures

FOR

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
CHICAGO, ILL.

Mention the American Florist when writing.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

Yokohama Nursery Co., Ltd.

Woolworth Bldg., New York City

Mention the American Florist when writing.

The House of Quality

HEADQUARTERS FOR

BERMUDA, CRYSTAL WAX AND
CREOLE ONION SEED, WHITE
MULTIPLYING SHALLOTS AND A
LARGE ASSORTMENT OF GAR-
DEN, FIELD AND FLOWER SEED.

J. STECKLER SEED CO., Ltd.

512-516 GRAVIER STREET,

NEW ORLEANS, - LOUISIANA.

R. & M. GODINEAU SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cab-
bages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

J. Bolgiano & Son

CAREFUL SEED GROWERS AND SEED DIS-
TRIBUTORS FOR ONE HUNDRED YEARS.

Write for our 1918 Special Catalogue
to Market Gardeners and Florists.

Pratt & Light Sts., BALTIMORE, MD.

PURITY FREESIA BULBS

Harvest just starting $\frac{1}{2}$, $\frac{5}{8}$, $\frac{3}{4}$ in. sizes.
Delivery guaranteed. Write at once.

C. C. MORSE & CO

725 Front St., Bulb Dept., San Francisco, Calif.

Trade Directory

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St.,

Chicago

claims as a consumer of 'Pie a la Mud.'

The convention, on motion, then adjourned until 10 o'clock Thursday morning.

Oriental Farm Labor Resolution.

Proposed by Kirby B. White, Detroit, Mich., and unanimously adopted by the American Seed Trade Association in convention at Chicago, June 19, 1918.

To the Secretary of Agriculture and to the Food Administrator of the United States:

We, the members of the American Seed Trade Association, at our thirty-fifth annual convention, held one year ago, unanimously pledged to the government our support of all reasonable measures designed to prosecute the war with the utmost vigor. Especially did we undertake to carry on, as best we could, the business of producing and distributing seeds to our allies and among the people of the United States. In this undertaking we have been greatly aided by the department of agriculture and by the food administration.

Now, therefore, at our thirty-sixth annual convention we desire formally to express our appreciation of the government's attitude toward us, and to commend specifically the conduct both of the Grain Corporation and of the Department of Agriculture Inter-Bureau Committee on Seed Stocks. These committees, we believe, have been uniformly just and wise in the exercise of the very great power delegated to them to regulate the growing and marketing of seeds.

We believe that, with one great exception, everything that is humanly both possible and practicable is now being done to make America produce seeds in quantity to make up for the deficiency in the European supply. The one obstacle, as yet unsurmounted, is to secure an adequate supply of farm labor in seed growing areas. The remedy for this difficulty appears to lie in the adoption, by our government, of the wise policy, followed so successfully in France and England, of borrowing laborers for the period of the war from our allies in Asia.

We submit that this may be done without injury to any American and with benefit to all. It is not a question now of producing cheaply or dearly—it is a question of producing or not producing the seeds which the world demands.

We would not venture to intrude upon your opinion on the general question of immigration, but we invite your consideration of this subject as being free from all possibility of effect, good or bad of the permanent admission of Oriental labor.

Will not the government of the United States, recognizing a new condition, and subordinating every minor consideration, aid all of its citizens, and all of its allies, by permitting help to be secured?

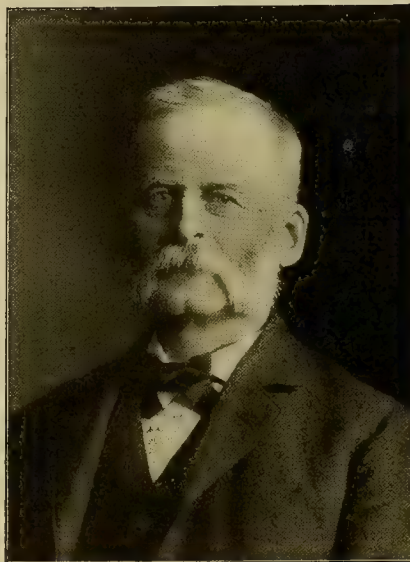
Thursday's Proceedings.

The closing session, Thursday morning, after the banquet of the evening previous, found the members ready to dispose of the final business, including election of officers. The membership committee, J. C. Robinson, chairman, made its final report, and the following new members were unanimously elected: McVay Seed & Floral Co., Birmingham, Ala.; Phoenix Seed & Feed Co., Phoenix, Ariz.; Fredonia Seed Co., Fredonia, N. Y., and Botzum Bros. Co., Akron, O.

There having been manifested throughout the country a decided an-

tipathy to names smacking of German, on motion, a special committee of five was authorized to look into the matter during the coming year and deal properly with it, the committee to be named by the incoming president. There was no doubt whatever of the temper of the convention in this regard that all names that are German or Pro-German were to be tabooed.

J. T. Moreland stated, that being located at Norfolk, Va., he stood ready and willing, and was very desirous to entertain sons of members who might, either in the army or navy, come to that city or be passing through there and he certainly would make them feel at home if they will only make themselves known, or if their relatives will advise him to hunt them up. On motion of G. J. Carpenter it was voted that a service flag indicating the representation in the service of sons of



Dr. W. W. Tracy, Washington, D. C.

Elected Honorary Member of the American Seed Trade Association at the Thirty-Sixth Annual Convention, Chicago, June 18-20, 1918.

members be procured and kept at headquarters in order that this permanent record of honor be maintained. M. F. Jobs offered to do at Columbus, O., for the sons of members in the service what J. T. Moreland had agreed to do at Norfolk, through his son stationed there, Corporal A. D. Jobs.

On motion of Dick O'Bannon, it was voted that although the association is international so far as Canada is concerned, yet as the majority of the members are on this side of the border, it was but right that a special vote of recognition of our Canadian membership be unanimously adopted at this time and the warmest welcome extended to Canadian members present as representing our allies in the great cause of liberty and democracy.

On motion of G. J. Carpenter, the association went on record as unanimously in favor of trade acceptances as a means of facilitating collections and making stronger the financial situation of the country at large.

It appearing that there is a growing movement toward the formation of sectional and state seedsmen's organizations, the question as to the best manner of providing a method for their affiliation with the national or-

ganization was referred to the executive committee, with special reference at this time to the application by the Texas seedsmen for representation.

Unfair Practices Condemned.

On motion of George S. Green, the following was adopted:

Resolved: That in line with the purposes of the American Seed Trade Association as expressed in its constitution, we now express our strong condemnation of all unfair business practices, including the use of firm names, trade-marks, or brands, so similar to those of established firms as to possibly mislead buyers as to identity of business connections, products, or merchandise. We believe that any firm making use of such unfair practices should not be eligible for admission to or continued membership in our organization.

Watson S. Woodruff, having undertaken voluntarily to make a census of sons of members in service, gave some interesting details which were received with enthusiasm and increased the general patriotic feeling noted throughout the entire convention. He made a feeling reference to the death in service of Henry F. Michel April 7, 1918, who was drowned in French waters. As further carrying out the spirit of the war service committee, as indicated by their report, Mr. Woodruff moved the adoption of the following resolution, which went through by a unanimous and rising vote:

Resolved: That the American Seed Trade Association in thirty-sixth annual convention, assembled at Chicago, June 18-20, 1918, representing as we do the producers and distributors of the vastly greater portion of seed grown in the United States, realizing the urgent and extraordinary need existing for tremendously increased production of seeds on account of the devastation wrought by the war in the principal European producing centers, and the almost prostrated condition of transportation, preventing distribution; and further, realizing fully the profound obligation thrown upon us, do hereby renew to the President of the United States and to the Secretary of Agriculture our pledge of our entire resources to win the war, and to so increase our efforts in producing crops that we may stay the dread scourge of famine, and we pledge to this end, unreservedly, our money, our lands and ourselves.

J. C. Vaughan of Chicago, an ex-president of the association, made a strong plea for more thorough consecration of every ounce of talent, time, means and energy to the winning of the war, and that the entire membership "carry on" in stronger and more efficient way if possible than they had even heretofore done; that they be ready to endure hardships and sacrifices with patience and fortitude. He called on Kirby B. White to add his eloquence to this plea. Mr. White said that he did not know of a single slacker in the association's ranks. He continued that while the A. S. T. A. is an organization most far-reaching in the spread of its influence and power, yet it is not of so much moment to the United States government, what we do in this regard as it is to ourselves. What we do along patriotic lines makes a great deal of difference to us, whether we are on the right side or not. He urged that the convention adopt the resolution of Mr. Woodruff.

BODGER'S FLOWER SEEDS

When in the market for Flower Seeds, write us for prices.

We Have Good Strains of Asters in Leading Sorts.

WE HAVE SOME VARIETIES OF BEANS AND OTHER VEGETABLES TO OFFER, 1918 CROP.

John Bodger & Sons Co.
Station E, LOS ANGELES, CALIF.

Officers Re-Elected.

The election of officers resulted in the retention of the present officers as follows: Frank W. Bolgiano, Washington, D. C., president; W. G. Scarlett, Baltimore, Md., first vice-president; David Burpee, Philadelphia, Pa., second vice-president; C. E. Kendel, Cleveland, O., secretary-treasurer and Curtis Nye Smith, Boston, Mass., counsel. The executive and membership committees were also continued as before.

During the nominations for officers Vice-President Scarlett paid high tribute to the work done by President Bolgiano, in which he was joined by J. L. Hunt, chairman of the war service committee. Mr. Scarlett declared that Frank Bolgiano was the man without question who was peculiarly adapted to represent the association as its chief executive at the national capital, and but for his suavity and tact and readiness to come at the call of the federal officials at any time to furnish needed information, many things might have been different during the past critical year, as Mr. Bolgiano had been able to clear up and often prevent serious misunderstandings as to the status of the seed trade with the government, and was a man in whom they placed full confidence and to whose opinion they listened with respect. On motion of Chas. Dickinson the vote to re-elect Mr. Bolgiano was taken by rising and was unanimous, with great applause. Chas. Boyles also added his testimony to the efficient work of Mr. Bolgiano, having had occasion to be often brought in contact with it during the year on his visits to Washington. At the suggestion of President Bolgiano, Dr. W. W. Tracy, of the United States department of agriculture, was made an honorary member of the association by unanimous vote, the audience rising and applauding vigorously.

Amendment to Constitution Proposed.

Upon the suggestion of J. C. Robinson notice was given of a proposed amendment to the constitution to permit of the membership committee being increased to five members in order that it might embrace in its personnel, representatives from every section



JOHN H. ALLAN SEED CO.

Growers of Choice Varieties

Peas and Beans
Sheboygan, Wis.

BE PREPARED

**ORDER NOW
FOR 1919**

Beet	Beans	Turnip	Parsley
Onion	Rutabagas	Cabbage	Radish
Peas	Carrot	Parsnip	Etc.

Write for Our Growing Prices at once.

NORMAN SERPHOS,

25 West Broadway,

**Seed Growers
and Dealers**

NEW YORK, N. Y.

United States Food Administration License Number G38089.

of the country, broadly speaking. In the meantime pending such an amendment, a motion was adopted authorizing the president to name two additional consulting members on the membership committee, so as to reach the desired result at once. On motion of Chas. Dickinson a substantial increase was voted in the salary of the secretary-treasurer more in keeping with the dignity and importance of the association and in consideration of the increased amount of work in this office. Invitations to hold the next convention were received from Toledo, San Francisco, Cincinnati, St. Louis and Chicago.

Communications were read by the secretary from the National Federation of Shippers, asking the association to affiliate with that organization; from the Farm Journal, urging advertising to resist commercial aggression from unwelcome foreign sources, and to eliminate unfair competitors among domestic firms, etc.; from Acting Secretary Carl Vrooman of the department of agriculture advising, that for reasons enumerated, instructions have been issued to the seed testing laboratory of the Bureau of Plant Industry to make tests of samples of seed subject to the seed importation act, and intended for export to this country when submitted by Canadian seed dealers. This action was taken by reason of a resolution adopted by the association at its Detroit convention, and is an echo of the good work done there last year under the administration of President Kirby B. White. Also a letter from Henry F. Michell Co., urging the importance of a uniform package of seed potatoes. This matter brought out some discussion, but nothing definite was decided upon.

Nomenclature Resolution.

To make more definite the action taken at an earlier stage of the convention proceedings, regarding the matter of nomenclature, the following resolution proposed by Secretary Kendel was unanimously adopted:

Whereas: There is great confusion in the multiplicity and character of names of vegetable seeds on sale in the United States, and it seems advisable to revise and reduce the list of such seeds, now therefore, be it

Resolved: That we seek the co-operation of the United States department of agriculture by having a man assigned to the task of studying and classifying vegetable nomenclature, who should co-operate with the vegetable growing interests of the several states, when such a man is available.

Convention Notes.

T. H. Hopkins, manager of the St. Anthony, Ida., branch of the John H. Allan Seed Co., when asked about the condition of the pea crops in the Idaho district, answered that it was too early as yet to make any reports. He left for home the closing day of the convention with the intention of stopping off at the firm's headquarters at Sheboygan, Wis., for a brief visit.

The suggestion was made that a special report should be secured for the Membership Committee, with the name of each new candidate, indicating the business methods of the applicant. Is he careful in his handling of critical stocks? Are his stock books and testing habits such as not to bring our profession into disrepute?

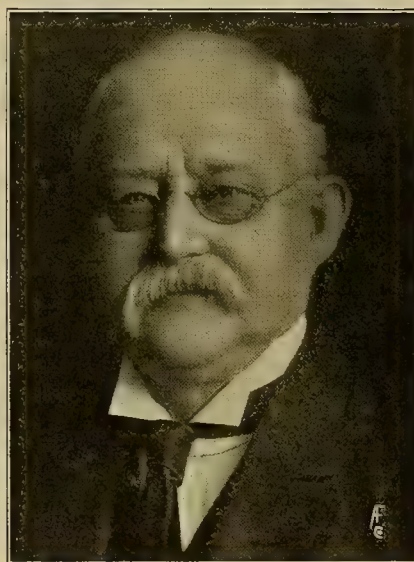
The Stecher Lithographing Co., Rochester, N. Y., distributed a package of post cards to all the members. The J. Chas. McCullough Seed Co., Cincinnati,

O. and the O'Bannon Co., Claremore, Okla., furnished the pencils, and the Huntley Manufacturing Co., Silver Creek, N. Y., the holders.

E. J. Walker, Jr., of the Walker Bin Co., Penn Yan, N. Y., booked several nice orders at his convention exhibit room. Frank J. Rioux, of the A. L. Randall Co., Chicago, western agents for this firm, assisted him as did F. W. Hull, southern sales manager.

Censoring the unpopular names of both vegetable and flower seeds was placed in the hands of a dependable committee whose report should be forthcoming soon to avoid use of undesirable names on seed bags now being printed.

This, the thirty-sixth annual gathering of the American Seed Trade Association, was undoubtedly the largest and included the widest range of attendance, showing strong desire on the part of seedsmen generally to become members.



The Late Max Wilhelm.
(See Obituary Page 1155.)

The problem of financing the harvesting, and payments to farmers of growing crops to be taken in this fall, is a serious one. Many who are already carrying heavy inventory values, feel they have a hard problem to work out.

The Illinois Seed Co., Chicago, presented a handsome leather bound combination card case and writing pad to all the visitors at its convention headquarters. It was greatly prized by everyone and over 400 were distributed.

Ed. Goldenstein, formerly manager of the bulb department at Vaughan's Seed Store, Chicago, who is now with the national army at Camp Grant, Rockford, visited the convention headquarters the closing day.

The War Committee was continued and effusively thanked for its strenuous efforts and diplomatic effectiveness in many crises. The trade will be grateful for equally careful sailing another season.

Charles D. Ross, of the Ross Seed Co., Louisville, Ky., one of the strapping young seedsmen at the convention, said he expected to enlist with the navy in the near future.

Following adjournment, it seemed to be the desire of many to hold the next convention in Chicago, no city being more generally convenient to the whole membership.

That Nestor of the vegetable seed division, Dr. W. W. Tracy, was by a unanimous rising vote made an honorary member of the association.

There were many expressions of regret and sympathy on receipt of the news of the death of Max Wilhelm, Thursday forenoon.

Those kindly, genial and red-blooded spirits, Northrup, Rice, May, Burpee, and Maule, were absent but not forgotten.

Onion set and theater parties, mari-gold, rainbow and other smaller entertainments were in order and enjoyed.

Captain Ferry, of the Quartermaster's Department, U. S. A., stationed at Chicago, was a dinner guest.

A party of seedsmen left Thursday night for the Grass Lake trial grounds of the Jerome B. Rice Seed Co.

John C. Bodger says the oil prospectors are offering attractive rentals for some of his firm's land.

Scottish members were smiling over the big oat crop prospects, winter porridge in sight.

Grain bags in car lots were in good demand, around 60 cents, and in very short supply.

A. E. McKenzie, of Brandon, Man., left Saturday morning for home, via Milwaukee.

Returns so far on commission flower box sales are reported equal to last year.

L. W. Wheeler is investing his surplus in fruit lands.

Frosts of Midsummer.

On the nights of June 19-20, frost worked havoc in the eastern states, from Maine to New York. From Bangor, Me., it is reported that on June 19, widespread damage was done to crops in northern Maine, and that many farmers will be obliged to replant. In Bangor and vicinity, many gardens were ruined. At Plainfield, Conn., the mercury is said to have gone as low as 26, and that beans, corn and vine crops are completely ruined. Young peaches, apples and pears cover the ground in some orchards. Heavy frost is also reported from Vermont.

Frost in Indiana June 23, the latest date on which a "killing" frost has occurred in that state in the history of the local weather bureau at Indianapolis, caused damage to the corn crop which private estimates place at several million dollars. At Laporte much damage to corn was reported, while at Napanee onions were hurt considerably.

From Grand Rapids, Mich., it is reported that in some sections peas were not hurt, while beans were badly damaged. Some crops are a total loss, others but slightly touched.

Catalogues Received.

W. Atlee Burpee & Co., Philadelphia, Pa., seeds, bulbs and roots; Peter Henderson & Co., New York, seeds, bulbs, roots and garden accessories; Weeber & Don, New York, strawberry plants, summer seeds and early forcing bulbs; Jos. Bancroft & Son, Inc., Cedar Falls, Ia., plants; Steele's Pansy Gardens, Portland, Ore., seed and seedlings; Peter Bohlender & Sons, Tippecanoe City, O., "What, Where, When, and How to Plant." Jackson & Perkins Co., Newark, N. Y., nursery stock; The D. Hill Nursery Co., Dundee, Ill., evergreens; Geo. D. Ball, Holmesburg, Philadelphia, Pa., palms and decorative plants; Heatherhome Seed & Nursery Co., New York, bulbs for fall planting.

F. H. Brunning, Melbourne, Australia, seeds.

Flower Seeds For Summer Sowing



CINERARIA—Vaughan's Columbian Mixture.

PANSY.

Vaughan's International Mixture. Trade Pkt., 50c; ½ oz., \$1.50; ¼ oz., \$5.00; Oz., \$10.00.

Vaughan's Giant Mixture. Trade Pkt., 25c; ½ oz., 75c; Oz., \$5.00; ¼ lb., \$18.00.

Vaughan's Cut Flower Mixture. Trade Pkt., 25c; ½ oz., 60c; Oz., \$4.00.

Vaughan's P. P. (Popular Price) Mixture. Trade Pkt., 20c; ½ oz., 35c; Oz., \$2.00; 4 oz., \$7.00.

Chicago Parks Bedding Mixture. Trade Pkt., 15c; ½ oz., 35c; Oz., \$1.50; ¼ lb., \$4.00.

New Early-Flowering Giant Pansies

The new strain produces its giant flowers about four weeks earlier than any other known types. In early March when the old type pansies hardly show any buds the plants of the new strain often bear from three to five of their giant flowers.

Early Flowering Giant White, Yellow, Light Blue, Dark Blue and Mixed. Trade Pkt. (500 seeds), 25c.

Write for list of Named Sorts with prices.

CHICAGO, ILL. **VAUGHAN'S SEED STORE**, NEW YORK, N. Y.

Asparagus Plumosus Nanus. ^{Northern} Greenhouse Grown.

Per 100 seeds, 50c; 250 seeds, \$1.00; 1000 seeds, \$3.00; 5000 seeds at \$2.75 per 1000.

Asparagus Sprengeri. 100 seeds, 15c; 250 seeds, 25c; 1000 seeds, 75c; 5000 seeds, \$3.50; oz., 50c.

CALCEOLARIA HYBRIDA. Vaughan's Extra Choice Mixed. Our mixture is composed of the choicest selections of the tigered, marbled, spotted and variegated varieties. Trade pkt., (1000 seeds) 50c; 3 trade pkts. for \$1.35.

CINERARIA.

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest strains and cannot be excelled in variety of colors, size, shape and substance of flowers and perfect habit of plant. Trade pkt., (500 seeds) 50c; 3 trade pkts., \$1.40.

Large-Flowering White.....		500 seeds, \$0.35
Crimson.....	Each per trade	Soft Pink.....
Blue.....	pkt.	Stella. Varieties with
Blood-Red.....	(500 seeds)	waved and twisted petals
	35c	(500 seeds)
Matador. Brilliant scarlet. Trade pkt.....	500 seeds,	.50
Old Rose. Pink to rich coppery red.....	500 seeds,	.50
Pompadour. Blue striped on pink.....	500 seeds,	.35
Hybrida. Fine large-flowering mixed.....	500 seeds,	.25
Grandiflora, Semi-Dwarf. Mixed.....	500 seeds,	.35
New Miniature.....	500 seeds,	.50

GYPSOPHILA elegans grand alba. Fine for cutting. Lb., 80c; Trade Pkt., 5c; Oz., 10c

	Trade pkt.	Oz.
Dracaena Indivisa Lineata.....	\$0.10	\$0.40
" Indivisa. Narrow green leaves.....	lb., \$3.50	.10 .30
" Latifolia.....	.10	.40
" Australis. Green and red colored leaves.....	.10	.60

Primula. Vaughan's Chinese International Mixture. Packet of 250 seeds, 50c; 3 for \$1.40; per 1-16 oz., \$3.50. Trade pkt.

Primula Malacoides. An improved Forbesii.....	1-16 oz., 60c	\$0.25
Alba.....		.25
Rosea.....		.50

Primula Eureka. Eureka is akin to Obconica, but of an entirely new form. The compact flower heads have more the appearance of "Sinensis," large well shaped flowers with broad overlapping petals, and are carried well above the foliage on stout stems—are of a rich rosy carmine, shaded cerise, greatly enhanced by a well-defined clear yellow eye. The foliage is also quite distinct, being a bright glaucous green in color, remarkably undulated and frilled, and of wonderful texture. Pkt., \$1.00

Our list of "Flower Seeds for Summer Sowing" now on the press; will be mailed shortly.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

Mention the American Florist when writing.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, MILFORD, CONN.
Wisconsin and Idaho.

Mention the American Florist when writing.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of

FLOWER and GARDEN SEEDS

Mention the American Florist when writing.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed **LANGPORT, Eng.**
GROWERS

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St., Telephone Main 2762. CHICAGO

Mention the American Florist when writing.

Get Quotations From

LANDRETH

SEEDS WHICH SUCCEED
Bloomisdale Farm. Bristol, Pa.

Holland Conditions.

Passengers arriving on the Holland-America liner Nieuw Amsterdam recently said that conditions in Holland had gone from bad to worse. The ration of bread was still four small slices a day, but now the quality was inferior. No meat was to be had and very few eggs. If Germany attacked the country, they said it would be no use for Holland to try and fight her because the cities like Amsterdam or The Hague would be shelled or bombed in a few hours.

French Bulbs.

Paris concerns that have formerly exported French bulbs will not operate in them this year.

French growers say English seed houses have accepted their advanced prices and placed orders.

Import License Regulation.

In making application for import license, the paragraph number in the tariff regulation act under which the stock is classified, viz., Flower bulbs No. 210, should be stated.

ST. LOUIS, Mo.—D. I. Bushnell is getting along nicely.

ROCKFORD, ILL.—Mrs. H. W. Buckbee has been ill, but is improving.

ALBERT DICKINSON and wife are now at the Edgewater Beach hotel, Chicago.

VISITED CHICAGO: Frederick S. De Luc, the well known sweet corn breeder, Boston, Mass.

SHALL the fall catalogue include fall bulbs, and at what prices is still the debatable question.

J. B. AGNEW was at Skagway, Alaska, June 12, and expected to see the mid-night sun on the 20th.

ALASKA PEAS, some 400 acres in the west, are reported to have been completely destroyed by hail.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade June 26 were as follows: Timothy, \$7.00 to \$8.00 per 100 pounds.

CAMBRIDGE, N. Y.—Mr. and Mrs. Jerome B. Rice, Jr., announce the marriage of their sister, Miss Marguerite Hodges Rice, to Dr. Harry Lambert Collins, June 22.

LIBERAL acreages of seed crops are coming along in many parts of the country. No doubt the independent uncontracted seed crops planted this spring exceed those of any former year, but it is a long way yet to the stock room.

THE Holland-America line, New York office, says: "No one knows whether there will be any steamers in the bulb trade this fall, that depending wholly on Germany granting immunity from sinking." The company has no sailing schedule now. The Nieuw Amsterdam came over recently in ballast and is now taking on a cargo of flour, but the officials here do not know whether she will return shortly.

The Mangelsdorf Seed Co.,

Atchison, Kansas.

Wholesale Field and Garden Seeds

ALFALFA TIMOTHY BLUEGRASS
REDTOP SWEET CLOVER TURNIP
FOR FALL TRADE

PLEASE WRITE FOR SAMPLES AND PRICES.

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

SAN FRANCISCO

CABLE ADDRESS, "MCGILL-SEED"
SAN FRANCISCO

CALIFORNIA

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and
Watermelon; Pumpkin and Squash.
FREMONT, - - - - NEBRASKA.

THE J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA
Rocky Ford, ColoradoContract growers of Cucumber, Cantaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

TOLEDO, O.—October clover gained five cents June 25, closing at \$15.50. Cash and September timothy remained unchanged, at the following prices: Cash, \$3.62½; September, \$4.25; October, \$4.00; December, \$4.00; March, \$4.20.

MICHIGAN BEANS, according to A. J. Brown, of Grand Rapids, have been badly damaged by frost in some sections, some crops total loss. Corn, potatoes, tomatoes and all like vegetation similarly hurt. It will be necessary to replant on a large scale where stock is available.

ONION growers of the Sacramento Valley were scared when the thermometers registered 104 degrees June 20. Fortunately there was a tempering breeze from the south and the temperature fell to 92 degrees the following day. Had the scorching north wind prevailed, the results to the onion seed crop might have been serious.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.
TOMATO, Pepper, Egg Plant, Squash, Pumpkin,
Cucumber and Watermelon Seed and Field Corn,
on Contract.

CORRESPONDENCE SOLICITED

Mention the American Florist when writing.

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties; Lettuce, Onion, Sweet Peas, Asters,
Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

Improved Purity Freesia Bulbs



**Bulbs Well Cured. True Type.
Well up to Size.**

Prices quoted are F. O. B. Chicago.
No charge for packing.

Ordinary planting size.....	\$ 3.50 per 1000
$\frac{3}{8}$ to $\frac{1}{2}$ -inch and up.....	6.00 per 1000
$\frac{1}{2}$ to $\frac{5}{8}$ -inch and up.....	9.50 per 1000
$\frac{5}{8}$ to $\frac{3}{4}$ -inch and up.....	15.00 per 1000
Large Jumbo Bulbs.....	18.00 per 1000

We can also quote prices upon application F. O. B. California, shipping direct to you from our Grower.

Write us for sample 100 or more, or mail us your full order with privilege of returning same if not satisfactory.

We guarantee our Bulbs to reach you in good condition, which means a great deal to you. Let us have your orders.

AMERICAN BULB CO.

172 N. Wabash Ave., CHICAGO

Phone, Randolph 3316

50,000 Cyclamen

Our stock of Cyclamen is exceptionally fine and those who wish to grow on Cyclamen will do well to procure some of our stock. Order early. Best varieties assorted, 2½-in., \$8.00 per 100; \$75.00 per 1000; 3-in., \$10.00 per 100; \$95.00 per 1000; 4-in., \$20.00 per 100; 4½-in., \$35.00 per 100.

BOSTON FERNS

This stock is now being potted up. 4-in., \$2.00 per doz.; \$15.00 per 100; 8-in., \$1.00 each.

George Wittbold Co., L. D. Phone: 745 Buckingham Place, CHICAGO
Graceland 1112.

Mention the American Florist when writing.

CHAS. H. TOTTY

MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty

DAHLIAS

A good assortment of the best all around varieties. 2 inch pot plants at prices running from \$2.00 to \$25.00 per 100. We will send 1000 in an assortment of 20 varieties, our selection for \$20.00. Cash with order.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

MT. MORRIS, N. Y.—The New York State Bean Growers Association has been organized with the following officers: F. M. Davis, Livonia, president; Chas. G. Porter, Albion, vice-president; H. E. Cox, North Rush, secretary-treasurer.

THE New York agricultural experiment station, Geneva, has recently issued Bulletin No. 442, entitled "The Radish Maggot," a common pest whose destructiveness varies from year to year. Screening of radish beds is suggested as one means of protection.

Prices of Indoor Fruits and Vegetables.

Chicago, June 25.—Cucumbers, 2-dozen box, \$1.25 to \$1.60; celery, crate, \$1.75 to \$2.25; leaf lettuce, per box, 8 to 10 cents; radishes, per 100 bunches, \$1.50 to \$2.00; tomatoes, 6 baskets, \$2.25 to \$3.50.

New York, June 24.—Celery (Florida), per crate, \$1.00 to \$4.50; cucumbers, \$1.00 to \$1.25 per dozen; mushrooms, 40 cents to \$2.20 per 4-pound basket; tomatoes, per pound, 10 to 20 cents; lettuce, per package, 50 cents to \$2.25; radishes, per 100 bunches, 50 cents to \$1.00.

Seed Potato Experiments.

Seed obtained from northern Maine germinated two weeks earlier than seed grown in Virginia the previous fall, although eventually a slightly better stand was obtained from the home-grown seed, according to Bulletin 24 of the Virginia truck experiment station, Norfolk. Cut seed germinated more quickly than did tubers planted whole. Seed grown in Virginia the previous spring failed to give a satisfactory stand. Maine seed outyielded the fall home-grown seed in every instance at the first harvest; at the second harvest the two classes were nearly equal, while at the third harvest the home-grown seed heavily outyielded the Maine seed, indicating that fall home-grown seed will generally prove satisfactory if the crop can be left in the ground until it approaches maturity. In tests at Tasley with fall home-grown seed, the largest yield was obtained from the 1.8-ounce tubers planted whole, larger tubers appearing to give a diminishing return when planted whole. It was found that plants from whole seed had more stalks than did plants from cut seed, especially in the case of Maine seed; also, that the number of stalks increased with the size of the seed piece. In the test of 29 varieties of supposedly early potatoes only four varieties yielded more than their check of Irish Cobbler at the first harvest. Of these only one, Eureka, gave higher yields than the Irish Cobbler at the later diggings, but several other varieties gave slightly better yields at the fourth digging. While these results are for one season only, 1916, they indicate the superiority of the Irish Cobbler for extra-early and early crop purposes, both in point of yield and in the small proportion of culls.

Kansas City.

OUTDOOR STOCK IN HEAVY SUPPLY.

Market conditions fail to show much improvement with an exceptionally large supply of outdoor stock in evidence, but which works in very well in funeral work, especially in magnolia wreaths. Carnations are very poor with the exception of a few that are being received from Colorado. Roses are not up to standard, being short of stem and small flowers. Lillies are plentiful and enjoy a good call. The usual run of June weddings was not in evidence this year. The reports from the wholesalers indicate that business and supply are fair, about all that can be expected with the present hot weather. Nearly all of the greenhouses are cleaned out and are being made ready for next fall and winter. Storing away the supply of coal is also no small item in the routine.

NOTES.

The Amateur Flower Gardeners' Association held a very interesting exhibition at the Hotel Muehlebach, June 8, at which there were more than 70 awards in 29 classes. One of the most novel features was a trench map of the present war, arranged with blue delphiniums by Browning Fellers and wife, which was awarded a silver cup as a special prize.

The stork paid another visit to the home of H. Kusik and brought a fine baby boy last week. This is the second son.

E. J. B.

Waterbury, Conn.

NOTES.

Facetious persons have remarked that a typical New Yorker never expressed surprise at anything he saw outside of that great city, taking it for granted that everything in New York was superior to anything that could possibly be seen outside of it. The writer is not, and does not claim to be, a typical New Yorker, even though he lives there most of the time; therefore, no ancient custom was violated when he was surprised at the size and business activity of Waterbury. We have no official figures, but it is safe to say that the population is considerably over 100,000, there having been a great addition within the past two years. The hum of industry is everywhere audible, and we noticed more new buildings under construction than in any other place we have visited since our country entered the war. Briefly stated, they are so busy at Waterbury that we doubt if they make any more of the

celebrated watches—being a patriotic people, in this great war they know the value of time, so it takes too long to wind a Waterbury watch. In common with the rest of the population, the florists are prosperous and we found them busy. The working people are making good wages and are not slow to spend part of it for flowers.

Alexander Dallas has been a florist here for 40 years, and has built up a fine business, which is now incorporated. We visited their range, on the Meriden road, and had an agreeable talk with Manager Patterson. They grow a great variety of stock, the roses being at present most noteworthy. Good stock of Killarney, My Maryland and other varieties were noticed. They have a fine store in the city, which Mr. Dallas personally superintends.

To western folks, who, it is said, have been suffering from hot weather, it may seem an exaggeration to state that this part of the country is suffering from cold. This refers particularly to tender stock that has been planted out. At Hartford, on the night of June 20 and the following morning, it was cold enough for steam heat and overcoats. Following that night there was a torrent of cold rain.

Albert S. Nodine has a neat range on the Meriden road and an attractive store at 134 South Main street.

A. F. F.

"Market Gardening"

An elementary text book containing 102 pages, 5x7, with 36 illustrations by F. L. Yeaw, manager of the Oasis Farm & Orchard Co., Roswell, N. M.

Cloth Bound, 75 Cents.

American Florist Co.

440 S. Dearborn St., CHICAGO

ALL Nurserymen, Seedsmen and Florists wishing to do business with Europe should send for the

"Horticultural Advertiser"

This is the British Trade Paper, being read weekly by all the horticultural trade; it is also taken by over 1,000 of the best continental houses. Annual subscription, to cover postage, \$1.00.

As the H. A. is a purely TRADE medium, applicants should, with the subscription, send a copy of their catalog or other evidence that they belong to the nursery or seed trade. Money orders payable at Lowdham, Notts.

Address EDITORS OF "H. A."
LOWDHAM, NOTTS, ENGLAND.

TO SEEDSMEN ONLY

R. A. van der SCHOOT, Hillegom, Holland

Begs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

Inquiries and quotations may be addressed to the undersigned, who is the American representative of the House, and ready to furnish all information.

No retail trade solicited.

"STRICTLY WHOLESALE."

A. M. van der SCHOOT

The American Representative has vacated his Chicago Office for the present and is now at

10 Bridge Street,

NEW YORK CITY

Hydrangeas

For Growing On

2½ inch pots.
Stocky and thrifty.

Varieties:

General de Vibraye	La Lorraine
Mme. Maurice Hamar	Radiant
Lily Mouilliere	Otaksa

Price \$4.50 per 100,
\$40.00 per 1000.

Jackson & Perkins Co.
NEWARK, NEW YORK

Mention the American Florist when writing.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

Mention the American Florist when writing.

GERANIUMS

ROOTED CUTTINGS.

Summer Prices—Ready now, and fresh lot every two weeks. S. A. Nutt, per 1000, \$10.00. Ricard and Poitevine, per 1000, \$12.50. If wanted by Parcel Post add \$1.00 per 1000 to above prices.

ALBERT M. HERR, LANCASTER, PA.

Mention the American Florist when writing.

CARNATIONS

F. DORNER & SONS CO.,

Lafayette - - - Indiana

Mention the American Florist when writing.

Spring Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEK-N, ILL.

Mention the American Florist when writing.

— THE —
Storrs & Harrison Co.

PAINESVILLE NURSERIES

Catalogues and Price Lists
Free on Application.

PAINESVILLE, - OHIO

Mention the American Florist when writing.



CALIFORNIA FREESIAS



Better secure your stock now,
samples mailed free.

French Freesias are uncertain this
year and will probably arrive late.

IMPROVED PURITY

(California Grown)

Size	Per 1000
5/8 to 3/4 in., extra fine	\$12.00
1/2 to 5/8 in., good grade	7.50
3/8 to 1/2 in., regular grade	4.00

CALLA AETHIOPICA

PRICES AT CHICAGO

	Per 100	Per 1000
1½ to 2-inch.....	\$ 7.00	\$ 65.00
2 to 2½ inch.....	9.50	90.00
2½ inch and up.....	11.50	110.00

PRICES AT NEW YORK

	Per 100	Per 1000
1½ to 2-inch.....	\$ 8.00	\$ 75.00
2 to 2½-inch.....	11.50	110.00
2½-inch and up...	15.50	150.00

NEW YORK Vaughan's Seed Store CHICAGO

CYCLAMEN GIGANTEUM AND OTHER VARIETIES.

A fine flower, and free blooming plant as is well known is produced from our strain which is unsurpassed by any other, both as regards size and color of flower and habit of plant.

TRADE OFFER OF SEED.

Prices Net Cash With Order. Postage Paid.

To insure against possible loss, 5% added to these prices will cover War and Maritime Risk.

Bush Hill Pioneer (white, rose, persicum, persicum mauve, salmon) in packets at \$5 per doz. net. \$7.50 per 1000 seeds. \$20 per ounce.

CHERRY RIPE (New)—nearly scarlet—\$12.50 per 1000 seeds. \$30 per ounce.

Eileen Low (stock exhausted)

MRS. BUCKSTON (bright salmon) in packets \$5 per dozen net, and \$10 per 1000 seeds.

Majestic (white with blush base) in packets \$5 per dozen net, and \$12.50 per 1000 seeds.

Purple Prince (foliage like St. George, flowers lovely purple) in packets \$5 per dozen net.

PINK PEARL (New)—a lovely pale salmon—\$10 per 1000 seeds. \$25 per ounce.

Persicum (white with red eye) \$4 per 1000 seeds. \$10 per ounce.

Persicum Rose (bright rose colored variety) \$4 per 1000 seeds. \$10 per ounce.

Persicum Mauve (a delicate mauve with carmine eye) \$4 per 1000 seeds. \$10 per ounce.

Phoenix (a lighter red than Vulcan) \$4 per 1000 seeds. \$10 per ounce.

Princess May (gigantic rose with purple base) \$4 per 1000 seeds. \$10 per ounce.

Papilio (Butterfly Cyclamen) in white, red, rose mauve shades, Persicum) \$7.50 per 1000 seeds, \$20 per ounce.

St. George (the silver leaf Cyclamen) in packets \$5 per dozen net.

Scented (possessing the true old Cyclamen perfume) in packets \$5 per dozen net.

SALMON KING \$6 per 1000 seeds. \$12.50 per ounce.

Sunset (bright orange salmon) \$12.50 per 1000 seeds. \$30 per ounce.

Victoria in packets \$5 per dozen net; \$10 per 1000 seeds.

Vulcan (deepest red, blood red Cyclamen) \$4 per 1000 seeds, \$10 per ounce.

White Swan or Charming Bride (giant white) \$4 per 1000 seeds, \$10 per ounce.

CYCLAMEN SEED of the various colors mixed, \$10 per ounce.

Dry bulbs for growing on can be shipped August onwards at \$15 per 100.

STREPTOCARPUS SEED of the finest strain, \$10 per ounce. \$2.50 wholesale packet, net.

STUART LOW CO., BUSH HILL PARK, Middx., Eng.

PRIMULA OBCONICA

THE FAMOUS CHENIES STRAIN OF GIANT HYBRIDS.

Individual flowers 2 to 2¼ inches across, range in color from dark crimson to beautiful shell pink, per 100 pkts., \$20.00; per doz., \$3.00; retailing at 36c per pkt.

Also CHENIES BLUE

Delightful shades of color, per 100 pkts., \$36.00; per doz., \$4.80; retailing at 60c per pkt.

PRIMULA EUREKA

Award of Merit, R. H. S.
May 8, 1917.

Akin to Obconica, but an entirely new form. Compact flower heads of large well shaped flowers carried well above the foliage, rich rosy carmine, shaded cerise, per 100 pkts., \$36 00; per doz., \$4.80; retailing at 60c per pkt.

HURST & SON, Seed Merchants and Growers

152 HOUNDSDITCH, LONDON, ENGLAND

Cable Address:—"HURST, ALD, LONDON."

WHOLESALE ONLY

TERMS:—Small orders should be accompanied by cash to cover goods and postage. Unknown correspondents desiring credit terms are requested to furnish satisfactory trade references.

The Nursery Trade

American Association of Nurserymen.

Lloyd C. Stark, Louisiana, Mo., President;
J. R. Mayhew, Waxahachie, Tex., Vice-
President; Curtis Nye Smith, 19 Congress
St., Boston, Mass., Secretary and Counsel.
Forty-third annual convention will be held
at Chicago, June 26-28, 1918.

ONARGA, ILL.—The Onarga Nursery Co. reports good business all through the past season.

CHENONCEAUX, FRANCE.—A. Dessert, the world-famous peony grower, has lost two sons in the war.

ROBERT GEORGE, of Painesville, O., all-around horticulturist that he is, found it convenient and necessary to make a two-weeks' vacation of the two meetings, the nurserymen following the seedsmen.

UNDER the title "A Non-Parasitic Malady of the Vine," the New York agricultural experiment station, Geneva, has issued Bulletin No. 449, covering experiments of a disease at first erroneously thought to be chlorosis of the old world species of grapevines.

GERMANTOWN, PA.—The arrival of a son weighing seven and one-half pounds at the home of E. B. Estabrook and wife, was announced June 18. Mrs. Estabrook was Miss Dorothy Perkins, daughter of George C. Perkins, of Newark, N. Y., and for whom the well-known and popular rose was named.

Rose Los Angeles Bagatelle Winner.

According to cable advices to the New York Times, the well known American rose, Los Angeles, has been awarded the gold medal this year in the famous French trials at Bagatelle. The rose was exhibited by Howard & Smith, Los Angeles, Calif., with whom it originated, a cross of Mme. Segond Weber and Lyon.

Rose Persian Yellow.

This rose is just opening its flowerbuds. It is the last of the yellow-flowered roses which are hardy in the Arboretum and a few days later than the Harrison rose. Rose Persian Yellow is a dwarfier plant of better habit than the Harrison rose, and the flowers are larger and of better color; and when it succeeds it is the handsomest of the double-flowered yellow roses. It is a form of *Rosa foetida*, a beautiful and too little known rose of southern Russia, the Caucasus and Persia. The so-called Austrian briar, with petals yellow on the outer surface and dark copper color on the inner surface, is believed to be a variety of *R. foetida* (var. bicolor). The Harrison rose, which was raised in New York many years ago, is believed to be a hybrid between the Scotch rose and the Austrian briar; it is very hardy, flowers freely every year and grows to a large size. Unless, however, it is cut back occasionally it becomes straggling in habit and unsightly. The yellow-flowered forms of the Scotch rose, *R. spinosissima*, var. *hispida* and var. *luteola*, have been flowering well this year; they are handsome and hardy plants, and although the flowers soon drop their petals they are well worth a place in collections of single-flowered roses. *R. spinosissima fulgida* with single delicate pink flowers is another variety of the Scotch rose which has been covered with flowers during the past week.—Arnold Arboretum Bulletin, June 5, 1918.

American Association of Nurserymen.

THE OPENING SESSION.

As we go to press, the forty-third annual convention of the American Association of Nurserymen is in session at the Hotel Sherman, Chicago, the meeting opening June 26 and continuing three days. The programme promises to be an exceptionally interesting one, and the attendance at the opening session was large and representative.

The president of the association, Major Lloyd C. Stark, being now in France, the meeting was presided over by the Vice-President, J. R. Mayhew, of Waxahachie, Texas. A message from Major Stark was read, in which he urged nurserymen to grow crops of wheat and other grains to the greatest possible extent. Chicago extended a welcome to the nurserymen through Mr. Graw of the Association of Commerce and response was made by James Pitkin. Reports of the following committees were read: Arboretum, J. Edward Moon; Distribution and Directory, M. R. Cashman; French Relief, F. L. Atkins, who reported that an unused fund was on hand in Paris for the replacing of trees when there was no further danger of destruction. A lively discussion ensued after an address by Dr. E. C. Stakman, St. Paul, Minn., chairman barberry eradication committee. United States department of agriculture. At the close of the discussion, J. W. Hill, of Des Moines, Ia., presented the following resolution which was unanimously adopted:

In view of the information given us by the pathologists regarding the dissemination of black rust, I move that it be the sense of this association that the propagation and dissemination of *Barberry vulgaris* and *purpurea* be discontinued, and we appeal to all loyal and patriotic members of this organization to support us in this position.

About 300 members were present at the opening session.

The programme for the Wednesday afternoon session, as announced, includes the singing of the "Star Spangled Banner" at the opening, followed by the report of Secretary-Counsel Curtis Nye Smith, and in turn by L. D. H. Weld, of the commercial research department of Swift & Co., Chicago, who will deliver an address on "Marketing Methods." A resolution and amendment to the constitution is scheduled to occupy the balance of the session. The programme for the evening includes a meeting of the state vice-presidents at 7:30 o'clock, followed an hour later by a reception and "get-acquainted" banquet.

PROGRAMME OF THE FOLLOWING DAYS.

The programme announced for Thursday includes the report of the temporary committee on market development which will be followed by a full discussion. The publicity committee, F. L. Atkins, chairman, will also make its report. The booklet, "Home Grounds," will be discussed from the publisher's viewpoint by J. Horace McFarland, Harrisburg, Pa., and from the user's viewpoint by O. Joe Howard, Pomona, N. C. There will also be a paper by Alvin E. Nelson, of Chicago, on "Costs, Profits and Income Tax," followed by a discussion led by Arthur H. Hill and Guy A. Bryant. The morning session will conclude with the reports of state vice presidents and the election of officers. At the afternoon session, the announcement calls for an address on "Coal Conservation," by Osborn Monnet, of the United States fuel administration, and four-minute talks on "War Times and the Nursery Business" by E. C. Hilborn, North

Dakota; W. H. Wyman, Massachusetts; R. D. Underwood, Minnesota, and J. R. Mayhew, Texas. In the evening there will be meetings of the American Nurserymen's Protective Association and the Retail Nurserymen's Protective Association.

At the Friday morning session, the features announced are papers by E. P. Bernardin, Parsons, Kan., on "Standardizing the Bunching of Nursery Stock" and by E. H. Hill, York, Neb., on "The Retail Salesman." Following the final report of committees, resolutions and unfinished business, the convention will adjourn.

The entertainment committee has arranged for a luncheon to the ladies in the Narcissus room at Marshall Field & Co.'s, a visit to the Art Institute, a trip to Great Lakes naval training school, a theater party and visits to several points of interest in the city and vicinity.

MAJOR STARK PRESENTED WITH SWORD.

A handsome officer's sword and silver-mounted scabbard, with appropriate inscription engraved on the blade, has been presented to Major Lloyd C. Stark, past-president of the American Association of Nurserymen. The presentation was made by William Pitkin, E. S. Welsh and John Watson as a committee.

THE EXHIBITS.

The McFarland Publicity Service, Harrisburg, Pa., nursery and seed catalogues.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

2½ and 4-inch Pot-grown. **ROSES** Hardy Climbing Field-grown

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SPRINGFIELD-OHIO.

For the Best New and Standard

DAHLIAS


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P. O. Berlin, N. J. Williamstown June, N. J.

SNOW QUEEN CANNA

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS.

The CONARD & JONES CO.  WEST GROVE PENN'A.
Robert Pyle, Pres. Ant. Wintzer, Vice-Pres.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

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440 S. Dearborn St., CHICAGO



Major Lloyd C. Stark, Louisiana, Mo.

Past-President of the American Association of Nurserymen and Now Serving with the Colors as Major of Field Artillery.

A. B. Morse Co., St. Joseph, Mich., nursery and seed catalogues.

Thos. Meehan & Sons, Dresher, Pa., tree callipers.

M. Greenbaum, New York, cedar tree tubs.

J. Jenken & Son's Nurseries, Winona, O., young nursery stock.

The Benton Review Shop, Fowler, Ind., horticultural printing.

DeKalb Nurseries, Norristown, Pa., Euonymus radicans vegeta.

A. T. De La Mare Co., New York, horticultural books, catalogues, and printing.

EARLY ARRIVALS.

The following were noted among the early arrivals at convention headquarters:

Samuel Adams, Chicago.
H. Askwith, New York.
F. L. Atkins, Rutherford, N. J.
A. Augustine, Normal, Ill.
J. J. Barnes, Cincinnati, O.
O. P. Beakley, Harrisburg, Pa.
W. H. Bell, Milton, Mass.
E. P. Bernardin, Parsons, Kan.
H. Bowden, Geneva, N. Y.
G. P. Bradley, Cleveland, O.
Guy Bryant, Princeton, Ill.
C. R. Burr, Manchester, Conn.
G. M. Buttery, Louisville, Ky.
C. W. Cannon, Lawrence, Kan.
T. C. Carson, Geneva, N. Y.
M. R. Cashmore, Owatonna, Minn.
M. E. Chandler, Argentine, Kan.
J. M. Charlton, Rochester, N. Y.
Mrs. J. M. Charlton, Rochester, N. Y.
Henry Chase, Chase, Ala.
R. C. Chase, Chase, Ala.
W. B. Cole, Painesville, O.
P. J. Crockett, Cleveland, O.
Carl Cropp, Chicago.
J. H. Dayton, Painesville, O.
L. F. Dintlemann, Belleville, Ill.
J. F. Dix, New York.
J. F. Donaldson, Sparta, Ky.
B. W. Dorey, New York.
C. G. Ferguson, Denver, Colo.
Earl Ferris, Hampton, Ia.
Wm. F. Flemer, Springfield, N. J.
W. A. Garrabrant, Kansas City, Mo.
Robert George, Painesville, O.
E. G. Greening, Monroe, Mich.
Harry Haas, Terre Haute, Ind.
G. Gordon Hall, Troy, O.
R. R. Harres, Milton, Mass.
Orlando Harrison, Berlin, Md.
E. G. Hill, Richmond, Ind.
J. W. Hill, Des Moines, Ia.
V. D. Hill, Dundee, Ill.
C. M. Hobbs, Bridgeport, Ind.
Harry W. Hobbs, Bridgeport, Ind.
George Holsinger, Rosedale, Kan.
W. Hoopes, West Chester, Pa.
O. J. Howard, Pomona, N. C.
W. J. Hugbes, Cedar Rapids, Ia.
Irwin Ingels, LaFayette, Ill.
Harlan P. Kelsey, Salem, Mass.
C. B. Knickman, New York.
A. F. Lake, Shenandoah, Ia.
C. L. Leesley, Chicago.
D. F. McNulty, Troy, O.
C. G. Marshall, Arlington, Neb.
G. A. Marshall, Arlington, Neb.

C. C. Mayhew, Sherman, Tex.
J. R. Mayhew, Waxahachie, Tex.
Thos. B. Meehan, Philadelphia, Pa.
B. D. Monahan, Detroit, Mich.
J. Edward Moon, Morrisville, Pa.
Milton Moss, Huntsville, Ala.
Adolph Muller, Norristown, Pa.
J. C. Murphy, Girard, Pa.
E. D. Needham, Des Moines, Ia.
Alvin Nelson, Chicago.
S. G. Nelson, Chicago.
R. T. Olcott, Rochester, N. Y.
P. Ouwerkerk, Weehawken, N. J.
Geo. Parker, Fayetteville, Ark.
G. H. Perkins, Newark, N. Y.
C. M. Peters, Salisbury, Md.
William Peterson, Chicago.
J. M. Pitkin, Newark, N. Y.
Robert Pyle, West Grove, Pa.
W. C. Reed, Vincennes, Ind.
J. B. Rice, Geneva, N. Y.
G. L. Rober, Fowler, Ind.
J. W. Root, Manheim, Pa.
E. F. Rowe, Harrisburg, Pa.
Wm. Sadler, Bloomington, Ill.
C. S. Schumacker, Painesville, O.
E. M. Sherman, Charles City, Ia.
C. A. Simpson, Monticello, Fla.
H. M. Simpson, Vincennes, Ind.
Curtis N. Smith, Boston, Mass.
Carl Sonderegger, Beatrice, Neb.
P. C. Stark, Louisiana, Mo.
Otto N. Stein, Chicago.
R. C. Stoner, Dayton, O.
H. S. Taylor, Rochester, N. Y.
B. J. Vandervort, Bloomington, Ill.
J. C. Vaughan, Chicago.
F. W. Von Oven, Naperville, Ill.
John Watson, Kingston, N. J.
Allen Whitted, Troy, O.



J. R. Mayhew, Waxahachie, Tex.
Acting Pres. American Ass'n of Nurserymen.

A. E. Willis, Ottawa, Kans.
Otto Wittbold, Chicago.
W. H. Wyman, North Abington, Mass.
J. A. Young, Aurora, Ill.

Nurserymen's Market Development.

A well attended meeting of the trade interested in the market development campaign which had its inception last January, when a canvass was made to ascertain what financial support might be expected in a national plan to develop the market for nursery products and encourage their more general use, was held at the Hotel Sherman, on the afternoon of June 25. It was suggested that the management of the campaign be vested in 16 directors, eight chosen at large and the selection of an equal number chosen, to be in the hands of subscribers to the fund for publicity purposes, thus assuring adequate representation to all parts of the country. The fund subscribed to June 1 amounted to about \$15,000 per annum, representing 126 firms, as shown in the following list, which will no doubt be generously increased during the convention, as it is believed this will be the most profit-

able investment that can be made, as there is no line of business in which co-operation is so absolutely necessary:

	Per Year
Adams Nursery Co., Springfield, Mass.	\$100.00
American Nurseryman, Rochester, N. Y.	10.00
Andorra Nurseries, Chestnut Hill, Pa.	250.00
Augustine & Co., Normal, Ill.	25.00
Aurora Nursery Co., Aurora, Ill.	50.00
Barr, B. F., Lancaster, Pa.	25.00
Beaudry & Co., W. E., Chicago	25.00
Bernardin, E. P., Parsons, Kan.	50.00
Bobbink & Adams, Rutherford, N. J.	250.00
Brand Nursery Co., Fairbault, Minn.	50.00
Brandley, James, Watpole, Mass.	25.00
Breed, E. W., Clinton, Mass.	25.00
Bryant & Son, A., Princeton, Ill.	50.00
Burr & Co., C. R., Manchester, Conn.	250.00
Chase Nursery Co., Chase, Ala.	250.00
Clinton Falls Nur. Co., Owatonna, Minn.	150.00
Conard & Jones Co., West Grove, Pa.	250.00
Connecticut Nurserymen's Association	50.00
Corn Belt Nu. & For. Ass., Bloom' ton, Ill.	50.00
Deerfield Nursery Co., Medford, Minn.	25.00
Elm City Nurs. Co., New Haven, Conn.	100.00
E. & P. Nurseries, Springfield, N. J.	250.00
Farr, B. H., Wyomissing, Pa.	25.00
Framingham Nurs., Framingham, Mass.	500.00
Hankinson Nursery Co., Hankinson, N. D.	50.00
Harrison & Sons, J. G., Berlin, Md.	500.00
Harrison Nursery Co., York, Neb.	50.00
Heurlin, Julius, South Braintree, Mass.	50.00
Hicks & Son, Isaac, Westbury, N. Y.	250.00
Hillenmeyer & Sons, Lexington, Ky.	25.00
H. L. & V. Nur. Co., Howard Lake, Minn.	25.00
Hobbs & Sons, C. M., Bridgeport, Ind.	100.00
Holsinger Bros., Rosedale, Kan.	50.00
Hoopes, Bro. & Co., West Chester, Pa.	250.00
Hunt & Co., W. W., Hartford, Conn.	25.00
Ingelfritz & Sons Co., Monroe, Mich.	250.00
Ingels, Irvin, Lafayette, Ill.	25.00
Jackson & Perkins Co., Newark, N. Y.	250.00
Jewell Nursery Co., Lake City, Minn.	150.00
Kelsey, Harlan P., Salem, Mass.	100.00
Keystone State Nur. Co., Pittsburgh, Pa.	25.00
Klehm's Nurseries, Arlington Heights, Ill.	50.00
Kohankie, Martin, Painesville, O.	25.00
Lesley Bros., Chicago	50.00
Littlefield & Wyman, N. Abington, Mass.	20.00
Lovett, J. T., Little Silver, N. J.	100.00
Marshall Bros. Co., Arlington, Neb.	50.00
Massachusetts Nurserymen's Association	100.00
McColgan Nurseries, Red Bank, N. J.	10.00
McFarland Co., J. H., Harrisburg, Pa.	250.00
McManmon, J. J., Lowell, Mass.	25.00
Meehan Co., Thos. B., Dresher, Pa.	250.00
Momm's Sons, Irvington, N. J.	10.00
Moon Co., Wm. H., Morrisville, Pa.	250.00
Mount Arbor Nurseries, Shenandoah, Ia.	250.00
Mount Hope Nurseries, Lawrence, Kan.	50.00
Mueller, Adolf, Norristown, Pa.	50.00
Naperville Nurseries, Naperville, Ill.	50.00
National Nurseryman, Hatboro, Pa.	50.00
Nelson & Sons Co., Swain, Chicago	50.00
New England Nursery Co., Bedford, Mass.	25.00
Northwest Nurs. Co., Valley City, N. D.	50.00
Pfander, William, New Ulm, Minn.	25.00
Pierson, A. N., Inc., Cromwell, Conn.	100.00
Plainfield Nurseries, Scotch Plains, N. J.	25.00
Prairie Nursery Co., Estevan, Sask., Can.	100.00
Princeton Nurseries, Princeton, N. J.	250.00
Reed, W. C., Vincennes, Ind.	50.00
Roehrs Co., Julius, Rutherford, N. J.	100.00
Root, J. W., Manheim, Pa.	10.00
Rose Hill Nursery, Minneapolis, Minn.	50.00
Saddler Bros., Bloomington, Ill.	50.00
Shenandoah Nurseries, Shenandoah, Ia.	250.00
Sherman Nursery Co., Charles City, Ia.	100.00
Simpson & Sons, H. M., Vincennes, Ind.	20.00



J. W. Hill, Des Moines, Ia.
Treas. American Association of Nurserymen.

Smith Co., W. & T., Geneva, N. Y....	250.00
Sonderegger Nurseries, Beatrice, Neb....	50.00
Stark Brothers, Louisiana, Mo.....	250.00
Stein, Geo. E., Wrightsville, Pa.....	5.00
Storrs & Harrison Co., Painesville, O....	150.00
Texas Nursery Co., Sherman, Tex.....	250.00
Thomas & Son, Jos., King-of-Prussia, Pa.	25.00
Thurlow's Sons, T. C., Westbury, Mass...	100.00
Tolleson Nursery Co., Lake City, Minn...	25.00
Uecker, Robert C., Harvard, Ill.....	10.00
U. S. Nursery Co., Roseacres, Miss....	100.00
Vanick, V. A., Newport, R. I.....	100.00
Van Linder Nur. Co., J., Pomona, N. C...	250.00
Waxahachie Nurs. Co., Waxahachie, Tex.	100.00
Weber & Sons Nur. Co., Nursery, Mo....	50.00
Wedge Nursery, Albert Lea, Minn.....	150.00
Welch, E. S., Shenandoah, Ia.....	250.00
Westover Nursery Co., Clayton, Mo....	50.00
Willis & Co., A., Ottawa, Kan.....	50.00
Wohlert, A. E., Narberth, Pa.....	25.00
Wright, Geo. B., Chelmsford, Mass....	25.00

Publicity Banquet Helps Co-Operation.

Just a few days ago we were favored in Boston by a visit from Secretary John Young, of the Society of American Florists in behalf of the publicity campaign. A dinner was given at the Boston City Club, whereupon Major O'Keefe brought together about a score of florists in all branches of the business for a heart to heart talk on the value of publicity on which Secretary Young also gave his views and experiences which were much appreciated, after which everyone was called upon in rotation, and views and opinions on the question were given with intense interest. Regardless of the motive of the meeting, these get-together talks help the craft, and the ideas freely exchanged cement the members so that each one feels the necessity of a spirit of co-operation, and those present that evening will spread the value of publicity broadcast among members of the craft so that its result will be felt later on. Everybody left the dinner with the knowledge that they had a better understanding of the publicity campaign and its purpose.

Let every city and town take up the subject of publicity as an auxiliary to the sale of flowers and you will have a most interesting as well as instructive topic for an evening. Get back of this publicity movement so that the interest is aroused to its proper height, and then we will roll our fund to its proper proportion, and you as well as all connected with flowers will be the benefactors so that you can continue with 100 per cent efficiency on a 50 per cent coal consumption. It is up to each and everyone to do his share.

HENRY PENN.

Chairman, National Pub. Campaign.

Nassau County Horticultural Society.

A rose show was held in conjunction with the monthly meeting of the Nassau County Horticultural Society, in Pembroke hall, Glen Cove, N. Y., June 19. Among the prize-winners were the following: James McCarthy, Frank Watson, Thomas Scott, Thomas Twigg, William Milstead, William Noonan, Louis Hubbard, Joe Mastroianni, and Frank Petroccia. The judges for the occasion were A. MacKenzie, B. Sutherland and William Churchill.

There was a large attendance at the meeting and six new members were elected: J. H. Frampton, F. Gregg, H. Seers, William S. Gilles, T. Barnett and A. Sutherland. At the conclusion of the session and exhibition the flowers that were on show were donated to the base hospital at Mineola. The shows have proven so popular with the society that it has been decided to hold a vegetable night at the next meeting, which will be held July 10.

HARRY GOODBAND, Cor. Sec'y.

NEW BRIGHTON, PA.—H. L. Thompson will leave for the Pacific coast the latter part of June, making the trip by auto.

SURPLUS STOCK--CLEANUP PRICES

All 2½-inch Stock.	Per 100	1000
GOLDEN GLOW CHRYSANTHEMUMS.....	\$2.00	\$15.00
CHAMP WEILAND ROSES.....	4.00	35.00

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Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist April 6, page 612. Correspondence solicited.

DAISIES

Our Stock Has Been Carefully Selected.

	Per 100
Mrs. F. Sander, 2-in.	\$2.00
Boston Yellow, 2-in.	3.00
Alyssum, Giant Double, 2-in.	2.00
Geraniums, Labeled, 2-in.	2.00
Vinea Variegata, 2-in.	1.75

ELMER RAWLINGS, Allegany, N. Y.

HARDY IVIES

SMALL LEAF

2 plants to 2½-in. pots, \$6.00 per 100

SAMUEL V. SMITH

3323 Goodman St., Philadelphia, Pa.

Providence, R. I.

GOOD BUSINESS CONTINUES.

Trade during the past week has been good, with floral work plentiful and cut flowers moving briskly. Stock is plentiful. Carnations, while they are small, sell fairly well, and there have been some extra good crops of roses cut during the past week. Sweet peas are poor, and the first gladioli made their appearance the first of the week; they are not very good, except for early display purposes. Weddings continue briskly.

NOTE.

The Rhode Island Horticultural Society held its spring and summer show at the Narragansett hotel ballroom last week. It was a success in every way, and was well attended. Several of the retailers had displays and took several of the prizes. T. J. Johnston & Co. and the Westminster Greenhouses took the leading prizes. Strawberries and other seasonable fruits were displayed by both professional and amateur growers.

H. A. T.

HOUSTON, TEX.—The Houston Horticultural Society is planning for a fall flower show.

NEW ALBANY, IND.—Anders Rasmussen has been elected vice-president of the Chamber of Commerce of this city.

NEW ALBANY, IND.—Mrs. Anders Rasmussen, wife of the well known grower of this city, has been very ill, and her condition is still said to be serious.

TARRYTOWN, N. Y.—The Tarrytown Horticultural Society held its summer show June 11, the showing being an excellent one and the flowers sold for the benefit of the Red Cross.

BUFFALO, N. Y.—An ordinance recently introduced, which will affect transient florists, calls for a special tax from merchants who rent a store for less than two months. It is believed it will pass the city council.

New Edition

The American : :
Florist Company's

-- TRADE -- DIRECTORY

1918

Contains 529 Pages

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THE AMERICAN FLORIST COMPANY'S Trade Directory for 1918, fully revised, is indispensable in mailing catalogues and circulars to the trade. It contains 529 pages, including complete lists of the Florists, Seedsmen and Nurserymen of the United States, Canada, Central and South America, arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants, Firms which issue Catalogues, Horticultural Supply Concerns, Parks, Cemeteries, Landscape Architects, Experiment Station Horticulturists, Botanical Gardens, Seed Growers, and much other conveniently indexed and invaluable trade information.

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10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus Sprengeri, 3-in., \$6.00 per 100; 4-in., \$12.00 per 100. Asparagus Hatcheril, 2-in., \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). We offer fine, well furnished plants at 50c, 75c, \$1.00 and \$1.50 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

ASTERS.

ASTERS. Henderson's Invincible (one of the finest for cut flowers), white, shell pink, rose, lavender, and purple. Strong plants, \$5.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

BEGONIAS.

BEGONIAS

	100	1000
Lorraine, 2½-in. pots	\$14.00	\$120.00
Mrs. J. A. Peterson, 2½-in. pots	20.00	180.00
Mellor, 2½-in. pots	20.00	180.00

JULIUS ROEHR'S CO. N. J.
Rutherford, N. J.

Now ready for delivery. Begonia Gloire de Lorraine, \$120.00 per 1,000; Glory of Cincinnati, \$150.00 per 1,000; Melior, \$200.00 per 1,000. Strong young plants, all propagated from leaf cuttings. J. A. PETERSON & SONS, Westwood, Cincinnati, Ohio.

Begonia. Prima Donna, 2-in., \$4.00 per 100; 3-in., extra strong, \$7.00 per 100. Begonia Vernon, 2½-in., \$4.00 per 100. Begonia Verdun, 2-in., \$10.00 per 100. ERNEST ROBER, Wilmette, Ill.

BULBS.

Large flowering winter blooming (Oct. to May) Oxalis, 5 colors, 6 varieties, \$6.50 per 1,000. Freesia Purity, \$6.50 per 1,000. Refracta Alba, \$6.00 per 1,000. By mail, 70c per 100. These make showy pot plants. GEORGE LEAVER, Los Angeles, Calif.

FREESIA PURITY, AND YELLOW CALLAS

Our Specialty.
We grow acres of them. Our prices and stock will please you.
PACIFIC BULB CO.
211 Pacific Ave., Santa Cruz, Calif.

Bulbs. Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Purity Freesia, ¼, ½ and ¾-in. sizes. Delivery guaranteed. Write at once. C. C. Morse & Co., 725 Front St., San Francisco, Calif.

Bulbs. Cold storage giganteum, 7 to 9-in.; 8 to 9-in., and 9 to 10-in. Write for prices. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Avenue, Chicago.

CALCEOLARIA.

Calceolaria, 4-inch in bud and bloom, \$20.00 to \$25.00 per 100. ERNEST ROBER, Wilmette, Ill.

CALENDULAS.

Calendula, Orange King and Lemon Queen, 2½-in., \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

CALLAS.

CALLA AETHIOPICA (Arum Lily). At present the only dependable new crop lily bulb for 1918-19. Prices at Chicago: Large bulbs (1½ to 2-inch), per 100, \$7.00; per 1,000, \$65.00; Mammoth (2 to 2½-inch), per 100, \$9.50; per 1,000, \$90.00; 2½-inch and up, per 100, \$11.50; per 1,000, \$110.00. Prices at New York: Large bulbs (1½ to 2-inch), per 1,000, \$75.00; Mammoth (2 to 2½-inch), per 1,000, \$110.00; 2½-inch and up, per 1,000, \$150.00. Ready in August or September. VAUGHAN'S SEED STORE, Chicago and New York.

Callas, home grown, fine stock, ready in August. For sizes and prices, see advertisement on front cover of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CANNAS.

Cannas. A good assortment of 3-in. standard varieties such as Gladiator, J. D. Essee, Louisiana, Maros, Mme. Crozy, Mrs. Kate Gray, Queen Charlotte, Souv. de Crozy, Uncle Sam, Venus, Wyoming, \$1 per doz., \$3.50 per 100. H. Vincent, Jr., & Sons Co., White Marsh, Md.

Canna King Humbert, 4-inch, \$8.00 per 100; 3-inch, \$5.00 per 100; Florence Vaughan, 4-inch, \$7.00 per 100; 3-inch, \$4.00 per 100. Ernest Rober, Wilmette, Ill.

CARNATIONS.

Rooted carnation cuttings. Thenanthos and Alice, \$2.00 per 100, \$18.00 per 1,000; Beacon, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2.00 per 100, \$15.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnations. All high grade stock. F. Dörner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemums, 2½-in., fine, clean stock, \$2.50 per 100, \$25 per 1,000, delivered. Edw. Seidewitz, best late pink; Pink of Gold, early yellow; Pacific Supreme, early pink; Diana, best white pompon; Lillia, best red pompon; Skibo, bronze and yellow pompon; Mensa, best single white. Also 50 other good sorts; early, 50,000 plants to offer of above named varieties; ready now. Cash, please. G. SCHNEIDER, 22 E. High St., Springfield, O.

FINE CLEAN STOCK OF BEST KINDS FOR FLORISTS' USE.
Send Us List of Wants.
Catalogue Free.

ELMER D. SMITH & CO., Adrian, Mich.

Chrysanthemums: Standard varieties, 2½ and 3-in. pots, \$30.00 per 1000. HENRY SMITH, Grand Rapids, Mich.

CHRYSANTHEMUMS.

CHRYSANTHEMUMS.
Rooted Cuttings and Cut Back Plants.
Large supply of fine, healthy stock, ready for immediate shipment. We have all the best commercial varieties, and grow every one we have listed in quantity for wholesale purposes in the Chicago market. Our experience as chrysanthemum growers has taught us that the following varieties are the best money makers:

	Cut Back Plants		Rooted Cuttings	
	100	1,000	100	1,000
Pink Chieftain.....	\$2.50	\$20.00	\$2.50	\$20.00
Dr. Enguehard.....	2.50	20.00	2.50	20.00
Mrs. Chas. Razer.....	2.50	20.00	2.50	20.00
Smith's Ideal.....	2.50	20.00	2.50	20.00
Buckbee.....	2.50	20.00	2.50	20.00
Early Frost.....	2.50	20.00	2.50	20.00
Major Bonaffon.....	2.50	20.00	2.50	20.00
Robt. Halliday.....	2.50	20.00	2.50	20.00
White Chieftain.....	2.50	20.00	2.50	20.00
Marigold.....	2.50	20.00	2.50	20.00
Roman Gold.....	2.50	20.00	2.50	20.00
Intensity.....	2.50	20.00	2.50	20.00
White Bonaffon.....	2.50	20.00	2.50	20.00
Bronze Touse.....	2.50	20.00	2.50	20.00
White Chadwick.....	4.00	35.00	4.00	35.00
Indian Summer.....	4.00	35.00	4.00	35.00

POMPONS.

	\$2.50	\$20.00	\$2.50	\$20.00
Mensa.....	2.50	20.00	2.50	20.00
Buckingham.....	2.50	20.00	2.50	20.00
Golden Climax.....	2.50	20.00	2.50	20.00
Golden Wedding.....	2.50	20.00	2.50	20.00
Diana.....	2.50	20.00	2.50	20.00
Lula.....	2.50	20.00	2.50	20.00
Lillia.....	2.50	20.00	2.50	20.00
Baby Margaret.....	2.50	20.00	2.50	20.00
Quinola.....	2.50	20.00	2.50	20.00
E. D. Godfrey.....	2.50	20.00	2.50	20.00
Baby Princess.....	2.50	20.00	2.50	20.00
Mrs. Astor.....	2.50	20.00	2.50	20.00
Sabey.....	2.50	20.00	2.50	20.00
Eugene Languet.....	2.50	20.00	2.50	20.00
Fairy Queen.....	2.50	20.00	2.50	20.00
Lillian Doty.....	2.50	20.00	2.50	20.00
Helen Newberry.....	2.50	20.00	2.50	20.00

VIETOR BROS.

162 N. Wabash Ave., Chicago
L. D. Phone Randolph 2081.

COLEUS.

Coleus. Best bedding varieties, 2½-in. pots, \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Coleus, mixed, 2-in., \$3.00 per 100; 3-in., \$5.00 per 100. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN.

CYCLAMEN. In the following colors: Pure white, white with pink eye, dark red, light red, and salmon.

2½-in. pots, \$3.00 per 100; \$75.00 per 1,000.
3-in. pots, \$10.00 per 100; \$95.00 per 1,000.
3½-4-in. pots, \$20.00 per 100.
If only salmon is ordered, the price will be 20 per cent higher.

JULIUS ROEHR'S CO.,

Rutherford, N. J.

Cyclamen, Wandsbek type, transplanted seedlings, \$7.00 per 100; \$60.00 per 1,000. Seedlings, \$4.00 per 100; \$35.00 per 1,000. Salmon and Roccoco repots, \$1.00 extra: 2½-inch, \$8.00 per 100, \$75.00 per 1,000. Six varieties, equally divided, Cyclamen bulbs, mixed, first size, \$10.00 per 100; second size, \$6.00 per 100. ERNEST ROBER, Wilmette, Ill.

Cyclamen of exceptionally fine quality. Best varieties assorted, 2½-in., \$8 per 100, \$75 per 1,000; 3-in., \$10 per 100, \$95 per 1,000; 4-in., \$20 per 100; 4½-in., \$35 per 100. George Wittbold Co., 745 Buckingham Place, Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

CYCLAMEN.

CYCLAMEN. Best strain of cyclamen grown, in 2½-inch pots. Varieties: Salmon Pink, Light Pink, Blood Red, Pure White, and White with red eye—\$7.50 per 100 or \$65.00 per 1,000.

Cyclamen Seedlings, from three to five leaves, at \$5.00 per 100 or \$40.00 per 1,000.

J. H. FIESSER,
North Bergen, N. J.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

DRACAENA TERMINALIS. Clean, healthy stock out of 2½-inch pots at \$8.00 per 100; 3-inch pots at \$15.00 per 100; 4-inch pots at \$25.00 per 100. Cash with order. J. H. FIESSER, North Bergen, N. J.

Dracaena Indivisa, very fine, 5-in., \$25.00 per 100. Harry HEINL, W. Toledo, O.

Indivisa, 2-in., \$3 per 100; 3-in., \$6 per 100. ERNEST ROBER, Wilmette, Ill.

DAISIES.

Daisies. Yellow Boston, 2-in. and 3-in., \$4.00 and \$6 per 100. ERNEST ROBER, Wilmette, Ill.

FERNS.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2½-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

Ferns, Boston, out of bench, \$15.00 and \$20.00 per 100. Verona, 2-inch, \$8.00 per 100; 5-inch, \$35.00 per 100. Japanese fern bulbs, started, 50c each. ERNEST ROBER, Wilmette, Ill.

BOSTON FERNS. Extra heavy, from 6-inch pots, \$6.00 per dozen. THE WAGNER PARK NURSERY CO., Sidney, O.

Boston Ferns. 4-in., \$2 per doz.; \$15 per 100; 8-in., \$1 each. George Wittbold Co., 745 Buckingham Place, Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbach, Ferndale, Askov, Minn.

Table Ferns, 2-in., assorted, \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Boston Ferns, 6-in., 50c. Cash, please. H. W. ALLERSMA, Grand Rapids, Mich.

FREESIAS.

Freesia bulbs. For sizes and prices, see advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

FREESIAS. Improved Purity. Extra size, ¾ to 1-inch, per 1,000, \$12.00; ½ to ¾-inch, per 1,000, \$7.50; ¼ to ½-inch, per 1,000, \$4.00. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

GERANIUMS.

GERANIUMS. Special this week: 10,000 Poitevine, 2½-in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks, \$2.50 per 100, \$25.00 per 1,000. Other standard varieties, same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

Geraniums, variegated, 2-in., \$5 per 100; 4-in., \$12 per 100; S. A. Nutt, 2½-in., \$4 per 100; 4-in., \$8 per 100. Madame Salleri, 2-in., \$3 per 100; 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons. Co., White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GREVILLEAS.

Grevilleas, 4-in. from 10 to 12-in. high; fine for boxes and vases, \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

GLOXINIAS.

Gloxinias; blue, white, red, spotted, \$3.50 per 100; mixed, \$3.00 per 100. James Vick's Sons, Rochester, N. Y.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Alabama.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

HYDRANGEAS.

Hydrangeas for growing on. 2½-inch, General de Vibraye, La Lorraine, Lily Mouillere, Mme. Maurice Hamar, Radiant, Otaksa, \$4.50 per 100, \$40.00 per 1,000. Jackson & Perkins Co., New-ark, New York.

IVIES.

Hardy Ivy, 300 in 2½-in. pots at 2c each, or would exchange for good stock of Vinca variegated, rooted cuttings. C. K. Hoffmeyer, Box 56, R. Route No. 8, Crafton Branch, Pittsburgh, Pa.

English Ivy, 4-inch, \$1.50 per dozen. George Wittbold Co., 745 Buckingham Place, Chicago.

English Ivy, very fine, 4-inch, \$15.00 per 100. HARRY HEINL, W. Toledo, O.

LANTANAS.

Lantanas, mixed varieties; pink, yellow, and red, 2-inch, strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laello-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, nicely variegated, large specimens only, at \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

PRIMULAS.

Primula Obconica, Chenies Blue, and Eureka. For descriptions and prices, see advertisement elsewhere in this issue. Hurst & Son, 152 Houndsditch, London, England.

Primula Obconica, assorted varieties, 2½-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ROSES.**EXTRA FINE 2½-INCH ROSE PLANTS.**

Killarney Brilliant	100	1,000
White Killarney	\$5.00	\$40.00
Pink Killarney	4.00	35.00
Sunburst	4.00	35.00
George Elgar	5.00	45.00

WITTOR BROS.,
162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

Roses. Own root, 2½-in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. 3¼-in. stock, \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

Rose Plants, 2½-inch pots. Champ Welland, Pink Killarney, Richmond, \$3.50 per 100, \$30.00 per 1,000. My Maryland, \$4.00 per 100; \$35.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses in bud and bloom, 50c, 75c and up to \$2 each. ERNEST ROBER, Wilmette, Ill.

SALVIAS.

Salvia Tricora, 2-in., \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

SEEDS.**ASPARAGUS PLUMOSUS NANUS SEED.**

New crop. California lathhouse-grown, now ready: Per 1,000 seeds.....\$1.50

ASPARAGUS SPRENGERI SEED.

Per 1,000 seeds.....\$0.75

ASPARAGUS ELONGATUS SEED.

Per 1,000 seeds.....\$5.00

Write for prices by the pound.

H. N. GAGE CO., INC.,
MONTEBELLO, CALIFORNIA

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint, and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Grass mixtures for lawns, shady spots, or under trees. All of the finest, re-cleaned seeds. J. M. Thorburn & Co., 53 Barclay St., New York.

Seeds. Flower, for summer sowing. For varieties and prices, see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen giganteum and other varieties. For varieties and prices, see advertisement elsewhere in this issue. Stuart Low Co., Bush Hill Park, Middlesex, Eng.

Seeds. Order now for 1919. Beet, beans, turnip, parsley, onion, rutabagas, cabbage, radish, peas, carrot, parsnip, etc. Norman Serphos, 25 W. Broadway, New York, N. Y.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Flower and vegetable. All seasonable varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onions, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds. American grown Cyclamen seed. Peterson strain for quality. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbenia in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meet all requirements. The Albert Dickinson Co., Chicago.

Seeds; specialties: Beets, mangoes, carrots, cabbages, celeries, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale field and garden. Write for samples and prices. The Mangelsdorf Seed Co., Atchison, Kan.

Seeds. Flower, vegetable and farm of all kinds. J. Chas. McCullough Seed Co., Cincinnati, Ohio.

Seeds. Choice varieties of peas and beans. John H. Allan Seed Co., Sheboygan, Wis.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

Snapdragons, Giant strain. Pink, white and yellow, 2½-in., \$1.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

VERBENAS.

Verbenas, mixed, 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

VEGETABLE PLANTS.

CELERY PLANTS. Golden Self-Blanching (French strain), also the grand, new Easy-Blanching, which is easy to grow; fine plants ready for the field, \$2.00 per 1,000, \$8.75 per 5,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

100,000 sweet potato plants, \$3.00 per 1,000. Yellow Jersey. Cash with order. VICTOR H. THOMAS, Augusta, Ky.

VINCAS.

Vinca variegata, 3-in., \$5; 4-in., \$8 per 100; 4-in., strong, \$10; 5-in., strong, \$15 per 100. George Wittbold Co., 745 Buckingham Place, Chicago.

Vinca vines and Sprengerii, 3-in., \$8.00, 4-in., \$12.00 per 100; heavy. HENRY SMITH, Grand Rapids, Mich.

Vinca variegata, 2-in., \$3.50; 3-in., \$6; 4-in., \$12 per 100. ERNEST ROBER, Wilmette, Ill.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

Model extension carnation supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoe Bros. 61-73 Metropolitan Ave., Brooklyn, N. Y.

MISCELLANEOUS.

Seed packets. Order now, as paper is scarce and requirements will be double. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Palmesville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Wired picks and sticks, Bestbilt Brand, florist supplies. Geo. Herrmann Co., Mt. Vernon, N. Y.

Folding flower boxes, all sizes. A. A. Arnold Paper Box Co., 1302-1308 W. Division St., Chicago

One-piece flower boxes, 24x4x3 in., \$2.00 per 100. The John Henry Co., Lansing, Mich.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Gibling & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Advance sash operating device. Greenhouse fittings. Advance Co., Richmond, Ind.

Hail storm insurance. John G. Esler, Saddle River, N. J.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Grave myrtle clumps, \$10 per 100. ERNEST ROBER, Wilmette, Ill.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Cigar plants, 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

FLORISTS' SUPPLIES.

We handle a general line of florists' supplies, ribbons, chiffons and wire designs, etc. Joseph Ziska & Sons, 175 N. Wabash Ave., Chicago, Ill.

Everything the best in florists' supplies. H. Bayersdorfer & Co., 1127 Arch St., Philadelphia.

Florists' supplies of all kinds. Reed & Keller, 122 W. 25th St., New York.

GREENHOUSE CONSTRUCTION.

Greenhouse construction. Builders of all kinds of greenhouses and conservatories. Plans and sketches submitted on request. A. Dietsch Co., 2642 Sheffield Ave., Chicago.

Greenhouse construction, cypress roof material and all greenhouse fittings. Plans and sketches submitted on request. John C. Moninger Co., 908 Blackhawk St., Chicago.

Greenhouses. Superior in construction, durable and inexpensive. Write for estimate. The Foley Greenhouse Mfg. Co., 3100 S. Spaulding Ave., Chicago.

Greenhouse construction. Write us for an estimate and sketch on your proposed greenhouse. Ickes-Braun Mill Co., 2340 Wabansia Ave., Chicago.

Pecky Cypress drop siding, ship lap, flooring, white cedar posts, etc., everything in lumber. Adam Schillo Lumber Co., 1560 Kingsbury St., Chicago.

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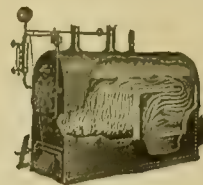


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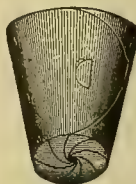
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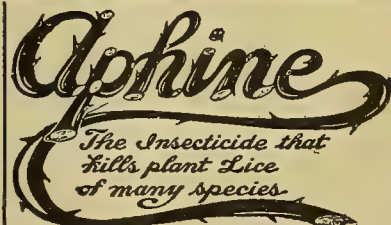
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Vol. L.

CHICAGO AND NEW YORK, JULY 6, 1918.

No. 1570

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OFFICERS—BENJAMIN HAMMOND, Beacon, N. Y.,
President; WM. J. KEIMEL, Elmhurst, Ill., Vice-
President; PROF. E. A. WHITE, Cornell Univer-
sity, Ithaca, N. Y., Secretary.

AMERICAN GLADIOLUS SOCIETY.

Next annual meeting and exhibition, Buffalo-
N. Y., August 14-17, 1918. OFFICERS—A. E. KUN-
DERD, Goshen, Ind., President; A. C. BEAL,
Ithaca N. Y., Secretary.

ST. LOUIS CONVENTION.

President Totty of the Society of American Florists Offers Liberty Bonds in
Membership Increase Contest. Large Attendance Urged August 20-22.

The President's Letter.

The convention of the Society of American Florists is rapidly drawing near, and it has been suggested to me that on account of the troubled conditions as well as the increased railroad rates, the attendance will be small from the eastern states. This may be so—and yet in view of the importance of the convention this year, I shall regret it if we do not have a large attendance. Every florist who reads the trade papers must realize the society has had a very busy season in his interest. Our Washington representative, Wm. F. Gude, in particular, has had to spend practically all of his time between the coal question, the cutting off of imports and other momentous problems. Under these circumstances, it is not fair for Mr. Florist to stay at home and let the faithful "few" bear the brunt of the battle all of the time.

It has been suggested that florists and gardeners' clubs, combine their interests and send two or more delegates to the convention. This, I am not in favor of, unless it is shown, that failing this, some particular section will not be represented at all. In an organization such as ours, every member has an equal voice and vote on the floor, and should, if possible, go to the convention to exercise it, but let every section be represented by delegates if no other way seems available.

The society has done, and is doing, a great work for the florists, in Washington, and through the publicity campaign at this time. What other organization has ever inaugurated a publicity campaign and secured the publicity we have received through the splendid work of our committee for the small amount of money invested. It behooves every florist in the country, if he has a spark of pride in his business and makeup, to at least become a member of the society, and yet, strange to say,

there are many men who are not on our membership roll. This should be remedied as soon as possible.

When our representative in Washington speaks, he should know that the florists all over the country are back of him, and that he is speaking in their behalf. Considering the membership fee is only \$5, and annual dues \$3, it is a disgrace to the profession that we cannot treble our membership. With this idea in mind of bringing home to the florists the benefits of co-operation, and the helpfulness of this organization to every individual florist, I want to announce a competition open to all members of the S. A. F., with the exception of the president, vice-president, secretary and treasurer: To the member bringing in the largest number of new members for the year 1918, up to midnight of August 20, the evening of the first day of the convention, I will give a \$100 Liberty Bond, and to the member bringing in the next largest number of new members, a \$50 Liberty Bond.

One man wrote me that he was glad to belong to the society, but always felt it was an exclusive affair, and only open to a favored few. Once and for all, let everyone dispense with this idea and give a long pull, a strong pull and a pull all together, so that our organization will have attained the status to which its importance entitles it.

CHARLES H. TOTTY, Pres.

From Secretary Young.

Judging from the reports received from many parts of the country, a more than ordinary interest attaches to the preparations now in progress for the thirty-fourth annual convention of the society, which is to be held in St. Louis, Mo., August 20-22. Quite a number already have reserved space in the trade exhibition, and it is fully expected that this feature of the conven-

tion will be as complete as ever. The geographical position of St. Louis makes the city an ideal choice for convention purposes; in fact, it is the hub of a very extended circle of trade area. Moolah Temple, where the convention is to be held, is a most desirable building for the great service expected of it by the society. The facilities for a handsome staging of the trade exhibition are all that could be wished, and, as the official plan shows, there will be no necessity for crowding, aisle room being a plenty.

Vice-President Bourdet and the secretary are now working on the official programme, which will go out to members about 30 days prior to the convention. The subject matter of this schedule of events will this year be of a most important character. Considerable time will be set apart for discussion of the reports of the publicity committee and the finance publicity committee; indeed the whole question of publicity for flowers will be gone into at length, and one or two notable publicity experts will, it is expected, present their views and comments upon the work of the society so far accomplished. The coal situation, too, will be discussed from all standpoints and much information will be evolved from a full and complete presentation of conditions as they are affecting our members in different sections. It is expected that a gentleman competent to speak with authority on fuel matters will be present, and that there will be much enlightenment upon details which at the present time are vexing to say the least.

The secretary reports a large influx of members from various sections; in fact, never before was experienced such a flocking to the standard of the society. The good work which the organization has successfully carried out, and the secretary's personal efforts are, of course, responsible in great measure for this. In order to stimulate effort on the part of our state vice-presidents and others to bring more florists into the membership fold, President Totty is offering a \$100 Liberty Bond to the member who presents the greatest number of applications for membership up to midnight of August 20, and a \$50 Liberty Bond to the member who presents the next largest number. This very generous offer should be an inducement to many to get busy, for not only have they the power of their own persuasion, but they can point to the most excellent work of the society looking to the betterment of conditions among the whole trade.

JOHN YOUNG, Sec'y.

Aquatics Furnish Potash.

Announcement is made that the potash shortage will, before long, be relieved, at least to a large degree. For some time the abundance of water plants and sea growth in the Panama canal has been a hindrance to shipping. Recent analysis has shown that this supposed useless matter contains from four to six per cent of pure potash. It is proposed to construct industrial plants in the canal zone which will put forth a substantial yield of potash and at the same time clear the canal of its present nuisance. Another nail in the German potash bonanza.

BELLEVUE, KY.—The Klein Flower Shop has been purchased by Mrs. Dameron.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

A supply of fibre pot saucers in all sizes should be on hand at all seasons. They are especially useful in the store, as it is impossible to care for plants properly without the pots are in saucers to catch the overflow. They also add considerably to the life of the blooming stock, such as spireas, hydrangeas, etc., which, when in full flower, require a lot of water. With the saucer it is possible to provide more than the pot will hold, which is taken up by the plant later.

Workroom Efficiency.

Things that are done in an orderly, thoughtful manner, move along progressively; there is no going back and doing over. The job, whatever it



Lieut. Walter C. Blackman, U. S. N. A.

Son of George Blackman of the Wm. Blackman Floral Co., Evansville, Ind.

may be, is started right with the various materials and the necessary tools at hand, ready to proceed and continue until the work is finished. Some men can turn out a great deal more work in a given period than others, and at the same time do it with less effort or loss of energy.

The simplest form of flower arrangement is the cluster or spray. This, with many operators, is a laborious task, particularly when the bunch attains any size. Flowers are added one at a time, each getting two, three or more wraps of thread or string to hold it in place, the bunch being held at arm's length and swung round and round as the wrapping goes on. If any stemming is necessary, it is done one flower at a time, and then tied in. The quick worker selects his flowers and if any need stemming, it is all done before the arranging. Then he starts his spray, getting as many flowers together as he can hold before using the string or wire bobbin, which latter is best, particularly with large clusters. Flowers are added, not one, but two, three or four at a time, fastened with one or not more than two laps of the wire or string, the bunch lying on the

work bench or table and the handle or stem end lifted to allow the spool to pass under. By these methods there is no lost motion, no unnecessary handling of flowers, and the work is finished in half the time.

Workrooms should be well equipped with all the necessary stock and appliances, the proper sizes of wire and handy receptacles in which to keep it, tooth picks and stemming sticks, wired and plain tooth picks, shears, light and heavy, knives and sprinklers always at hand. The good workman is known by the condition of his table or bench. Some will not work for 10 minutes, before the space before them is so cluttered up with leaves, stems, cut wire, ends of sticks, etc., that they cannot find their knife or shears. Much valuable time is lost by the careless employee in looking for all sorts of workroom articles that ought to be always at hand. The sprinkler has a way of getting downstairs to the mossing table, also the shears; nobody saw them go, but they are finally found there after a fruitless search in the shop. At times, they disappear altogether, or only make their appearance mysteriously when a new set has been purchased.

The time that could be saved in the manipulation of flowers in preparing, stemming and making up, by using efficient methods, cutting out lost motions, etc., would mean a great saving in the course of a year, and prove most valuable on busy days when every moment counts.

A good supply of various sizes of wire should be on hand at all times, so as not to have to stop and cut it on busy days. This should be kept in flat trays or in jars on end, whichever is found most convenient for use. To have it laying loose on the table, where it gets mixed up with the refuse, leaves and stems, means loss of time in picking it up, and waste, as much of it is swept on the floor with the rubbish from the table. Both the wire or stemming sticks and flowers should be so conveniently placed that they can be picked up at once, with each hand.

It appears natural to some to work quickly; short cuts come to them without effort. A long wire is used, when one, half the length, requiring but half the time to wind, is sufficient. One winds the wire round and round, while another turns the pick or stemming stick with the thumb and forefinger and binds the wire in half the time. The various motions in this work should all be studied out so as to learn to use and adopt the most efficient methods.

Economic use of string or wire and tinfoil in mossing frames should be kept in mind and enforced at all times. Light wire bobbins are best for this work. Beginners should be shown the best way to do this, and the importance of its being well done, as a poor and loosely mossed frame is an abomination.

Careless men will turn the lid of a cut flower box face down on a wet or damp counter, set the empty box on it, and proceed to put up the order. It should always be placed on the edges with the top up, on which the empty box can be rested while being filled. After sprinkling, which is often too heavy, the box should be turned over, so that all surplus water runs off. These are just a few of the many every-day happenings of the flower shop that can be corrected and make for greater efficiency.



AMERICAN SWEET PEA SOCIETY SHOW, PHILADELPHIA, PA., JUNE 25-26, 1918.

W. Atlee Burpee Co.'s Display.

American Sweet Pea Society.

The tenth annual exhibition and convention held at Philadelphia, Pa., June 25-26, a synopsis of which was given in last week's issue, pages 1149-1150, although entirely local, was very creditable and inspiring, alike to the trade and amateur lovers of flowers, who greatly enjoyed the display. The exhibition was given in conjunction with that of the Pennsylvania Horticultural Society, whose schedule called for exhibits of perennial and other outdoor flowers, as well as sweet peas.

Prizes were offered by Henry A. Dreer, Inc., H. F. Michell Co., Hosea Waterer and the W. Atlee Burpee Co. The exhibits were all of high grade, the sweet peas particularly, although all from outdoors, being much better than the stock offered commercially in the market at this time. George Annand, gardener for Mrs. S. D. Riddle, of Glen Riddle, Pa., staged some very fine flowers which had been grown on vines from seed sown in early March inside and planted out the middle of April. Many of the sprays carried four large flowers. To get such fine blooms, it had been necessary to disbud.

The W. Atlee Burpee Co.'s display, always the feature of the society's annual show, was perhaps the best they have ever made. President G. W. Kerr, who is their sweet pea expert, is a past master in the arrangement of cut flowers for exhibition, particularly sweet peas, which comparatively short stemmed flowers are under his manipulation, worked up into wonderful decorative effects. It would seem that this feature of presenting all exhibits so as to get the best decorative effects, should receive serious consideration by the committee of arrangements at all flower shows. Robert

Abernathy, gardener to Mrs. W. D. Ellis, Bryn Mawr, improved his vases immensely by the addition of separate leaves from the vines. This is such an improvement that it should almost be made compulsory.

Milk bottles are all right when found on the doorstep in the early morning, and their contents particularly satisfying, but as vases in which to display flowers, they are distinctly lacking in artistic lines. The Pennsylvania Horticultural society, now that it has come into its own, should provide for its exhibitors the best standard and most suitable vases that are obtainable. The greatest attention should be given to arrangement and decoration of the various tables or spaces selected for the different exhibits, so as to make an appropriate setting, and in this way greatly enhance the artistic appearance of the show.

The holding of the exhibition on the second floor of a department store was an innovation. Greek Hall, in which the show was held, is a beautiful room of just the size for the display. There was rather more than the usual attendance at the society's shows. A large organ furnished music during the afternoon. The displays in the lobby, either side of the entrance, by Henry A. Dreer, Inc., and H. F. Michell Co., were attractive. These were for the most part of perennials, roses and other outdoor flowers, flanked with palms.

THE AWARDS.

The judging was in the capable hands of A. B. Cartledge, S. S. Pennock, E. A. Harvey, Robert Kift, Wm. Kleinheinz and John H. Dodds, all experts and members of the Pennsylvania Horticultural Society, the awards being as follows:

Best collection of 12 varieties—W. S.

Ellis, (Axel Lindroth, Gr.) 1st; Thomas McKean, (Robt. Abernethy, Gr.) 2nd.

Best collection of six varieties—Mrs. F. H. Bachman, (Stephen Aipel, Gr.) 1st; W. S. Ellis, 2nd.

Best 25 sprays of Hercules—Mrs. S. D. Riddle, (George Annand, Gr.) 1st; Miss Marion Faust, 2nd; Mrs. F. H. Bachman, 3rd; W. S. Ellis, 4th.

Best display for table decoration—Miss Marion Faust.

Best collection of three varieties—Thos. McKean, 1st; W. S. Ellis, 2nd.

Best vase of 50 blooms of mixed Spencers—W. S. Ellis, 1st.

Best collection of 20 sprays of any white variety—Mrs. F. H. Bachman, 1st; Mrs. Lewis Nielson, (Reinhold Greinberg, Gr.) 2nd.

Best vase 20 sprays, lavender—Mrs. S. D. Riddle, 1st; Mrs. F. Bachman, 2nd.

Best vase 20 sprays, deep pink—Thos. McKean.

Best vase 20 sprays, light pink—Mrs. S. D. Riddle, 1st; W. S. Ellis, 2nd.

Best vase 20 sprays crimson—Mrs. S. D. Riddle, 1st; Thos. McKean, 2nd.

Best vase 20 sprays, scarlet—Mrs. S. D. Riddle.

Best vase 20 sprays, salmon—Geo. H. McFadden, (David Allen, Gr.) 1st.

Best vase 20 sprays, orange—Thos. McKean.

Best vase 20 sprays, purple—Mrs. S. D. Riddle, 1st; Mrs. F. Bachman, 2nd.

Best vase 20 sprays, maroon—Mrs. S. D. Riddle, 1st; W. S. Ellis, 2nd.

Best vase 20 sprays, striped—Thos. McKean.

Best vase 20 sprays, flaked, blue or purple—Mrs. S. D. Riddle.

Best vase 20 sprays, any other color—Mrs. S. D. Riddle.

Garden Magazine medal for exhibitor winning most first prizes in classes 9

to 23, inclusive—Awarded to Mrs. S. D. Riddle.

For the finest and most meritorious display of sweet peas—Awarded to the W. Atlee Burpee Co., Philadelphia, Pa.

For the best display of 20 sprays of a new variety—The W. Atlee Burpee Co.

The American Sweet Pea Society's gold medal for the finest and most meritorious exhibit of sweet peas made by the seed trade, awarded to the W. Atlee Burpee Co. for new Sweet Pea Spanglet and Sweet Pea No. 92.

The silver cup for the best vase of sweet peas exhibited for the Pennsylvania Horticultural Society was awarded to Mrs. S. D. Riddle for variety Helen Lewis. Awards were also made by the society in classes for outdoor cut flowers, perennials, roses and zinnias.

Winter-Flowering Sweet Pea Trials.

Paper by Professor A. C. Beal, Cornell University, Ithaca, N. Y., read at the tenth annual meeting of the American Sweet Pea Society, Philadelphia, June 25-26, 1918.

The American Sweet Pea Society is to be congratulated upon its excellent display. In times like these, when make-believe patriots are exerting themselves to discourage all floricultural activities, your results are especially gratifying. Why such persons can see harm in growing flowers as a recreation when the theater, movies, baseball and other similar pleasures are not interfered with is indeed most mystifying. Possibly it can be explained on the ground that powerful, well organized financial groups control these latter things, and therefore they are in a position to control public opinion in their favor. The gardening interest is not thus organized and must make its appeal to the reason and judgment of the people.

War conditions are not to be considered lightly, but there is no reason for wearing sackcloth or going about in a state of perpetual gloom. The more we feel the effects of war the more we shall need some relaxation from the worries and cares of the day. For those who are weary in mind and body, for hearts that are heavily laden, what can be better than the pure air, the beauty, the overbrooding calmness and peace of a garden? The moment anyone discourages gardening he immediately advertises the fact that he does not love flowers and that he knows nothing of the joys of gardening. I am not advising the maintenance of large grounds and gardens, with their great expenditures of labor and money, but I have in mind the small home gardens which some self-styled patriots think should be given over entirely to vegetables. While it is probably true that many people who find their amusement and relaxation in the theater, the movies or baseball would be better off if they took an interest in simpler, more quiet or less obtrusive pleasures, like gardening, no real garden lover would proscribe the amusements mentioned, but would ask reciprocal consideration. Those who oppose ornamental gardening and flower shows in these times are showing themselves to be at least tintured with some of that selfishness that the world is fighting against.

Professional gardeners and florists are asking for no special consideration or immunities, and I feel sure that when the war is ended, no profession will show, in proportion to its numbers, any greater devotion to our cause. The growing of flowers in home gardens, which we all so much wish to increase

in this country is not done by those of draft age, but rather by older people, who find their peaceful pleasures in growing things they love. No person is a true patriot who denies them that.

We are all in this war to back our government to the utmost of our ability, but let us realize that each day we must somehow regain strength for the tasks of tomorrow, for only in this manner can we hold to the end.

Although the people have been advised to do this, and to refrain from that, until, in the conflicting advice of many advisers, it would seem difficult to plan a course of action, it is a great satisfaction that the people have not been confused or stampeded. Calmly they have taken up the burdens of war. They have realized the need of greater food production, but in gardens everywhere some flowers bloom to cheer the toiler. The sweet pea, because of its intrinsic merits, has its deserved place in the affections of all war-gardeners. We know that, with reasonable care, it will richly reward those who look forward for the first time to gathering its glorious blossoms from their gardens. May its reward be to gather multitudes of new friends, and may it ever increase in the affections of the old. It was the lovable old bishop in "Les Misérables" who said, "The beautiful is as useful as the useful," and then, as an afterthought, remarked, "and perhaps more so."

In the foregoing, I tried to make plain my belief that the row of sweet peas in the garden has its mission and plays its part in winning the war. Let us not undervalue the beautiful influences of our lives, and especially at this time, when it would seem that we need them so much when men are searching out the eternal verities and casting aside the superficial.

Today, I come before you with only a brief report. This year we are not growing any garden varieties of sweet peas, for we discovered last year that it was impossible to secure the necessary labor to care for all our trials of flowers at Cornell University. We are only caring for the perennial plants, and must defer work with annuals until labor conditions are settled.

We grew 86 varieties of sweet peas under glass, and upon these I shall base my report.

Among the new varieties, Zvolanek's Limit is a true giant-flowered sweet pea. Standards, reddish old rose, becoming paler; wings, creamy white, flushed with pale mauve-pink. An exhibition sort. It does not appear to be very productive, and perhaps will have to be grown as a fancy.

Zvolanek's Rose—A large waved flowered variety. Much more productive than the preceding. Color of the standards, mauve-rose; wings, violet-rose.

The Beauty—A very large waved flower; a warm, glowing color when seen in the bunch. It appears to be a self-color, but really has deep lilac-rose standards and pure mauve wings. There was nothing else like in the collection.

Albury Carmine—This is a fine sweet pea, with old rose wings and sofferino red wings. It holds its color well, and should be a good commercial variety in this color, which is that of the well known John Ingman. Concord Radiance is the same color, but not so good.

Albury Beauty—A beautiful orange-pink, with large waved flowers; similar to Miss Y. Guilbert, and both better than Morning Star.

Mrs. H. C. Mott is similar to Mrs. M. Anderson, but is better fixed and a better waved flower. The standards are the dull garnet, with violet-purple wings, but lose the red tinge, becoming more blue and attaining a lobelia blue color.

These varieties produce fine flowers, but it would seem that they are too much of the Christmas Captain order to be valuable commercially.

Concord Exquisite is a beautiful salmon pink self; a very fine sweet pea.

Zudemore was a mixed lot. A fine winter-flowering May Campbell appeared to predominate in it. If this is the intended variety, perhaps it would be too much to expect it to be absolutely fixed.

Mrs. Ralph M. Ward is a large to very large flower of pale rosy pink, with lilac-rose wings. This is a splendid sweet pea, but perhaps too near other varieties of similar color.

Mrs. P. Dusha is a large hydrangea-pink waved variety; not quite fixed, but, when fixed, will be a beautiful market variety.

Aglai Mott is the finest cream we have yet grown under glass.

Mrs. Charles Zvolanek, Miss F. Roland, Miss F. Pilat and Miss Y. Guilbert are all varieties to be very highly commended. Watchuny Orchid, with us, is the best white variety, but Bridal Veil is a more refined flower.

Albury Maroon has flowers which show less contrast in color between the standard wings than does Nubian Orchid, and therefore it is superior to that variety if one is choosing a maroon. The two varieties are distinct.

Blue Flake is a well named winter-flowering variety; Mott's Grey Flake is a winter-flowering Senator Spencer, and Donald J. Cowgill is a Jessie Cuthbertson in this type.

There appear to be in the trade the following synonymous varieties:

Mrs. Joseph Manda and Selma Swenson; Mrs. Sim Orchid and Rose Queen; Lavender Queen and Anita Wehrman; Zvolanek's Pale Blue and Concord Blue and Concord Lavender; Albury Lavender and Asta Ohn (winter flowering); Albury Maroon and Concord Chief; Mrs. F. Pilat and Miss May Hassett; Concord Crimson, Sensation Scarlet, Ruby and Thalia Mott are also very similar—the latter proved to be the most vigorous. Concord Pink and Concord Countess are similar. Concord Improved is a better strain.

Seeds of supposed winter-flowering sweet peas were received under the names of Hercules, Sensation, Helen Lewis and Wedgewood, together with one lot of Spring Maid and Christmas Pink. This trouble was complained of last year, and seems to be growing. The question is, What are the seed growers, the flower growers or the American Sweet Pea Society going to do about it? It seems certain that those who grow sweet peas will be compelled to seek other sources of seed supply if the varieties cannot at least be fixed as to type.

ELKHART, IND.—Otis L. Bullock, son of Mrs. E. M. Bullock, has joined the colors and is now located with Training Detachment No. 2, Chamber of Commerce, Company C, Indianapolis.

MINNEAPOLIS, MINN.—E. H. Mazey, well known florist of this city, recently contributed 15,000 tomato and cabbage plants, especially grown, for the gardens of the 36th Infantry at Fort Snelling.



AMERICAN SWEET PEA SOCIETY SHOW, PHILADELPHIA, PA., JUNE 25-26, 1918.

Partial View of the Exhibition.

PLANT NOTES.

Office Housecleaning.

Nearly all growing establishments at the present day have what is termed the office, and during the busy season, in many places, but little attention is given to keep it in a tidy condition. Now is the time, after the carnations are housed and before the fall work commences, to have a thorough cleaning up of the office and workroom and get them in readiness for the coming season. Get all the papers filed away in proper shape and fix up all accounts as far as possible, and thereby get rid of much of the worry and trouble. Clean up the workroom and give it a good coat of paint, and straighten out the supplies. If the stock of baskets has grown dirty get a little gold paint and give them a coat of this, which will certainly make them more attractive than the dingy supplies too often seen hanging on the walls or standing around. The florist too seldom appreciates how the customer likes to trade in a clean, up-to-date place, and often endeavors to excuse the dirty appearance by remarking: "It is impossible where so much dirt is handled to keep the place clean." Such a one is only fooling himself. The present-day customers, of whom many are ladies, know better; they see other places that are kept neat and clean, and they cannot be imposed upon with such tales. Now is the time to get everything shipshape for the fall and winter trade.

Fancy Leaved Caladiums.

It will soon be found difficult to obtain the quality of flowers necessary to maintain a fine window display, so

attractive plants will be required, and the show houses leading from the store or office will need something with bright color to attract attention. The fancy leaved caladiums are beautiful plants for this purpose, and should now be nice plants in four or five-inch pots. Nice plants can be grown in these sizes and they are easily arranged in a bed of green sheet moss and are very attractive. For the young stock now coming on a very light house is an absolute necessity to obtain the highly colored leaves, and almost a full exposure to the rays of the sun. While the plants delight in a moist atmosphere, this must not be obtained by heavy shading, but by frequent syringing and damping down the walks and under the benches. The temperature should be kept warm and close, never dropping below 60 degrees at night, even if a little fire heat is needed. They will require copious watering to keep the beautiful leaves in good condition, and considerable feeding to bring the high colors and large, full leaves. Should flower buds form they should be immediately removed, for they will check the growth of the leaves.

Pansies.

For winter blooming the seed of pansies should be sown early. Procure a strain of seed that will produce large flowers, and unless they are to be grown in considerable quantities mixed colors are to be preferred. To obtain plants enough for winter blooming it will be better to plant the seed in flats and place them in a cool shady location in the house, where they are much more easily cared for than out in the open. If such a location is not to be had they can be sown in a cold frame and a sash that is quite heavily shaded

placed over them until the plants begin to grow. As soon as large enough they should be planted in a cold frame until the bench is made ready, about the middle of September, in the house. The soil for winter growing should be good, and of the richest, in order to obtain large flowers, and the house in which they are planted should be maintained at a cool temperature, about 45 degrees at night, after settled fall and winter weather commences. Pansies are not, as a rule, troubled much with insect pests, but sometimes in the fall in the houses they are attacked by green fly and they are quickly checked in their growth if the aphids gets a good hold upon them. A careful watch should be maintained, and if they are found to be infested with aphids constant spraying with nicotine solutions will keep the insects down.

Compost Pile.

The extra help that is so often employed during the spring trade can be utilized for a few days before they are let go, in getting together a good compost pile, and there is no better time of the year than the present to do this. The sod can be taken off now after the mowing with no great amount of grass upon it, and if stacked at this time the warm summer days will soon rot the sod and make the pile fine and mellow. So many growers will spend their money for coal and labor and skimp on that most necessary thing for good product, the soil upon which the plant depends for its culture, and again put the matter off until the fall when the days are cold, the soil too often full of moisture, and the hauling poor, which makes the work more expensive and in the end not having as good an article for the succeeding year. It is not necessary to stack the manure with

the pile at this time, but if ground bone is to be used it is better to sprinkle it into the pile now. Bone dissolves slowly and the earlier it is incorporated in the soil the better, and it also helps the rotting of the sod. Take advantage of the slack time with both the men and teams and get the compost pile up at once.

Bougainvilleas.

The plants of bougainvillea that are through blooming should be cut back into shape and potted in preparation for the next season's growth. Much depends upon the summer care of all hard-wooded stock if nice specimens are to be grown. They should be plunged outside in a frame or placed in full sun in a light airy house. Outside culture is far preferable for all this class of stock in order that a good strong growth, well furnished with foliage, may be assured. Be sure that they never get too dry. The great danger of all hard-wooded stock is letting it dry out, for it does not show it as quickly as the softer growing plants, but the check is more severe and the plants seldom fully recover from it. The young stock rooted earlier should be placed in a similar location, and kept well pinched back into shape, until enough shoots have been obtained to insure a good shapely plant, when they can be allowed to grow freely, but any extra strong leaders are better cut back during the season. Any chance flowers that show should be picked off at once, that a good strong stocky plant may be obtained and the strength all retained for that purpose.

Delphiniums.

This perennial has become quite a popular cut flower for summer use and is very decorative and showy. Those that have a stock can increase the plants of the better varieties by propagation at this time. When the plants bloom those that produce the best spikes and are of the best colors should be marked. After the blooms are cut the small growths that break from the stem are very easily rooted. Prepare a bed in a shaded frame and insert the cuttings, watering heavily when first put in. They will need frequent syringing during the hot weather and will root in three to four weeks, when they can be either potted or planted in a frame where they can be given attention. As soon as well established they can be planted in their permanent location, but should be given a little protection during the first winter by throwing a little old straw or some such material over them.

Anemone Japonica.

One of the most useful perennials for the fall is the *Anemone japonica*. It blooms at a time when flowers are very scarce, and if planted where it can be protected from the early frosts will produce quantities of bloom that can be made of use in all classes of floral work. The successful blooming of this plant depends much upon its summer culture. If the season is dry it will require constant watering, in fact, a good soaking. It is a good plan to place the hose in a bed of this and let the water run until the ground is thoroughly wet, and do this as often as may be required. It will amply repay in the long strong shoots, full of blooms, that will be produced in the fall. The florist not possessing a good stock of this beautiful perennial should procure some of it and plant a bed for fall cutting.

Heacock's Wartime Kentias.

CONSERVATION IN COAL AND SPACE.

With a purely American product grown from seed to salable finish, in their Wyncote nurseries, the Jos. Heacock Co. during the past season enjoyed the greatest business year in their history. Kentias, both *Forsteriana* and *Belmoreana*, are the specialties; they are all home grown, cultivated and brought on from the arrival of the seed, according to a schedule, which in regard to quantities, various stages of production, such as times of repotting, etc., has been found to work out perfectly.

Seed is sown as soon as it arrives, generally in June, although last year, owing to war conditions, it was in October before the anxiously looked for cases came to hand. It is sowed in peat on a table on the north side of the orchid house two feet in width by three hundred in length. The largest of these seedlings are now about three inches in height and will be boxed close together in flats, from which, in six months, they are put into 2-inch pots, then threes, fours, fives and sixes. Plants are for sale here in all sizes from 2-inch pots up, but the required quantity of the strongest plants of each grade is always reserved or set aside to enable them to keep up their schedule in specimen and made up combinations. All plants above six-inch pots, are grown on in cedar tubs, from seven to fourteen inches inside diameter, which latter is the largest size they use. These large made-up plants consist of one seven-inch *Forsteriana*, one six, one five, and one four, all especially strong well-rooted stock. These largest combinations are made up in June and January. All repottings of other sizes are done from early March to last of June. There is always more or less of a check at this time until the roots take hold of the new soil, and then during the summer they get the best growth.

Theodore Shober, who has grown up with this industry since its inception here, has every phase of the business at his finger tips. The new situation caused by war conditions, is being met in a practical manner. The months from November until March are the resting period for the kentia. Although 60° has been their standard winter temperature heretofore, experiments last winter demonstrated that they would thrive, or at least maintain a healthy condition, at 50°. While in this comparatively dormant state, they can also be placed much closer together, almost tub against tub. A section of ground space 7x10 feet, ordinarily holds 30 plants in 9-inch tubs inside measure. When not growing, 60 can be crowded into this space, and still not have the tubs touching. As insects do not breed at this temperature, and the house can on bright days for a little time be brought down to 40° to further sicken them, there is little danger from this source.

The plan is to double up a portion of the place in this way early in November, run the houses at 50°, spread out the stock again and reoccupy the empty space early in March. All stock up to 4-inch, is grown on tables, larger sizes on ground spaces or beds. Here pots are always placed alternately, the second row plants coming into the space between the first, so as to give all the light possible. Kentias are of comparatively slow growth, but increase in size of plants put on from May until No-

vember, is surprising. For insects nicotine is used, three ounces to about two quarts of water, evaporated in a Lonsdale pan, attached to a steam pipe, a number to a house, according to its size. It is found a great check to scale.

While the plans we have outlined for the coming winter look practical and efficient, they may have to be changed in some respects, but it is believed they will work out and that it will be possible to get along in the limited space and keep up the necessary heat with the 50 per cent of coal allotment.

Scotti ferns and cibotiums are also specialties here, all grown in the palm houses, hanging separately from the roof. Their shade has no perceptible effect on the stock coming on underneath. The cibotiums are finished in tubs on pedestals set among the palms. Such intensive use of greenhouse space is possible in connection with a number of inside crops, if growers who have initiative enough to plan for them, will give them the extra care and attention required.

Envelopes of Objectionable Sizes.

The post office department calls attention to the fact that many persons and firms are mailing letters and other matter in envelopes which are of such size and shape as to cause serious difficulty in the handling of the matter in the mails. To prevent impairment of the efficiency of the service, it is suggested that not less than 3½ inches of clear space should be left at the right end of the address side of all envelopes in order that there may be ample space for postage stamps, post marking, address, directions for forwarding or return, etc. The use of envelopes which do not exceed approximately 4 inches by 9 inches in size and on which ample clear space is left on the right portion of the address side for the address, postage stamps, etc., will serve to accomplish the desired object and result to the advantage of both the mailers and the postal service.

The foregoing applies with equal force to the use of advertising cards, folders, and similar matter of unusual size or irregular shape, as set forth in the instructions in Article 14, page 4, of the February, 1918, Postal Guide, entitled "Use of Large Advertising Cards Objectionable."

Bituminous Coal Prices Reduced.

The United States fuel administration, in Publication No. 26, dated May 25, 1918, acting under authority of the executive order of the president, orders that all prices for bituminous coal f. o. b. mines in the coal producing districts throughout the United States fixed by the said executive order of the president, dated August 21, 1917, and subsequent orders of the United States fuel administrator and in effect at 7 a. m. on the 25th day of May, 1918, shall be, and the same hereby are, reduced as to all shipments made after 7 a. m. on the 25th day of May, 1918, by the sum of 10 cents for each net ton of 2,000 pounds.

This order shall in no way effect the increase contained in the executive order of the president dated October 27, 1917, adding the sum of 45 cents to the prices fixed for bituminous coal under the terms and provisions set forth in the last mentioned order.

National Publicity for Flowers.

In response to the wishes of Chairman Henry Penn of the publicity committee, and Chairman George Asmus of the publicity finance committee, President C. H. Totty called a meeting for a conference of these officials with the secretary and president to take place at the Iroquois hotel, Buffalo, N. Y., Saturday June 22. It was considered inadvisable to summon the whole committee membership at this time, owing to the mileage expense thereby incurred. The conference was very largely for the purpose of reviewing the campaign work for the past five months, and arranging data which would enable the chairman to make an intelligent report at the forthcoming convention of the society in St. Louis. Buffalo was chosen as the place of meeting for the reason that it was a central point, and the secretary was already there in the course of his western trip. S. A. Anderson, of Buffalo, was present as a resident committeeman, and W. J. Palmer, also of that city, was in attendance by invitation. The secretary submitted a report showing what he had accomplished through the trips so far made, and the same meeting with hearty approval he was instructed to continue the work of visiting the trade until further notice. Matters of great importance in connection with the campaign were discussed, but definite action was deferred until such time as a general meeting of the committees could be arranged, when the individual views of the members could be obtained upon various phases of the work, and their votes recorded upon action to be taken.

The secretary in his report made feeling reference to the very many courtesies extended him by the trade in the different cities visited up to the time he reached Buffalo—Bridgeport, New Haven and Hartford, Conn.; Providence and Pawtucket, R. I.; Boston, Mass.; Albany, Troy, Schenectady, Utica, Syracuse, Barnards, Irondequoit, Rochester and Buffalo, N. Y. With the assistance cheerfully rendered him, his work was greatly facilitated, and his time conserved to a considerable extent. Later in Detroit, he received material assistance from Philip Breitmeyer, Albert Pochelon, and Robert M. Rahaley, the latter gentleman devoting practically his entire time to the work during the period of the visit. Besides substantially increasing the publicity fund, these trips have resulted in large and important additions to the membership roll of the S. A. F. They have provided opportunities not otherwise obtainable for exploiting the work of the society and establishing the fact of its great service to the florist industry.

The fact of the great benefit derived from the publicity campaign is becoming clearly established, and florists who have not already subscribed need no longer hesitate to "do their bit." It is only by generally expressed interest on the part of those the work is to help that the campaign can continue. This interest is of the dollars and cents kind, something that can be exchanged for the publicity we are after. The risk of exploitation has already been taken, and doubt as to satisfactory results need no longer exist. Help to make this a whole-hearted movement. Few florists are too poor to give at least a little assistance—"flowerless days" are not yet on the calendar, nor will they ever be if this campaign is rightfully supported. Without this effort to keep flowers constantly in the public mind, the future might be dark for the florist trade? There is hardly a day when the promotion bureau is not called upon to combat some misinformation or misguided prejudice regarding the use of flowers, and it behooves everyone in the business, no matter what his stand-

ing, to bolster up the work of the publicity committees with a contribution to the publicity campaign fund.

The following additional subscriptions are recorded, annually for four years:

J. W. Massmann, Montclair, N. J.	\$15.00
H. C. Neubrand, Middletown, Conn.	5.00
John Cook, Baltimore, Md.	6.00
Chas. H. Plumb, Detroit, Mich.	50.00
Art Floral Co., Detroit, Mich.	25.00
M. G. Paterson, Detroit, Mich.	25.00
W. B. Brown, Detroit, Mich.	25.00
A. H. Evans, Detroit, Mich.	25.00
Jos. Strelt, Detroit, Mich.	25.00
Frank Holzangle, Detroit, Mich.	50.00
Central Floral Co., Detroit, Mich.	25.00
Geo. W. Davis, Detroit, Mich.	10.00
Lewis Maize, Detroit, Mich.	10.00
John H. Klang, Detroit, Mich.	25.00
Mrs. Gus. Knoech, Detroit, Mich.	10.00
Chas. Kelly, Detroit, Mich.	50.00
Beard Bros., Detroit, Mich.	25.00
C. J. Pult, Detroit, Mich.	5.00
Albert Hilliker, Detroit, Mich.	10.00
Melsel Bros., Detroit, Mich.	5.00
E. L. Niemiec, Detroit, Mich.	10.00
Watson Floral Co., Detroit, Mich.	5.00
Century Cut Flower Co., Detroit, Mich.	30.00
Indian Village Greenhouses, Detroit, Mich.	25.00
Wm. Roethke Floral Co., Saginaw, Mich.	25.00
Grobman, The Florist, Saginaw, Mich.	25.00
Chas. Frueh & Sons, Saginaw, Mich.	25.00
J. B. Goetz Sons, Saginaw, Mich. (1 year)	25.00

\$596.00

Previously reported from all sources. \$35,934.75

Grand total \$36,530.75
JOHN YOUNG, Sec'y.

Get the Habit of Doing Your Share.

Mark Twain said "There are two times in a man's life when he should not speculate: When he cannot afford it, and when he can."

So a word to our brethren who want to play a sure thing. Get the habit of contributing your share to our publicity fund and see it earn the biggest dividends in proportion to your investment that you ever made. So big, that by the profits thereof, you will be enabled to buy Liberty Bonds, contribute to the Red Cross, and have a little for a rainy day. Try it.

It will be a better incentive for more business than anything you have done in a long while, and when all florists, large and small, get this habit, can you imagine the accumulative effect this advertising campaign is going to have on our business? Are you going to help our business grow? Are you willing to let the others do it, and overlook your share?

Send your contribution to John Young, secretary, and the pleasure you will get by so doing will be greater than all else. Get your contribution in now, so that it will be recorded in the booklet ready to be printed now. Do not be left off the list. Do it now.

HENRY PENN, Secretary.

S. A. F. Publicity Committee.

Production of Potash.

The recovery of potash from Alunite is described in Bulletin No. 415 of the department of agriculture, contributed from the Bureau of Soils. The scarcity of potassium salts due to the war in Europe, coupled with the discovery in Utah of deposits of high grade Alunite, which contains considerable potash, has stimulated interests in its profitable extraction. It is thought best to ship the raw material to the east and refine it there, getting the advantage of lower freight rates. The process would show a narrow margin of profit in normal times.

NASHVILLE, TENN.—Geny Bros. have dismantled their old range. Their coal allowance will enable them to operate the new establishment to nearly full capacity.

OBITUARY.

John Van Lindley.

John Van Lindley, head of the J. Van Lindley Nursery Co., Pomona, N. C., died at his home in that city, June 13, following a stroke of paralysis with which he was stricken several months ago. He was 80 years of age.

Mr. Van Lindley, who was looked upon as one of the most public spirited citizens in the community, was widely known, having long been identified with horticulture, and founded, 40 years ago, what is now one of the most flourishing cut flower and nursery establishments in the state. He spent practically all of his early life in tree growing, his father being a noted fruit grower. He was one of the prime movers in organizing the state fair association, and was its first president. He has also been at all times prominently identified with educational work, and was for more than 30 years a trustee of Guilford College and one of the most liberal contributors toward its permanent endowment. He was connected with many of the leading business interests of the state and at the time of his death was president of the state horticultural society. His gift of 40 acres for park purposes to the city of Greensboro, N. C., in which the greater part of his long and useful life had been spent, an account of which appeared in our issue of May 18, page 872, is an evidence of his love for the community, and in keeping with the generous spirit which characterized his whole life.

Mr. Van Lindley is survived by a widow, one son, four daughters, a brother, sister and two half-brothers. He was laid to rest in Guilford College cemetery.

Mrs. Lena Zech.

Mrs. Lena Zech, wife of the late John Zech, well-known Chicago wholesale florist, who passed away April 29, 1915, died suddenly at her home, June 29 at the age of 56. She had been suffering from high blood pressure and was quite ill several months ago, but recovered sufficiently to be able to be about and was seemingly in good health on the morning of the day she died. At noon, June 29, she was taken ill and died shortly afterward. Mrs. Zech was all that a mother could be and was held in the highest esteem by those who knew her, and the surviving children, Allie, Leo, Carrie and Mrs. J. S. Cunningham, have the sympathy of the entire trade in their great loss and hour of sorrow. The funeral was held Tuesday, July 2 at 9:30 a. m. from the late residence, 1836 Summerdale avenue, to St. Gregory's church, with burial at St. Boniface cemetery. The funeral was largely attended, notwithstanding the heavy rain, and those in the trade who were unable to be present were represented by a floral piece, the number being the largest seen at a funeral for some time. Among the pall-bearers were noted Matt Mann, of Zech & Mann, George Reinberg and Adam Zender, all well known to the trade.

SPOKANE, WASH.—The florists' club will hold its annual outing July 18.

TORONTO, ONT.—The retail florists will hold a picnic at Center Island, July 17.

EAST LIVERPOOL, O.—One small house is being erected on the property of John Keil.

ROCKFORD, ILL.—S. A. Baur, of H. W. Buckbee's, called recently at Erie, Pa., to visit old friends.

ROCK ISLAND, ILL.—Joseph R. Tuckis is erecting a conservatory in connection with his new flower shop at 1616 Second avenue.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST.

440 S. Dearborn St., CHICAGO.

'In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war.'

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DELPHINIUM BELLADONNA is fine for forcing in a carnation house temperature.

"Say It With Flowers" Checks.

Henry Penn, Chairman National Publicity Campaign, suggests as a very desirable publicity measure, the use of the legend, "Say It With Flowers," printed prominently in red ink, on all bank checks issued by the trade. The idea is a good one and worthy of trial.

Personal.

John Young, the well known secretary of the Society of American Florists, who passed through Chicago this week on his publicity tour of the trade, enroute to Milwaukee and the Twin Cities, says his trip has been highly successful both in subscriptions to the campaign fund and in new members for the society.

FREESIA bulbs as grown in California appear unusually fine this season and should give exceptional results in the growing.

American Dahlia Society.

Jasper R. Lewis, 736 Riverside Drive, New York, secretary of the American Dahlia Society, announces that the list of special prizes for the society's annual exhibition to be held under the auspices of the American Institute of the City of New York in the Engineering building, September 24-26, is now ready and is being mailed to members. In addition to the special prizes attractive awards are also offered in 18 classes. Copies of the premium list may be had upon application to the secretary.

Our Government.

There is an undercurrent of opinion, expressed mostly by those who are averse to taking any part in public affairs or joining with others in efforts to stimulate or improve conditions, that the hearings in Washington during the past year in reference to the coal situation and other vital topics that affect the trade, did more harm than good. Nothing could be farther from the truth.

Wm. F. Gude, Washington representative of the Society of American Florists, said at the recent American Rose Society luncheon, that he had always found the chiefs of departments big, able men who at all times had met him half way in their efforts to be of assistance.

The country at this time is in the position of a man late for his train. We are in the war, but we lost two good years in getting there, and like the man late for his train, we must hurry. The officials at Washington are doing their utmost to speed up every energy. Cutting out the carrying of bulbs, lightens the load a trifle; taking a portion of the florist's coal, helps more quickly to fill the government's bins. Making use of the available help in stores and greenhouses, to enable the government to make immediate use of its vast resources, is of far greater importance than the business itself. The men who have attended these various conferences are strongly impressed with the earnestness of the officials, who while striving to place the burden as equitably as possible, keep the fact that we must win the war, or no business will be worth anything, always to the front.

The department of agriculture, the post office department, in fact, all the various agencies of the government, are always pleased to receive communications from the public, either of praise or protest, as they like to know that the people are taking an interest in what they are doing. Information that has cost the government large sums of money, is to be had for the asking. Pamphlets and leaflets, giving information on nearly every subject of business activity, particularly in reference to plant diseases, insects, etc., are sent free on request, or in some cases, a cost charge is made.

This is our government, in which every man should be interested. The thought that in matters that affect us we should keep very quiet, in the hope that they will blow over, is not patriotic. The laws are not made for one, but for all, and our only care is to see that they are equitable.

Heating Plant Inspection.

The United States fuel administration has announced the appointment of Henderson W. Knott to manage the field force of engineers and inspectors which is at work among the power plants of the country, carrying out a campaign of instruction and inspection designed to bring the use of fuel for the production of power to the highest possible efficiency and economy. The appointment is a part of the plan of the fuel administration to have each of the 250,000 steam plants in the United States visited by a competent man who can make suggestions and report in connection with a questionnaire. This work will naturally require a large number of inspectors devoting their time to traveling among the steam plants. This field force will be organized by states in order to give it greater force and efficiency.

[We assume the inspections above referred to will include those of greenhouse boilers.—Ed.]

Syracuse Rose Society.

About 25 members of the Syracuse, N. Y., Rose Society visited the rose test garden at Cornell University, Ithaca, N. Y., Saturday, June 29. The visitors first inspected the garden of the department of floriculture, in which a large number of species and varieties of annuals and perennials were in bloom. Professor White, of the department, welcomed the rosarians to the rose garden and expressed the hope that their visit might become an annual affair. Dr. Beal outlined briefly the purpose and development of the garden. The visitors then proceeded to study the varieties in bloom, noting more particularly the newer varieties of hybrid teas and of climbers. A large number of the hybrid perpetual sorts were past their prime, but many of the hybrid teas were in excellent condition.

C. L. T.

Rubber Hose Trust Dictation.

The news that the rubber trust is to reduce the size of greenhouse and garden hose from $\frac{3}{4}$ to $\frac{5}{8}$ -inch, making this the standard and only size; should be a matter of deep concern to all growers. The use of one inch hose has been found to greatly facilitate and speed up watering and syringing in greenhouses. If this new $\frac{5}{8}$ -inch size is allowed to become standard, it will mean that at least 50 per cent will have to be added to the labor of watering in greenhouses. Energetic measures should be at once taken to combat the arbitrary fixing of this standard. There are various brands of hose, but in over 80 per cent of the output, there is no competition, prices being controlled by the trust.

K.

Crabb & Hunter Co., Grand Rapids, Mich.

The Grand Rapids Trust Co., trustee of the Crabb & Hunter Floral Co., in a statement July 1, shows the assets of the firm to be \$35,109.50 and total liabilities, \$30,254.78. The business in the retail store and the range have both been sold, being losing propositions. The remaining property consists of city lots in a good location but which can not be disposed of to advantage under present conditions. The trust company says that while carrying charges are considerable, there are no operating expenses to deplete the assets.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
 Where answers are to be mailed from this office enclose 10 cents extra to cover postage, etc.

Situation Wanted—By a good, all-around greenhouse man. Address
Key 908, care American Florist.

Situation Wanted—By general all-around gardener. Western states preferred. Address
Key 906, care American Florist.

Situation Wanted—By grower of a general line of plants. Would prefer to work on shares. Address
Key 904, care American Florist.

Situation Wanted—By grower of flowers, fruits or vegetables under glass. Original up-to-date ideas. Address
Key 905, care American Florist.

Situation Wanted—By gardener; age 35; married; private place preferred; 20 years' experience. Any good position considered. Distance no object. Now or later. References. Address
Key 915, care American Florist.

Help Wanted—A rose grower; wages \$20.00 per week to start.
Wm. Dittman, New Castle, Ind.

Help Wanted—Man for rose section to work under foreman. State wages expected and give reference.
C. Loveridge, Peoria, Ill.

Help Wanted—Experienced man to take charge of store at 64th and Halsted streets. Must be good salesman and designer. **Joseph Michal, 7045 Stony Island Avenue, Chicago.**

For Sale—20 greenhouses to be taken down. 1000 boxes, 16x24, 217 boxes, 10x15, 100 boxes, 10x12, D. S. B. glass. 21,000 ft. 1½ pipe, also 1½, 2, 3 and 4-in. pipe; three return tubular boilers, ventilating apparatus, sash bars, plates, cast iron gutters, etc. One hand-power stock and die, cuts 1 to 4-in., with cut off; one gasoline engine and pump. Will sell all or any part.
Mrs. Geo. Anderson,
5230 Woodland Ave., Phila., Pa.

Situation Wanted

Good all around grower, capable of managing business, is open for engagement. Address

Key 809, care American Florist.

Situation Wanted

Expert office manager. Bookkeeper and correspondent. Have handled office end of a large commercial place. Married man with family. Chicago preferred.

Key 916, care American Florist.

STOREMAN

Expert storeman over draft age is open for immediate engagement.

Key 810, care American Florist.

Help Wanted

Nursery Sales Manager for rapidly growing ornamental nursery business. Must be well up in garden design, able to advise and possess thorough knowledge of ornamental stock. Apply

SHERIDAN NURSERIES
 34 North Street, TORONTO, CANADA

HELP WANTED

Hustlers in rose houses. Steady work at \$3.50 per day. Address

Key 912, care American Florist.

Situation Wanted

Experienced saleslady. Chicago preferred. Can furnish best of reference. State wages in first letter.

Key 913, care American Florist.

Situation Wanted

Good all around storeman capable of taking charge. Also understands growing business.

Key 914, care American Florist.

Greenhouse Glass

\$4.50 per Box

Going Fast—Order Quick

PETER REINBERG

30 East Randolph Street, CHICAGO

For Sale or To Rent—Eleven greenhouses, five acres of land and orchard at Ridge and Washington avenues, Wilmette. For further particulars call on or write to
Frank Félke,
716 Ridge Ave., Wilmette, Ill.

For Sale

Greenhouse, nursery and farm with splendid improvements; 80 acres very fine land, 2 modern dwellings, steam heat, electric lights, bath, large basement, barn for 8 horses, 25 cattle, mow for 50 tons hay, new 5,000 gallon cypress water tank, steel tower, 50,000 square feet greenhouses, 5,000 ornamental trees, 100,000 privet, 3,000 clumps peonies, best varieties for cut flowers; 40,000 carnation plants, etc.

Large lawn, fine large trees, ideal home in finest section of Virginia, 50 miles from Washington, D. C., just out side hustling town, piked roads, good schools. Good local trade, excellent opportunity for profitable business and a most desirable home. Possession at once. Price, \$30,000, terms easy. Answer at once as this adv. will not appear again. Address

C. L. ROBEY

Purcellville National Bank

PURCELLVILLE, - - VA.

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2¼x5¼ inches.

FOR CUT FLOWERS: in two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

LATEST EDITION

TRADE DIRECTORY

Florists, Nurserymen and Seedsmen

OF THE

UNITED STATES AND CANADA.

Price \$3.00, Postpaid.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO.

BIG CUT OF RUSSELL

Best Summer Rose—We are now cutting from 60,000 plants.

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, Ophelia and White Killarney.

WHITE and RED CARNATIONS, Fancy Stock, \$2.00 per 100.

Regular shipments of new Fancy Ferns, \$2.00 per 1000.

CURRENT PRICE LIST In Effect July 1st.

RUSSELL—best in this market.

	Per doz.	
Good, extra long	\$2.00	
Good medium	\$1.00 to 1.50	
Good short50 to .75	

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST, WHITE KILLARNEY—

	Per 100	
Long stems	\$6.00 to \$8.00	
Good medium	5.00	
Good short	3.00 to 4.00	

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY, per 100..... 5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGERI, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

NEW FANCY FERNS, per 1,000..... 2.00

ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

✍️ WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.

NOTICE: We close at 5 o'clock Week Days.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

ROSES ARE IN BRISK DEMAND.

Business has been good for the past week and stock in all lines which was none too plentiful cleaned up at an early hour each day at very satisfactory summer prices. Roses are arriving in fair supply but not in any such quantities that there is a surplus when the wholesale stores close for the day. Mrs. Chas. Russell roses are selling exceptionally well and the same holds true for Columbia, which is making new friends every day. Some fine Ophelia, Sunburst, Mrs. Aaron Ward, Killarney, Killarney Brilliant and Double White Killarney are seen in this market together with Mrs. George Shawyer, Hearst, Montrose, Mrs. Bayard Thayer, My Maryland, Milady, Richmond and Hoosier Beauty. Champ Weiland is in good demand and is one of the varieties that is slowly but surely being recognized as a factor in the market. Carnations are about done and the same holds true for peonies. A few sweet peas are to be had. Gladioli are arriving in a trifle larger quantities but are still in short supply. Daisies, calendulas, water lilies, snapdragons, cornflowers, feverfew, stocks, candytuft, pansies, delphiniums, larkspurs, gladioli, coreopsis, cosmos, phlox, gypsophilas and other indoor and outdoor stock is on the bill of fare. Lily of the valley is cleaning up regularly. Orchids are in short supply. Lilies are seen at some of the stores in large numbers but the demand appears to keep pace with the supply. From all reports heard in the wholesale houses business the end of June was surprisingly good compared to the first part of the month and that while the total sales in general are behind those of last year they are considerably ahead of those of the same period in 1916. The whole-

TO THE TRADE

On and after July 7, 1918, The Wholesale Florists and Florists' Supply Houses of Chicago will not be open for business Sundays. For the benefit of the trade we will keep our places of business open until 9 p. m. Saturdays until further notice.

Signed,

Wholesale Florists and Florists' Supply Houses OF CHICAGO.

sale houses will close on Sunday hereafter, but will remain open until 9 p. m. Saturdays until further notice. A large number of the leading local retail florists have signified their intention of closing on Sundays also regardless of whether their competitors keep open or not.

NOTES.

Ed. Armstrong, who is in the employ of Al. Fisher, well-known North Clark street florist, circulated a petition this week among the north side florists in regard to closing on Sundays during the summer months and met with wonderful success, everyone he called

on being in sympathy with the movement. It is expected that all the florists throughout the city will do likewise, for everyone seems to be willing to close and all that is needed to make it unanimous is for someone to start the ball rolling. Now that the movement is well under way it will be a rare sight to find a retail store open for business on Sunday except during the holiday period.

William Reed, who has been representing the A. L. Randall Co. at Kansas City, Mo., and surrounding country, passed through here this week on his way to Canada, where he will join the British expeditionary forces, having selected the observation branch of the heavy artillery.

J. A. Budlong is cutting from a splendid crop of summer roses, particularly Double White Killarney, Sunburst, Mrs. Chas. Russell and Hearst. This firm's Double White Killarney is in exceptionally brisk demand and cleans up early at top market prices.

C. L. Washburn says that business at Bassett & Washburn's store has been unusually good the past week, and that no trouble was experienced in moving their large cuts of roses, owing to the heavy demand.

The John Kruchten Co. is handling a good supply of indoor grown sweet peas which are of splendid quality for so late in the season. Outdoor sweet peas are also included in the offerings at this store.

Joe Erringer, of the Zech & Mann force, will leave July 8 for Lincoln Park to enjoy a two weeks' vacation. When Michael Freres will report for duty at Zech & Mann's after a well-earned rest.

George Ball, of Glen Ellyn, is spending a few days at his old home in Cincinnati, O.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP

ROSES AND CARNATIONS

Lilies, Valley. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL

	Per 100
Specials	\$15.00 to \$18.00
Medium	12.00
Select	8.00
Short	4.00 to 6.00

RICHMOND

	Per 100
Specials	\$10.00
Select	8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

MILADY

	Per 100
Specials	\$10.00
Select	8.00
Medium	\$ 5.00 to 6.00
Short	3.00 to 4.00

Killarney

White Killarney

Killarney Brilliant

Sunburst

My Maryland

Ophelia

Champ Weiland

	Per 100
Special	\$10.00
Select	8.00
Medium	\$ 5.00 to 6.00
Short	4.00

ROSES, OUR SELECTION

\$ 4.00

Carnations, fancy.....\$ 2.00 to 3.00

Harrisii 12.50 to 15.00

Valley 6.00

Smilaxper doz, strings 3.50

Adiantum 1.00 to 1.50

Asparagus, per bunch.....50c to 75c

Boxwoodper bunch, 35c

Galax, bronze and green, per 1,000, \$1.00

Leucothoe Sprays75 to 1.00

2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

Extra Fine Supply **COLUMBIA ROSES** \$4 to \$25 per 100

RUSSELL	Per 100
Special	\$18.00 to \$20.00
Select	12.00 to 15.00
Medium	8.00 to 10.00
Short	6.00

KILLARNEY AND WHITE KILLARNEY	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00 to 5.00

CARNATIONS	Per 100
	\$1.50 to \$3.00

PLUMOSUS	Per 100
Strings	50c to 75c
Per bunch	35c to 50c

RICHMOND	Per 100
Special	\$10.00
Select	8.00
Medium	5.00 to 6.00
Short	4.00

WARD	Per 100
Special	\$10.00
Select	6.00 to 8.00
Short	4.00

VALLEY	Per 100
	\$6.00

SPRENGERI	Per bunch
	35c to 50c

MILADY	Per 100
Special	\$10.00 to \$12.00
Select	8.00 to 10.00
Short	4.00 to 5.00

SUNBURST	Per 100
Special	\$12.00
Select	\$ 8.00 to 10.00
Short	4.00 to 6.00

EASTER LILIES	Per 100
	\$10.00 to 15.00

ADIANTUM	Fancy long, per 100
	\$1.00

BRILLIANT	Per 100
Special	\$10.00 to \$12.00
Select	6.00 to 8.00
Short	4.00 to 5.00

CECILE BRUNNER	Per 100
	\$2.00 to \$3.00

CALENDULAS	Per 100
	\$2.00 to \$3.00

SMILAX	Per dozen
	\$2.50

OPHELIA	Per 100
Special	\$12.00
Select	\$8.00 to 10.00
Short	4.00 to 6.00

ROSES	Our Selection, per 100
	\$3.00

GLADIOLI	Per 100
	\$8.00 to \$12.00

NEW FERNS	Per 1,000
	\$2.50

LEUCOTHOE	Sprays
	75c

GALAX	Per 1,000
	\$1.25

Order here. You cannot do better elsewhere—often not nearly as good.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL. Per 100
Fancy\$8.00 to \$10.00
Good 5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.
White—KILLARNEY—Pink. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Medium 5.00
Short\$3.00 to 4.00

SUNBURST AND OPHELIA. Per 100
Extra Special\$8.00
Select 7.00
Fancy 6.00
Good 5.00
Short 4.00

MINIATURE ROSES.
Baby Doll\$2.00 to \$3.00
Elgar 2.00 to 3.00

ROSES OUR SELECTION. Per 100

CARNATIONS. Per 100
Fancy\$3.00
Good 2.00

MISCELLANEOUS. Per 100
Valley\$ 6.00 to \$ 8.00
Lilies 12.50 to 15.00
New Ferns, per 1,000..... 3.00
Smilax, per doz. strings.... 2.50
Adiantum 1.00
Galax (bronze and green), per 1,000. 1.50
Asparagus Sprengeri, bunch.... .50
Asparagus Plumosus, bunch..... .50
Boxwood, per lb..... .35
Other Green Goods Market Rates.

The trade was greatly shocked on June 29 to hear of the sudden death of Mrs. Lena Zech, wife of the late John Zech, of Zech & Mann, who died over three years ago. The Zech family has the sympathy of the trade in the loss of a loving mother who was held in the highest regard by all who knew her. Among the out-of-town people in the trade who paid their respects at the home were Fred Holton, of Holton & Hunkel Co., Milwaukee, Wis.; Vincent Gorly, of Grimm & Gorly, St. Louis, Mo.; P. W. Peterson, of the Chicago Carnation Co., Joliet, and H. E. Philpott, Winnipeg, Can. The floral offerings from out-of-town points were numerous, not to mention those from the local retail and wholesale trade.

William F. Schofield, 734 North State street, is confined to the Michael Reese hospital suffering from severe cuts about the head and several broken ribs as a result of an automobile accident on June 27. He was driving northward at Thirty-first street and Cottage Grove avenue trailing a north bound street car. When it came to a short stop he threw on the brakes and skidded into the south bound track, where a street car traveling at a high rate of speed crashed into the machine.

The next Florists' Club meeting will be held at Nic Karthauser's grove, 6656 Ridge avenue, Thursday evening, July 18, at 8 p. m. T. E. Waters, chairman of the good-of-the-club committee, has arranged an elaborate program for the occasion and it is expected that everyone in the trade will attend. A special invitation is extended to all the retail florists.

The E. F. Winterson Co. is disposing of a large quantity of white phlox to the local retail trade which is coming in handy for funeral work owing to the scarcity of good white stock in this market. The stock is arriving from the proprietor's home at Highland Park, where several acres of this variety are under cultivation.

George Washburn, of A. Washburn & Sons, Bloomington, attended the forty-third annual convention of the American Association of Nurserymen, held at the Hotel Sherman, June 26-28.

Chas. W. McCauley, of the Riverbank Greenhouses, was badly injured about the head and had two ribs broken one day last week when he opened a car loaded with tile. He is getting along nicely at this writing and expects to be able to be about again soon.

PERCY JONES INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Van

100% Service

Guarantees You Satisfaction

Everything in Summer Flowers Including All The Best Roses.

Mention the American Florist when writing.

The annual meeting of the stockholders of the Chicago Flower Growers' Association will be held at the wholesale establishment, 182 North Wabash avenue, Monday, July 15, at 3 p. m., when the election of officers, including four directors, will be held.

Carter Harrison Corbrey, of the ordinance service, son of T. J. Corbrey, of Long Beach, Calif., has been spending part of his furlough with friends of the family in this city and vicinity.

Chairman George Asmus, of the S. A. F. publicity finance committee, accompanied Secretary John Young on his publicity tour to Milwaukee, Wis., this week.

A. Lange's service flag should carry nine stars now, another of his men, H. Schneider, joining the navy last week. Homer Lange and Mrs. Strail are on vacation.

Vincent Gorly, of Grimm & Gorly, well-known retail florists of St. Louis, Mo., is enjoying a well-earned vacation, part of which he spent in this city.

Fred Liebermann, of Kennicott Bros.

Co., has returned from a two weeks' vacation: part of which was spent at Milwaukee, Wis.

W. N. Rudd and daughter, Miss Phyllis Rudd, returned from a very enjoyable fishing trip at Flambeau, Wis., June 27.

D. F. Simonds, of the Ogden Floral Co., 1917 West Harrison street, will leave July 8 for Flambeau, Wis., on a fishing trip.

Philip Foley, Jr., has enlisted in the aviation department at the Great Lakes naval training station.

G. A. Forsberg, of the J. C. Rennison Co., Sioux City, Ia., was here on a business trip last week.

W. J. Smyth and family are spending their vacation at their summer home at Antioch.

A. Miller, president of the American Bulb Co., spent a few days at Detroit, Mich., this week.

Lieut. Chas. T. Johnson, son of Chas. W. Johnson, is now at Camp Jackson, Columbia, S. C.

B. Juerjens, of Peoria, Ill., was a visitor at Erne & Co.'s store, June 27.

Teddy Vogel, of the W. J. Smyth force, is enjoying a vacation.

A. L. VAUGHAN & Co.

NOT INC

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572

161 North Wabash Ave. Chicago

SUMMER ROSES

**Extra Fancy Stock in All the Leading Varieties in
Large Supply at the Most Reasonable Market Prices.**

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00
Stems 48 inches.....	4.00
Stems 30 to 36 inches.....	3.00
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	\$1.00 to 1.50
Short stems.....	1.00, 4.00 to 6.00

MRS. CHAS. RUSSELL Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	5.00 to 6.00

ROSES.	
Richmond, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Milady, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Killarney Brilliant, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00

ROSES—Continued		Per 100
Ophelia, special.....		\$10.00
“ select.....		8.00
“ medium.....	\$5.00 to 6.00	
“ short.....		4.00
White Killarney, special.....		\$10.00
“ select.....		8.00
“ medium.....	\$5.00 to 6.00	
“ short.....		4.00
Killarney, special.....		\$10.00
“ select.....		8.00
“ medium.....	\$5.00 to 6.00	
“ short.....		4.00
Mrs. Ward, special.....		\$10.00
“ select.....		8.00
“ medium.....	\$5.00 to 6.00	
“ short.....		4.00
Sunburst, special.....		\$10.00
“ select.....		8.00
“ medium.....	\$5.00 to 6.00	
“ short.....		4.00
Cecile Brunner.....	\$2.00 to 3.00	
Elgar.....	2.00 to 3.00	
Baby Doll.....	2.00 to 3.00	
ROSES, OUR SELECTION.....		5.00
Extra special roses billed accordingly.		

CARNATIONS.		Per 100
Fancy.....		\$3.00
Good.....		2.00
GLADIOLI		Per 100
Fancy.....		\$6.00 to \$8.00
ORCHIDS.		Per Doz.
Cattleyas.....		\$9.00
EASTER LILIES.		Per 100
Select.....		\$12.50 to \$15.00
MICELLANEOUS.		Per 100
Valley.....		\$6.00
Calendulas.....	\$2.00 to 4.00	
Daisies.....	1.00 to 2.00	
Snappdragons.....	per bunch .75 to 1.00	
Sweet Peas.....	.75 to 1.50	
DECORATIVE.		
Plumosus strings.....	\$0.50 to \$0.75	
Plumosus.....	per bunch .35 to .50	
Spengeri.....	“ .35 to .50	
Adiantum, fancy long.....	per 100 1.00	
Smilax.....	per doz. 2.50	
Ferns.....	per 1,000 2.50	
Galax.....	“ 1.25	
Mexican Ivy.....	“ 5.00	
Leucothoe sprays.....	.75c	
Boxwood, per lb.....	25c; cases 7.50	

At Poehlmann Bros. Co.'s store the receipts of roses include a particularly fine grade of Ophelia and Mrs. Chas. Russell, which are in brisk demand at good prices. The supply department is having a good call for baskets, especially those adapted for wedding work.

Chas. P. Mueller, Jr., of Wichita, Kan., and wife and baby, were visitors this week. Mr. Mueller, who has been connected with the coastguard service on the Pacific coast, is on his way to the front.

Peter Reinberg will have his usual supply of field-grown carnation plants to offer his trade this season which are doing very nicely and compare most favorably in quality with those of other years.

Wietor Bros. have had such a heavy demand for chrysanthemum stock this season that they are practically cleaned up in all varieties. This firm is cutting quite heavily in roses from young stock.

Percy Jones, Inc., was well pleased with their total sales for the month of June which compare favorably with those of other years, notwithstanding the present existing wartime conditions.

O. A. & L. A. Tonner report that the peony season, which has just closed, has been a very good one with them. Local stock sold exceptionally well this year at very satisfactory prices.

A. L. Vaughan & Co. are handling a

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies

30 East Randolph St.,

CHICAGO

Mention the American Florist when writing.

good supply of summer stock, particularly roses, which are in heavy demand. Miscellaneous out-door stock is in good supply at this house.

Wieland & Risch are growing the rose Mrs. Bayard Thayer quite extensively at their greenhouses and are now featuring a limited supply of this variety at the store.

H. N. Bruns is spending his Sundays at Lakeside, Mich., where his family is enjoying the summer.

Visitors: George Wiegand and wife, Indianapolis, Ind.; Messrs. S. A. Gregg and R. C. Harper, of the Charleston Cut Flower & Plant Co., Charleston, W. Va.; Blaine Wilcox, of J. F. Wilcox & Sons Co., Council Bluffs, Ia.; Chas. Young, St. Louis, Mo.; W. F. Heckenkamp, Quincy, Ill.; J. P. Herzog, Belvidere; John Klaus, manager of Graceland Greenhouses, Greenwood, Mo.; Mrs. Paul M. Paley and friend, Miss Acker, Little Rock, Ark.

Waco, Texas.

Business among the local florists is fairly good, but the greater volume comes in the way of funeral orders. The weather is surpassing all records for heat in the memory of the writer. Trees are defoliating, and it is a wonder how well our soldier boys stand it, so many of them in camp in this vicinity coming from northern climes—a number from Chicago, among them Earl Poehlmann and W. R. Smart, formerly representative of the House of Heather, of New York. The coal situation at present is peculiar, inasmuch as in spite of the warm climate we have been trying to get in our coal supply for the past five months, but so far have been unsuccessful.

T. J. Wolfe, florist, left June 25 for a trip to the seacoast, making the journey by automobile.

W.

WE HAVE 'EM Fine Roses in Quantity

Big cut of Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Double Pink Killarney-Weiland-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to other seasonable stock particularly Carnations-Gladioli-Valley-Sweet Peas-Daisies-Calendulas-Galax-Feverfew-Harrisii-Asparagus-Sprengeri-Adiantum and other Seasonable Stock and Greens.

 We have the only good White Killarney to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO**

CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits

St. Louis, Mo.

SUMMER SEASON NOW AT HAND.

The market has assumed its summer lethargy, with here and there a spurt for some big funeral or wedding. The best of the seasonable flowers are gladioli, which are coming in very good, but the past week had only a fair demand. Roses are as good as can be expected for this season of the year; in fact, they are a little better if anything, as most of the thrip has disappeared. Carnations are still hanging on, but that is all. The quality is poor. Sweet peas are done for. Lilies, while not over plentiful, are adequate for the demand, and of excellent quality. Outdoor stock, such as Shasta daisies, delphiniums, etc., are good sellers and take well for the summer trade. Greens of all kinds are plentiful.

NOTES.

Wm. C. Smith, of the Wm. C. Smith Wholesale Floral Co., donated thousands of Shasta daisies to the various War Savings Stamp booths, June 28. Everyone buying a War Stamp was presented with a flower by the ladies in charge. So many stamps were sold that the flowers did not last long enough. Whenever there is something to be done for a patriotic or charitable cause, Billy gets all "pepped" up and on the job.

Otto Bruenig, formerly with H. G. Bernning, is now settled at the greenhouse establishment at Olivette, taken over from Chas. Steidle. He is consigning some very nice Ophelia to this market, and with his energy and knowledge of the ultimate markets, he should make it go fine. He has a good start, which augurs a strong finish.

Frank Windler had a team of salesmen selling War Savings Stamps, among them our friend, Sam Seligman. Sam was offering a box of flowers to

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175.

CHICAGO, ILL.

be sent to the wife or sweetheart of any gentleman who bought \$500 worth of stamps. Frank Windler's team scored high at their particular community meeting place.

The trustees of the florists' club have set the coming picnic for July 18 at Romona park. It looks like it is going to be a big time. J. J. W.

Boston.

BUSINESS LACKS LIFE.

Market conditions remain unchanged, although flowers are a little more plentiful, but business lacks the snap of other years. Outdoor sweet peas are arriving in large quantities and bring \$1.50 a hundred. Roses are selling well, especially Ophelia, Stanley, Killarney Queen, Ward and Victoria. Panama and America gladioli are selling well at \$1.50 and \$2 a dozen. Coreopsis, cosmos and salpiglossis are in fine condition and sell easily.

NOTES.

Wm. Elliott is cutting from his Madbury range a good selection of roses, consisting of Christy Miller, Ophelia, Victoria and four varieties of Irish roses; from his Brighton plant, plumosus and Sprengeri.

At Comley's store, on Park street, business has been very good. He has been unable to get errand boys, so has a girl delivery system, which he claims is far ahead of boys.

The New England Rose Conservatories have started to plant Killarney Queen and Columbia roses in place of Double White Killarney and Stanley.

Penn's store was kept very busy the past week with funeral work. His whole force worked all night making pieces for one of our popular merchants.

Maurice Hambro, salesman at the market, has added to his list of growers Mr. Comley, of Bedford, with a stock of good roses.

William Penn has started on a five-weeks' vacation in Maine, where he will spend his time fishing for salmon and trout.

T. Murray H. Spears, manager of the wholesale department of Carbone, Inc., has moved to Hough's Neck for the summer.

Thos. F. Galvin's two stores have had a very busy week, with plenty of funeral work and a wedding.

Chas. E. Evans has started to cut hardy gypsophilas, swainsonas, America gladioli and cosmos.

Chester Paine, of Paine Bros., has gone to Union, Me., for a vacation of three weeks.

Welch Bros. still keep up the pace with good business. S. K. G.

LANCASTER, PA.—A ladies' auxiliary of the local florists' club has been formed with the following officers: Mrs. A. M. Herr, president; Mrs. Abraham Rohrer, secretary, and Mrs. Elmer Weaver, treasurer.

PORTLAND, ORE.—The Portland Floral Co. has elected the following officers for the ensuing year: E. J. Steele, president; J. G. Bacher, vice-president; F. A. VanKirk, secretary, and Henry Kahn, treasurer.

For
Your
Supply of
CUT FLOWERS

Remember when ordering that our line is so complete that
It includes every item offered in the Great Chicago Market.

CAR LOADS ARRIVING

VAUGHAN'S
CLEAN SPHAGNUM
FOR FLORISTS

Burlapped Bales

Wired Bales
Cheaper

SPHAGNUM
MOSS AND **GREEN**
SHEET
MOSS

For Florists

For Nurserymen

For SPOT SHIPMENTS or contract. Write us.
CHICAGO, 31-33 W. Randolph St. NEW-YORK, 43 Barclay St.
VAUGHAN'S SEED STORE

Louisville, Ky.

NOTES.

Anders Rasmussen, of New Albany, Ind., will run his range to full capacity during the coming winter, having contracted for 1,000 large truckloads of wood at \$1 per load. This is as cheap as, or perhaps cheaper than, coal, and, with his 50 per cent coal allowance, will maintain proper heat. He recently subscribed for war savings stamps to the amount of \$1,000.

Some of the local growers are being troubled with the leaf roller on their roses this season. Others complain of an insect that stings the stems of the chrysanthemums, killing cuttings in the benches and plants to such an extent that a shortage is threatened.

Kentucky coal, up to the present, has been selling at from \$1 to \$4.25 per ton, but will be advanced \$1 per ton during the present week. Those who have not already made arrangements for their supply will have to pay for the delay.

H. G. Walker, who met with a very serious accident seven weeks ago, is now able to sit up, and his many friends will be glad to hear that he will soon be able to be about again. Mr. and Mrs. Kingsley Walker have returned from a camping and fishing trip.

Carnation plants in the field are looking fine at the establishment of the F. Walker Co. This firm expects to grow a larger number than usual for cut flower purposes.

The labor problem is becoming a serious one. It is reported that a \$40,000,000 powder plant is to be located here, in which case labor will be scarcer than ever.

John Bettman & Sons will operate but part of their range the coming season. They are known as very successful rose growers.

The Jacob Schulz Co. reports trade holding up well and is pleased with the volume for the season to date.

Geo. Schoenbackler, of the New, Nanz & Neuner Co., is on the sick list.

It is reported that the E. G. Reimers Co. will operate only half of its range the coming winter.

Lewis Kirch is cutting fine Asparagus plumosus and Sprengerii. W.

Rochester, N. Y.

GOOD STOCK IN LIMITED SUPPLY.

Trade during the past week has been very good, with wedding and commencement orders making up the greater part of the demand. Roses have been very scarce, as have sweet peas, while the call for both has been unusually heavy. Lilies, Shasta daisies, larkspur and gypsophila are among the plentiful items. Carnations are failing, and the quality is rather poor.

NOTES.

The sympathy of the trade is extended to Miss Tess Whitman, of H. E. Wilson's force, who has been notified by Washington that her brother, Louis, was killed in action in France, June 11.

The work of placing flowering plants in all of the small parks has been completed. About 150,000 were raised for the purpose in the greenhouses at Highland Park.

Charles Felton, one of Buffalo's enterprising florists, came here last week and returned with a load of Boston ferns, which are scarce in that city at present.

E. C. Armbrust and wife have as their guests Charles L. Moore and wife, of New Britain, Conn.

Charles Sharp and his two sons are enjoying a two-weeks' camping trip near Hornell, N. Y.

Lester Brown, formerly with H. E. Wilson, has arrived safely "over there" with his regiment.

George T. Boucher had a busy week with wedding and commencement orders.

Visitor: Julius Ludwig, Pittsburgh, Pa.

CHESTER.

Z E C H M A N N & N

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

Russell

White Killarney

Pink Killarney

Milady

Sunburst

Shawyer

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

CARNATIONS.

All Colors.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

GLADIOLI

Valley

Callas

Cattleyas

Calendulas

White Daisies

Yellow Daisies

Feverfew

Candytuft

Stocks

GREENS.

Plumosus.

Sprengerli.

Galax, bronze.

Galax, green.

Ferns.

Mexican Ivy.

Smilax.

Leucothoe Sprays.

Adiantum.

Boxwood.

Summer Business Booster

IN CUT FLOWER BASKETS



25	Tumbler Baskets with paraffine liners, all colors.....	\$6.50
25	Tumbler Baskets in all colors, complete with tin liners.....	\$8.50
12	Baskets, 9 to 11 inches deep, 24 to 32 inches over all; with liners, all complete...	\$9.50

WRITE FOR CATALOG.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., CHICAGO, ILL.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street,

L. D. Phone, Randolph 6578.

CHICAGO, ILL.

Fort Wayne, Ind.

JUNE BUSINESS SATISFACTORY.

Greenhouse flowers have been decidedly on the short side during the last half of June, but there has been a good supply of all seasonable varieties of outdoor stock which helped out considerably. Summer roses have been of good quality, and the best varieties sell readily. Carnations are very small, but good prices are obtained on account of their scarcity. There are no orchids to be had locally. A fairly good supply of Easter lilies helps out the situation considerably, as these are used both for funeral work and weddings. Shasta daisies are particularly fine this year, and larkspur is used in very large quantities in all of the retail flower shops. Some very beautiful hydrangeas are seen in the pot plant line, in blue, pink, and white. Plants of Easter lilies are also offered. Begonias and caladiums are other plant offerings. Business during June, compared favorably with the demand in 1917.

NOTES.

The New Haven Floral Co., of which Henry Freese, of the Freese Floral Co., in this city, is a member, has moved the stock in the Hale avenue greenhouses in this city to the New Haven range, and will hereafter grow all of their stock at New Haven, both for their retail and wholesale trade. The Freese Floral Co. is receiving good quantities of roses, sweet peas, lilies and carnations from the New Haven greenhouses. They report a fine business during the month of June at their store.

The Flick Floral Co. had a busy month, with weddings creating a fine demand for both greenhouse and outdoor flowers. They are showing some attractive combinations in baskets and bouquets of miniature roses, small garden flowers and Easter lilies and larkspur.

W. J. & M. S. Vesey report business during the last two weeks of June as about the same as the first part of the month, with some quiet days. Their orchids are off-crop, but they are cutting a large quantity of Easter lilies and all summer varieties of roses.

The June trade went far ahead of all expectations at the store of A. J. Lantier & Co. Some fine stock is being

sent in from their greenhouses, including Easter lilies, roses, carnations, sweet peas and a wealth of outdoor flowers.

This city and vicinity was visited by a heavy frost June 22, which did considerable damage to the corn, tomato and other garden plants, and much discouragement over the damage is felt in this locality.

Cut flowers have been in excellent demand at the store of Edgar Weninghoff, with but few dull days. Baskets of outdoor flowers have been a specialty and have brought in good returns.

The Doswell Floral Co. reports a good demand for the latter part of June, with weddings in the lead. They are cutting a large number of Easter lilies at their greenhouses at Lindenwood.

H. K.

Pittsburgh.

SUPPLY SHORTAGE AND PRICES IMPROVE.

There has been quite a change in market conditions since our last report. Stock is now quite scarce and good prices prevail, very few outdoor varieties to be seen at present and indoor offerings are about over with the exception of some very good roses and carnations. The latter are small but in good demand and what few are received each day meet with ready sale at good figures. The quality of roses is good, especially Ophelia and Prima Donna. There is a large crop of lilies which helps out considerably. Delphiniums are in good demand but they are about over for this year. Phlox has been a good seller but the end is near. Good outdoor sweet peas are being received and these bring \$1 per 100, a very high figure for the season. American Beauties are done for and the demand is very limited. Gladioli are being received in limited quantities and a few outdoor asters are seen. Business has been good and the outlook for July is favorable.

NOTES.

James Hill has arrived safe in France according to a letter received from his brother, Dave, who conducts a flower shop on Fifth avenue, and who expects to enter the officers' training camp at Carnegie Tech for a six weeks' course. Vacations are now in order and each

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

A. T. Pyfer & Co.

**164 N. Wabash Avenue
CHICAGO, ILL.**

Long Distance Telephone, Central 3373.

week sees some of the force at the various establishments either going or coming.

M. R. Morgan has taken charge of the range of H. Weber & Sons Co., at Oakland, Md.

M.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale
Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill. Chicago
Store: 162 N. Wabash Ave.

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS
Per bag (100 square feet).....\$3.5
NATURAL LOG MOSS
Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St., CHICAGO, ILL.

Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE 154 N. WABASH AVE. CHICAGO
CENTRAL 879 ILLINOIS

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.	
Roses, Beauty, specials.....	\$5.00	
" " 48-in.	4.00	
" " 36-in.	3.00	
" " 30-in.	2.50	
" " 24-in.	2.00	
" " 18-in.	1.50	
" Mrs. Chas. Russell....	1.00 @ 4.00	
100		
" Hoosier Beauty	4.00 @ 10.00	
" Killarney Brilliant	4.00 @ 10.00	
" Killarney	4.00 @ 10.00	
" White Killarney	4.00 @ 10.00	
" Richmond	4.00 @ 10.00	
" My Maryland	4.00 @ 10.00	
" Mrs. Geo. Shawyer....	4.00 @ 10.00	
" Milady	4.00 @ 10.00	
" Sunburst	4.00 @ 10.00	
" Mrs. Aaron Ward.....	4.00 @ 10.00	
" Hadley	4.00 @ 10.00	
" Ophelia	4.00 @ 10.00	
" Double White Killarney.	4.00 @ 10.00	
" Mrs. Moorefield Storey...	4.00 @ 10.00	
" Champ Welland	4.00 @ 10.00	
" Stanley	4.00 @ 10.00	
" Tipperary	4.00 @ 10.00	
" Francis Scott Key.....	4.00 @ 10.00	
" Cecile Brunner	2.00 @ 3.00	
" George Elgar	2.00 @ 3.00	
" Baby Doll	2.00 @ 3.00	
" Nesbitt	2.00 @ 3.00	
" Our Selection.....	3.00	
Carnations	2.00 @ 3.00	
Cattleyas	6.00 @ 7.50	
Daisies	1.00 @ 2.00	
Lilium Harrisii	10.00 @ 15.00	
Valley	6.00	
New Ferns.....per 1000.	\$2.50	
Snagdragons50 @ .75	
Calendulas	2.00 @ 3.00	
Gladioli	6.00 @ 8.00	
Candytuft50 @ 1.00	



IN CHICAGO

KENNICOTT BROS. CO.
WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.
J. E. POLLWORTH, Sec'y and Gen'l Mgr.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.
Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing.

PLAIN CHIFFON

(About 35 to 40 yards to bolt.) Can be
had in any color.

2 in. wide, per yd., 3/4c 6 in. wide, per yd... 7c
4 in. wide, per yd... 6c 10 in. wide, per yd... 10c

Geo. H. Angermueller Co.
Wholesale Florists, 1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

One Piece Flower Boxes

One piece; one size; One price.
24x4x3.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.
LANSING, MICH.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS
30 E. Randolph St., CHICAGO
Telephone Central 3284

Mention the American Florist when writing.

SPHAGNUM MOSS

\$2.50 per bale; 6 bales for \$13.50. This is the time of the year you should stock up in moss for next season. In winter, transportation may be such that we cannot get the cars to move our moss in from the country. That was the condition last winter. We believe that you will affect a saving by stocking up now.

THE LEO NIESSEN CO., Wholesale Florists **1201-5 Race St., Philadelphia, Pa.**

Philadelphia.

BUSINESS SHOWS HEALTHY TONE.

Business has been booming the past week; there was no great hurrah, such as warranted a holiday rise in prices, but just a steady pull that took everything worth while as it came in, each day cleaning up, leaving practically nothing to carry over. All kinds of outside stock, such as feverfew, candy-tuft, hydrangeas and sweet peas, should pay those who had the courage to grow their usual quantity. Everything salable in this line has cleaned up for the past three weeks at top market prices. Roses are scarce, and stock in all colors that grades from firsts up brings very satisfactory prices. Those dormant winter houses of carnations should be catching up nicely now, as all stock is in demand at from \$3 to \$4 per hundred. Owing to the continued cool weather, the flowers now coming in are exceptionally good. Gladioli sell well; the spikes are fine. Easter lilies are life savers to many retailers, and at \$10 to \$12 and even \$15 per hundred must help considerably to fatten the growers' bank accounts.

NOTES.

The George Anderson greenhouses are being dismantled and the material offered for sale. This strictly commercial place, where stock was grown only for the trade, has been the scene of many successes. Laing and Brunner roses, Perle, Bride and Mermet, all of the highest grade, were grown here in the early days to great perfection. Richmond, Maryland, and the Killarneys followed, and were equally well done. The pot Easter lilies and hydrangeas, as grown here, were always eagerly sought for by the best trade for their Easter stock. Mr. Anderson, who had also great mechanical ability, built all his houses, which structures were acknowledged by growers to be models in economical construction and efficiency. He also planned and installed his steam heating. As an expert, he was often called on by growers to explain and correct irregularities in other heating plants. Two years ago, Mr. Anderson suffered a stroke, which since that time has left him helpless. To be cut down at the time when he could enjoy the result of his life's work, is hard indeed.

Arthur Niessen, in speaking of conditions, said: "It is not so much an increased demand, but owing to the continued and unusual cool weather, the supply was below normal for the season. The demand and the fine quality of carnations now coming in, would warrant asking \$5, but we only get \$4 for the best, and that is exceptionally good for the season. Last year, we had trouble to sell Hydrangea arborescens at \$1 to \$1.50 per hundred heads; now we sell over 1,000 a day at \$3 and \$4 per hundred. Sweet peas sell up close every day, as does all other outdoor stock. The business is all right. With the exception of two or three weeks we have had throughout the season a consistent demand for all good flowers. The men who will stick to their guns and produce medium to high grade stock need have no fear of the future.

David Anderson, of Garrettsford,

EDWARD REID

American Beauties, Orchids, Valley, Peonies. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street, PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, July 3. Per 100		
Roses, Killarney	2.00@	8.00
" Mrs. Chas. Russell	4.00@	12.00
" Opbella	3.00@	8.00
" Richmond	2.00@	8.00
" Sunburst	2.00@	8.00
Lilium Giganteum	8.00@	10.00
Gladioli	3.40@	8.00
Sweet Peas	.35@	.50
Carnations	1.00@	2.00

BOSTON, July 3. Per 100		
Roses, Beauty	12.00@	25.00
" Killarney Queen	4.00@	6.00
" White and Pink Killarney	8.00@	12.00
" Double White Killarney	2.00@	4.00
" Killarney Brilliant	2.00@	8.00
" Hadley	4.00@	8.00
" Mock	2.00@	6.00
" Mrs. Chas. Russell	4.00@	8.00
" Taft	2.00@	6.00
" Milady	2.00@	6.00
" Ward and Billineon	2.00@	8.00
" My Maryland	2.00@	12.00
Carnations	1.00@	2.00

BUFFALO, July 3. Per 100		
Beauty Special	\$20.00@	\$30.00
" Fancy	15.00@	20.00
" Extra	10.00@	15.00
" 1st	5.00@	10.00
Roses, Killarney	3.00@	8.00
" My Maryland	3.00@	8.00
" Sunburst	3.00@	8.00
" Ward	3.00@	8.00
" Opbella	5.00@	10.00
" Russell	4.00@	10.00
" Stanley	3.00@	8.00
" Mock	4.00@	8.00
" Shawyer	5.00@	10.00
Lilies	8.00@	10.00
Cattleyas	40.00@	50.00
Carnations	1.50@	2.50
Asparagus Sprengeri	.35@	.50
Ferns	per 1,000,	2.00
Smilax		20.00
Sweet Peas	.50@	1.00
Tulips	1.00@	2.00
Calendulas	2.00@	3.00
Peonies	2.00@	5.00
Daisies	1.00@	1.50

hopes that some one will invent or construct a system for watering rose beds, which will consist of a pipe down the middle of each bed within six inches of the ground. This is to have miniature alternate nozzles on either side, which will distribute water evenly over the bed. He does not like the system that showers over the top, wetting the foliage and also forming puddles in the walks.

Florists' supply dealers are finding difficulty to get stock in a number of the standard lines, principally on account of the scarcity of labor at the factories or sources of supply. Already, magnolia leaves are beginning to slow up. If these get scarce, there will indeed be trouble in many retail shops.

Billy Stevens, of the Berger Brothers force, says there is nothing the matter with the business, it is only some of the people who are in it, that tend to make life miserable at times. Easter lilies, gladioli, and Maryland roses are headliners.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

BERGER BROS.

Central Market

Roses, Orchids, Peonies

Always high grade Easter Lilies

1225 Race St., Philadelphia, Pa.

Mention the American Florist when writing.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

Mention the American Florist when writing.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

"A cleanup every day, and great scarcity of all medium and good stock," says Clarence Watson, the manager of Leo Niessen's shipping department. Easter lilies, Russell and Maryland roses and sweet peas were features.

The Jos. Heacock Co. is now at No. 9 Mole street, and glad the moving is over. Contemplated improvements in fitting up, will go on gradually during the summer.

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of
**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN. RICE BROTHERS

Wholesale Florists and Supplies
218 North Fifth St.

Send list in for quotations.

J. Otto Thilow is in great demand these days as a lecturer and authority on roses, before the various garden clubs of the country. He is a gifted speaker, who when heard once, is sure of a return invitation. On June 28, he spoke before the Babylon Garden Club of Long Island. On July 9, he is scheduled for the East Hampton Long Island Garden Club at 10:30 a. m. on roses. Had he the time to accept the many invitations received, he would be a continuous performer. These garden talks are not illustrated.

H. H. Battles has closed his Century Flower Shop for the months of July and August. The balance of the force operating here have been moved into his main store next door, to replace, as far as possible, those who have joined the colors or gone into the war through its industries. From the time of the entrance of this country into this great conflict, Mr. Battles has placed nothing in the way of any of his employees, who from patriotic motives, felt they were called to the service.

Stock is very scarce with Eugene Bernheimer. Benny Gibbs reports a good demand for everything salable.

"No one need be short of flowers; just say the word and Reid will fix him up with all he needs," said the sage of Ranstead street. High grade Victoria and Maryland roses are strong items of his stock. Carnations are also a feature.

The Philadelphia Wholesale Florists' Exchange reports a good week. Excellent shipments of roses cleaned up every day.

Closing hours in all the wholesale houses are now 4 p. m. all days, except Saturday, when all is over at 1 p. m. K.

PRINCETON, ILL.—The Trimble Greenhouse Co. donated 10,000 roses recently to the Red Cross for tagday purposes.

HOUGHTON, MICH.—Dale & Nicholas donated the proceeds of their three flower shops, June 22, to the Red Cross.

MIDLETOWN, ILL.—Otto Larsen has purchased an additional house at Springfield, which will be added to his range here.

ST. PAUL, MINN.—D. W. C. Ruff, peony specialist, captured first prize in the peony section at the flower show recently held by the Minnesota Horticultural Society.

GUST. RUSCH & CO.



Wholesale Florists

Jobbers in
FLORISTS' SUPPLIES.

Phone Main 1245. P. O. Box 206
444-446 Milwaukee St., Milwaukee, Wis.

FANCY FERNS, Special Picked

LEAVE AN ORDER WITH US FOR REGULAR SHIPMENTS

Manufacturer of

WIRE DESIGNS

Write for Price List

C. A. Kuehn, **WHOLESALE** Florist

All Seasonable Cut Flowers
Mfr. and Dealer in "Florist's" (Brand) Supplies
1312 Pine Street, ST. LOUIS, MO.

Wholesale Flower Markets

PHILADELPHIA, July 3. Per 100		
Roses, Beauty, special	30.00@40.00	
" " fancy	10.00@20.00	
" " extra	5.00@10.00	
" " shorter grades	2.00@ 5.00	
" Mrs. Chas. Russell	5.00@20.00	
" Killarney	2.00@ 6.00	
" Hadley	4.00@10.00	
" Sunburst	3.00@ 8.00	
" Wards	2.00@ 4.00	
" Ophelia	3.00@ 5.00	
Carnations	2.00@ 3.00	
Cattleyas	each \$0.75@1.00	
Valley	6.00@ 8.00	
Lilium Rubrum	5.00@ 6.00	
Easter Lilies	10.00@15.00	
Snapdragons	4.00@ 8.00	
Calendulas	1.00@ 2.00	
Sweet Peas	.50@ .75	
Asparagus	string or bunch, .35@ .50	

PITTSBURGH, July 3. Per 100		
Roses, Beauty, special	20.00@25.00	
" " fancy	12.00@18.00	
" " extra	6.00@ 8.00	
" " No. 1	2.00@ 4.00	
" Killarney	2.00@10.00	
" My Maryland	2.00@10.00	
" Sunburst	2.00@10.00	
" Mrs. Aaron Ward	2.00@10.00	
Cattleyas	40.00@50.00	
Lilium Giganteum	10.00@12.00	
Adiantum	1.00	
Asparagus Sprengeri, bunch	.35@40	
New Crop Green Galax per 1000	\$1.25	
Carnations	2.00@ 3.00	
Valley	1.00	
Delphinium, per doz.	1.00	
Gaillardia	1.00@ 1.50	
Flox	2.00@ 4.00	
Coreopsis	1.00	
Sweet William	1.00	
Gladioli	per doz. 1.50	

MILWAUKEE, July 3. Per 100		
Roses, Killarney, W. Killarney	\$3.00@8.00	
" Ward	2.00@ 6.00	
" Mrs. Chas. Russell	5.00@20.00	
" Ophelia	3.00@ 8.00	
" Hoosier Beauty	3.00@ 8.00	
" Bon Silene, per bunch	.35@ .50	
Carnations, assorted	1.00@ 3.00	
Valley	4.00@ 5.00	
Sweet Peas	.50@ .75	
Cattleyas	per doz. 6.00@ 9.00	
Asters	1.50	

McCALLUM CO.

Florists' Supplies

PITTSBURGH, - PA.

Mention the American Florist when writing.

EUGENE BERNHEIMER

— Wholesale Florist —

ROSES

Prima Donna, September Morn and Ophelia,
CARNATIONS

1531 Ranstead St., Philadelphia, Pa.

Mention the American Florist when writing.

Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

ST. LOUIS, July 3. Per 100		
Roses, Hadley	2.00@ 5.00	
" Killarney	2.00@ 4.00	
" White Killarney	2.00@ 4.00	
" Hoosier Beauty	3.00@10.00	
" Russell	4.00@15.00	
" Sunburst	3.00@10.00	
" Ward	3.00@ 6.00	
" Mrs. Sawyer	2.00@ 8.00	
" Ophelia	4.00@10.00	
Ferns	per 1,000 2.00	
Carnations	1.00@ 2.50	

New York.

JUNE BUSINESS BELOW NORMAL.

The marked feature of the past week was a scarcity of stock. The volume of retail business was not up to the normal for June, but the scarcity was abnormal, particularly so during the first half of the week. There have been times when good stock was scarce, when there was an abundance of an inferior quality, but everything was scarce last week. Mention was made in our notes of June 29 of the high price of carnations, which took the greatest jump, but all other stocks wholesaled at good prices. Cattleyas continued at 75 cents and \$1 per flower, lilies at 10 cents per flower, the best sweet peas \$1.50 and \$2 per 100. There was the least change in prices on American Beauty roses of any stock, as there was no great demand for them, and the quality was poor. By June 29, there was some increase in the supply, but carnations brought \$4 per 100. The fluctuations in this business were never more noticeable. A month ago, carnations were a drug, going to the push carts and dead carts, but the cold weather gave the crop a new lease of life and brought them again to the front, at least for a short time. A few asters are on the market, but we doubt if they will arrive in any considerable quantity for some time to come. Gladioli are now arriving and the supply will be on the increase from now on. The week of the Fourth is always considered slow in this market, so it seems likely that there will be enough flowers to go around. During the past week the school commencements made some business, but much less than in former years. The weather of the past week was somewhat warmer, but yet cool for midsummer.

July 1.—The week and month opens with an unfavorable outlook for the trade. The week of the "Glorious Fourth" has never brought much business to the florists; the supply of stock has increased with no corresponding increase in demand, and a deluge of rain is falling, so it is a bad day. Good lily of the valley is scarcely to be had and the best on the market brings \$10 per 100. Good lilies bring 10 cents per flower. Orchid prices are not so firm.

NOTES.

The federal "work or fight" order and the New York state anti-loafing law, went into effect on June 30 at midnight. One minute later, according to the "Sun," "Assistant District Attorney James Smith, hater of the draft dodgers, hove around the corner of Broadway and Forty-second street and proceeded at once to show the leisure class thereabouts just what a disagreeable combination Provost Marshal General Crowder and the state officials have cooked up for them. And the worst of it is, Jim means it. Expert gunmen with political pull must take their chances with manicured cabaret hounds. Everybody must work—including father, if he happens to be under 50. Today, New York's popular lounging places, tea rooms, parks, pool rooms, libraries and other resorts, will be strangely deserted. Romping cubs under 18 and patriarchal gentlemen more than 50 will be their only occupants. Women and children finally may be able to get seats on the park benches in Washington Square." It would thus appear that anyone who evades Jim's net must be like Joey Bagstock, "tough and devilish sly."

P. A. S. Franklin, president of the International Mercantile Marine, testifying before the Senate Commerce Committee, June 28, made an interesting statement as to coal. He is an authority on all steamship matters. He said in part: "We are going to be very short of coal all along the Atlantic coast next winter. One reason

is that every ship leaving port has to be coaled for the round trip. Every ship is being used for war purposes. The two chief problems we have before us are to ship goods and troops to France and coal to New England. That is vitally necessary to provide fuel for the manufacturing plants. There is also considerable coal being shipped to Chile, Brazil, Uruguay, and the Pacific islands. This, too, is for war business. Every bit of the coal shipped to South America is used for fuel of nitrate and other plants absolutely necessary to the prosecution of the war." Mr. Franklin is also connected with the United States Shipping Board.

Of all the florists of this city, Hession, Madison avenue and 76th street, displays a flag bearing the largest number of stars. Eight of his former employees are now in the service, and all of them are believed to be somewhere in France. Their names and units follow: August Halzschmerber, 360th Inf., A. E. F.; Henry Miller, Machine Gun Batt., A. E. F.; Frank Quinn, signalman, United States Navy; Edgar Moore, 305th Inf., A. E. F.; Martin Matthews, Tank Division; John Allison, 27th Inf., A. E. F.; John Dolan, United States Marines; Herbert Rauh, United States Navy. In so far as they can reach them, Hession and his remaining staff, keep these boys supplied with tobacco and other comforts.

"Winning the war" is a leading idea at the Dards store, Madison avenue and 44th street. To push the sale of War Savings Stamps, a clever and unique window decoration has been devised and arranged by F. E. Evans and J. De Vincent, two of the staff. In the foreground is a trench dugout with barbed wire entanglements shown in front. In the background there is a miniature French village. Overhead is a miniature aeroplane, which is so arranged as to fly in circles, by touching an electric button. The electric current also operates a miniature railway which brings up "ammunition" from the rear. Over all is lavish decoration, with the national colors and a card reading: "Buy W. S. S."

James Bruce, who for several years has been with Leikens, the retailer of Madison avenue and 55th street, has formed a partnership with S. C. Gilbert to carry on a wholesale business at 2188 Broadway. In addition to other good stock, they are now handling a fine line of pink, lavender and mauve candytuft.

Here, as in other parts of the country, stealing automobiles and accessories has come to be a highly specialized industry. On the night of June 28, thieves entered the garage of George Snyder, the retailer of 438 Ninth avenue, removed the tires from his machine, and got away with them.

It is hard to teach an old dog new tricks. When John Weir announced he would take a vacation, we were skeptical, as he was never known to take one in the past. Now we find him in a new position, as buyer for the Colonial Florist's chain of stores.

W. A. Bridgeman, late with J. H. Small & Sons, is now in the Leikens

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

90-92 WEST BROADWAY, - - NEW YORK

Mention the American Florist when writing.



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Telephone Farragut 2287

Nicholas G. Pappas & Co.

Wholesale Florists

110 W. 28th St., NEW YORK

Ulrich Brunner Roses a Specialty.



store, Madison avenue and 55th street. Mr. and Mrs. Leikens are conducting their summer store at Newport, R. I.

President Totty, of the Society of American Florists, was in the city, June 29, returning from a business trip east. P. Welch, of Boston, was another recent visitor.

M. Sampson, Jr., who represents the Noe ranges of Madison, N. J., in the rooms of the New York Cut Flower Co., is receiving fine stock of the new rose Columbia.

The first asters noticed in the market were brought in the past week by Charles Beckman, of Elmhurst. They wholesaled for 50 cents per dozen.

Louis Schmutz, Jr., of Flatbush, who has been in poor health for several months, will take a vacation for the remainder of the summer.

George J. Polykranas, 104 West 28th street, is handling exceptionally fine pink and white sweet peas.

Nicholas G. Pappas & Co. have taken a part of the store of Gunther Brothers at 110 West 28th street.

J. J. Coan, 115 West 28th street, is receiving good stock of the gladiolus, Pink Beauty.

A. T. Bunyard and the majority of his staff are at their Newport, R. I. store.

PAUL MECONI

WHOLESALE FLORIST

55-57 WEST 26TH STREET

Telephone:
8864 Farragut.

NEW YORK CITY

GEO. J. POLYKRANAS

Wholesale Commission Florist

CONSIGNMENTS SOLICITED

104 West 28th St.,

NEW YORK

Telephone No. 2264 Farragut.

William Mackie

WHOLESALE FLORIST

105 W. 28th St., New York

Telephone 759 Farragut.

Walter F. Sheridan

WHOLESALE FLORIST

Telephone Call:
3532-3533 Farragut 133 W. 28th St., New YorkAll the NEW ROSES, CARNATIONS
and Seasonable Flowers**HORACE E. FROMENT**

WHOLESALE COMMISSION

All the New and Standard Varieties of Roses,
Violets, Carnations, Valley Lilies, Etc.

148 West 28th St., NEW YORK CITY

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JOHN YOUNG & CO.

Wholesale Commission Florists

53 W. 28th St., NEW YORK

Telephone Farragut 4336.

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WILLIAM P. FORD

WHOLESALE FLORIST

107 W. 28TH ST., NEW YORK

Telephone 5335 Farragut.

Mention the American Florist when writing.

Geo. C. Siebrecht

Wholesale Florist

109 West 28th St., NEW YORK

Tel. 608 and 609 Farragut.

CONSIGNMENTS SOLICITED

Mention the American Florist when writing.

Telephone Farragut 9761.

Goldstein & Futterman
Wholesale Florists

The Right People to Deal With.

102 West 28th St., New York

Mention the American Florist when writing.

Riedel & Meyer, Inc.

WHOLESALE FLORISTS

25 years' experience. Consignments solicited.

49 West 28th St., New York

Phones 4024 and 4025 Madison Square.

Wholesale Flower Markets

NEW YORK, July 3. Per 100

Roses, Beauty, special.....	15.00@35.00
" Columbia	2.00@25.00
" " extra and fancy	8.00@10.00
" " No. 1 and No. 2	3.00@ 5.00
" Hadley	4.00@25.00
" Francis Scott Key	4.00@25.00
" Prima Donna	1.00@10.00
" Alice Stanley	1.00@10.00
" Mrs. Geo. Shawyer	1.00@ 6.00
" Double White Killarney	2.00@10.00
" Killarney	1.00@ 6.00
" " Queen	2.00@10.00
" " Brilliant	1.00@ 8.00
" Aaron Ward	1.00@ 6.00
" J. L. Mock	2.00@10.00
" Ophelia	2.00@10.00
" Mrs. Chas. Russell	2.00@15.00
Cattleya Orchids, special	60.00@75.00
Rubrum	3.00@ 6.00
Lilies, Longiflorum and Formosum	4.00@10.00
Lily of the Valley	3.00@10.00
Adiantum Croweanum and	
Hybridum50@ .75
Asparagus Plumosus.....doz. bebs.	1.50@ 3.00
Smilax	1.00@ 2.50
Carnations	1.00@ 3.00
Snapdragons	per doz. .75@ 1.00
Sweet Peas30@ 1.00
Daisies, Shasta	1.50@ 2.00
Peonies	per doz. .50@ .75
Larkspurs	per doz. .50@ .60
Gladioli	per doz. 1.00@ 1.25

Frank H. Traendly Charles Schenck

Traendly & Schenck

Wholesale Florists and Cut Flower Exchange

436 Sixth Avenue, New York City

Between 26th and 27th Sts.

Telephones: 798 and 799 Farragut.

Orchids, Roses, Carnations, and all the other
best products of the leading growers.

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Henshaw Floral Co.

(Incorporated)

Wholesale Commission Florists

127 W. 28th St., NEW YORK

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Trade Directory

Price: \$3.00 Postpaid

AMERICAN FLORIST CO.

440 S. Dearborn St.,

Chicago

Telephones { 4422 Farragut D. J. Pappas, Pres
4423 Farragut**United Cut Flower Co., Inc.**
WHOLESALE

111 W. 28th St., NEW YORK

Mention the American Florist when writing.

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2336**WM. KESSLER,**
WHOLESALE FLORIST

113 WEST 28TH STREET

Bet. Sixth and Seventh Aves. NEW YORK

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N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
every morning.

Desirable wall space to rent for advertising.

V. S. DORVAL, Secretary

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
trated catalog of Greens and Florists' Supplies.

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GEO. B. HART

WHOLESALE FLORIST

24-30 STONE STREET,

ROCHESTER, NEW YORK.

Mention the American Florist when writing.

M. C. FORD121 WEST 28TH STREET
NEW YORK

Tel. 3870-3871 Farragut

The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

Mention the American Florist when writing.

D. FEXY

Wholesale Commission Florist

106 West 28th St., New York

Consignments Solicited.

Mention the American Florist when writing.

THE FLORISTS' SUPPLY HOUSE of AMERICA

Transportation is falling, prices are advancing. We urge immediate purchases of all standard stocks. Let us quote prices. Send for Illustrated List.

Magnolia Leaves, Cape and Waxed Crepe Flowers, Wheat Sheaves, Match Sticks and Wired Tooth Picks. Make up Christmas Goods Now.

METAL WREATH FACTORY, 709 FIRST AVENUE, NEW YORK.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Henry Hart, the retailer at 1000 Madison avenue, is now devoting a large part of his time to his summer hotel, the Lorraine, at Edgemere, L. I. At the store, it was recently stated that they had been quite busy, the only drawback being the difficulty in getting the right kind of stock.

The Growers' Cut Flower Co., 129 West 28th street, has discontinued business. E. J. Van Reyper, former manager, has accepted a position with Riedel & Meyer, Inc., 49 West 28th street.

Maurice Kleinman, buyer for Myer, Madison avenue and 58th street, is back on the job after an extended vacation, and everybody was pleased to see him.

Leo Klein, Lexington avenue at 60th street, receives warm letters of thanks from the hospitals and schools to which he frequently donates flowers.

William Mackie, 105 West 28th street, is receiving exceptionally fine Spencer sweet peas and Easter lilies.

The United Cut Flower Co., 111 West 28th street, is handling a fine line of Shasta daisies, also helianthus.

John Weir, the oldest buyer of the wholesale district, is taking a well-earned vacation. A. F. F.

Buffalo.

BUSINESS SATISFACTORY.

Florists in this vicinity worked up to the last minute before saying that summer had arrived. Business during the past two weeks was very active in all lines—weddings, commencements, and funerals, the latter being especially numerous. There were three or four elaborate weddings and a large number of smaller ones where the bouquets were the whole decorations. The supply held up well until last week when there was a shortening and roses were the principal offerings. Carnations were scarce. Sweet peas and swainsonas have been welcome flowers for bride's bouquets. The latter will play an important part next year as a substitute for lily of the valley.

NOTES.

E. C. Brucker, of the W. F. Kasting Co., has been a busy man in the war saving stamp campaign. He has acted as captain in the florists' division and results have been flattering. Emil is a hustler when money is in sight for the good cause.

Carl Butz, who has been manager of the S. A. Anderson greenhouses, has resigned. Carl Grooman is his successor. Improvements in the Elmwood avenue store are contemplated, a new modern building to replace the old one.

Conrad Forbush, of Pine Hill, says this has been the busiest year in his history. Help is very scarce.

W. H. Sievers, the enterprising Genesee street florist, is building a new store.

Vacations will be next in order.

Visitors: J. B. Farenwald and Mr. Jones, of S. S. Pennock Co., Philadelphia, Pa. BISON.

NEW HAVEN, CONN.—The New Haven County Horticultural Society has abandoned plans for its rose show, owing to lack of exhibits.

Toronto.

BUSINESS FAIR, CONSIDERING CONDITIONS.

Considering that there are no decorations of importance, business keeps up fairly well, and there is a fair supply of stock of average quality to go around. At present we are in the midst of our peony crop, and these give the stores a well filled appearance. Some of the newer varieties, which are now being cut in fairly good sized quantities, are splendid acquisitions to any florist's stock and command good prices. American Beauties are now in good crop and some excellent stock is being cut of the special grades. Ophelia, the florists' rose, is also fine, while most of the other varieties show that their season is near the end. Carnations hold up remarkably well. Lilies are fairly plentiful, and there are enough orchids and sweet peas to fill orders. A large number of varieties of outdoor stock are now coming in, so that the market is well supplied.

NOTES.

The outlook for the coal situation for the coming winter is not propitious at present. The fuel controller has sent out circulars demanding the tonnage used the past three years, and, although we are advised that we will be allowed 70 per cent of our former yearly requirements, this quantity is in no way assured. There is very little anthracite coming in at present, and, being a cold, backward season, the supply is used up daily and orders that were placed two months ago have not been filled. A number of growers say they are going to cut down considerably, and as far as the trade is considered this should prove a benefit, as it will stop the cut rates so prevalent in this city.

All are looking forward to the outing of the retail florists' club, July 17, at Centre Island, and to which all the trade and their friends are invited. An interesting programme of 16 events has been arranged, and after the games and refreshments, dancing will be the order until 10:30 p. m. Owing to the regulations of the food controller, there is some uncertainty as to what refreshments may be used, but we will know definitely at the next meeting of the club, which is on July 8. So, all come.

The bedding plantmen have had a record season, and all stock has been cleaned up. There was a decided shortage of geraniums and they commanded good prices; \$3.50 per dozen for some of the best stock was had in many instances, and, with the shortage of bulbous stock which is expected for next season, large preparations will be made for another year.

H. G. D.

Knoxville, Tenn.

JUNE DEMAND LIGHT.

During June, business has been extremely dull, stock of all kinds being very scarce, prices ranging as follows: Roses, \$1.50 to \$3.00 per dozen; carnations, \$1.50 per dozen; sweet peas, \$1.50 per hundred; snapdragons, \$1.00 to \$2.00 per dozen; gladioli, \$2.00 to \$3.00 per dozen; dahlias, 75 cents to \$1.50 per dozen.

The Chrysanthemum Manual

By Elmer D. Smith



NEW AND REVISED EDITION

Price 50 Cents. Cash with Order.

AMERICAN FLORIST CO.,
440 S. Dearborn St., CHICAGO

NOTES.

Baum's "Home of Flowers" will begin cutting and making usual eastern shipments of gladioli within a few days. Their very efficient bookkeeper has been called to the colors and left for Camp Gordon, June 25.

A. H. Dailey is now harvesting some excellent potatoes and beans. He is anticipating closing his greenhouses during the extreme cold weather, and will bring on an early crop of sweet peas and bedding plants.

C. W. Crouch Co. has given up its Gay street store and moved to 317 West Clinch street, formerly occupied by Baum's "Home of Flowers." This firm is showing some choice America gladioli.

A. J. McNutt has been cutting some very fine Ophelia roses. Mrs. Rosa Hall Ryno reports very good business but shortage of help.

M. U.

SALEM, MASS.—William McGee, of the firm of McGee & Geary, established in 1877, died June 20, aged 59 years.

NEW HAVEN, CONN.—John N. Champion, of J. N. Champion & Co., is rapidly recovering from a serious operation.

NASHVILLE, TENN.—Harold Joy, who has been on the sick list for some time, is much improved and is back at business.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Established 1857



745 Buckingham Place.

L. D. Phone, Graceland 1112

Send us your retail orders.

We Have the Best Facilities in the City

Mention the American Florist when writing.

Bangor, Me.

Adam Sekenger
 FLORIST

No. 32 NEWBURY STREET

We cover all points in Maine.

Mention the American Florist when writing.

LOUISVILLE, KY.

THE F. WALKER CO.

310-312 West Chestnut Street

CITY'S LARGEST FLOWER STORE

Mention the American Florist when writing.

Albany, N. Y.

EYRES

FLOWERS OR DESIGN WORK

Delivered in Albany and vicinity on telegraphic order.

106 STATE STREET

Milwaukee, Wis.



J. M. Fox & Son, Inc.

437-39-41 Milwaukee St.

Members Florists' Telegraph Delivery Association.

Mention the American Florist when writing.

San Francisco, Calif.

J. B. BOLAND

Successor to Slevers & Boland

FLORIST

60 KEARNY STREET

THOS. F. GALVIN

INC.

NEW YORK — 561 — Fifth Avenue

BOSTON 1 Park Street
799 Boylston Street

Deliveries to Steamers and All Eastern Points.

Mention the American Florist when writing.

ORDERS
IN OR
AROUND

PHILADELPHIA

J. J. HABERMEHL'S SONS

 Flowers and Service THE BELLEVUE-STRATFORD,
 BROAD AT WALNUT STS.
 Conservatories, Diamond St. at 22nd.

Mention the American Florist when writing.

Max Schling

NEW YORK

785 Fifth Ave.

Member of Florists' Telegraph Delivery

Mention the American Florist when writing.

 BRANCHES:
 RITZ-CARLTON and
 VANDERBILT
 HOTEL

KOTTMILLER

 426
 Madison Ave.,
 NEW YORK

Mention the American Florist when writing.

ROANOKE, VA.

FALLON, Florist.

Mention the American Florist when writing.

Chicago.

A. LANGE,

25 E. MADISON ST.

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Young & Nugent

 Telephone 4265-4266 Farragut.
 42 West 28th Street.

 We are in the Heart of New York
 To out-of-town florists;
 And give special attention to steamer and theatre orders. Prompt delivery and best Stock in the market.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

St. Paul, Minn.

L. L. MAY & CO.

 Order Your Flowers for delivery
 in this section from the

LEADING FLORISTS OF THE NORTHWEST

Mention the American Florist when writing.

Houston, Texas.

Robt C. Kerr
Floral Co.

Main and McKinney Phone Preston 160

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ALEXANDER McCONNELL

 611 FIFTH AVE., COR. 49TH STREET.
 NEW YORK CITY.

 TELEGRAPH ORDERS forwarded
 to any part of the United States,
 Canada and all principal cities in Europe. Orders transferred or entrusted
 by the trade to our selection for
 delivery on steamships or elsewhere
 receive special attention.

Reference or Cash must accompany all orders from unknown correspondents.

 Code Address: Alexconnell.
 Western Union Code.

Brooklyn, N. Y.

JAMES WEIR, Inc.
 FLORIST

324 Fulton St., cor. Pierrepont

 Telegraph orders receive our usual good care
 and prompt attention. Phones, 270-271 Main.

For St. Louis

WIRE

Grimm & Gorly

Mention the American Florist when writing.

New York.

DRAKOS CO.
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2953 Broadway. Opp. Columbia College

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Established 1874

DARDS

341 Madison Ave., New York

Help do your bit to-day by selling
Thrift and War Saving Stamps

Stand behind

The Food Conservation Laws

Display prominently patriotic posters.

DO IT NOW

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

Newark, N. J.

Begerow's

946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

BUFFALO

N. Y.

L. H. NEUBECK

Main and High Sts.

Member of Florists' Telegraph Delivery.

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A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyles, 106 State St.
Albany, N. Y.—Danker's.
Bangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. H. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—Alpha Floral Co.
Chicago—C. Frauentfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Eckert Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Palez.
London, Eng.—Wills & Segar, Onslow Crescent, S. Kensington.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Martinsburg, W. Va.—The Flower Store.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Becrow's.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Dards, 44th and Madison Ave.
New York—Hession.
New York—A. Meyer, 1062 Madison Ave.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Leikens.
New York—Malandre Bros.
New York—Nicholas G. Pappas & Co.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 785 Fifth Ave.
New York—G. E. M. Stump.
New York—Young & Nugent.
Omaha, Neb.—Alfred Donaghe.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Fodesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Stebenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heintz & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. B. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—The Flower Store.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

Detroit, Mich.

John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

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FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

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Hess & Swoboda FLORISTS

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PHONES:
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THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

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Toronto, Can.

Canada's best known and most reliable florist

Only the Best Dunlop's

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

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—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation

Philadelphia Orders

Chas. H. Grakelow

Broad St., at Cumberland

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to



Schiller The Florist
2223 W. Madison St. CHICAGO
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Brooklyn, N. Y.
JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store— 334 Lewis Ave., No. 1156 Bedford
Telephone
Telegraph orders delivered to all parts of New York City, Brooklyn and Long Island.

Mention the American Florist when writing.

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heint)
336 Superior St., Toledo, O.
Both Phones, 527

Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Rochester, N. Y.

**J. B. KELLER SONS,
FLORISTS**

25 Clinton Avenue N
Rochester Phone 506. Long Dist. Bell ph. 2189.
Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.
Mention the American Florist when writing.

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries everywhere in Minnesota. Wisconsin, North Dakota, South Dakota and the Upper Peninsula of Michigan. All orders given prompt attention and filled with strictly fresh stock.

Mention the American Florist when writing.

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

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Albany, N. Y.

Danker
FLORIST

The Best Service



Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
801 Sheridan Road.

Special attention paid to telegraph orders in Chicago and vicinity. One of our stores is located in the heart of the city and the other in the select north side residential district.

NEWARK, N. J.

Philips Bros.

938 BROAD STREET

Members of Florists' Telegraph Delivery.

New York.

Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75th St.

Orders By Telegraph Promptly Filled

Phones 1552-1553 Columbus

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Kansas City, Mo.

A. Newell
FLORIST

Established over 20 years.

N. E. Cor. 10th and Grand Ave.

Member of Florists' Telegraph Delivery.

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WASHINGTON, D. C.

Louise Flower Shop

Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842

Mention the American Florist when writing.

J. W. RODGERS

Elks' Building, Dayton, O.
4 South Jefferson Street.

Telegraph orders for Dayton will receive our immediate and careful attention.

Mention the American Florist when writing.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones { 107 } { 420 } { 775 } Lenox

Member of Florists' Telegraph Delivery.

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.
138-140 Fourth St., East

Denver, Colo.

**The Park
Floral Co.**

B. E. GILLIS, President.
E. P. NEUMAN, Secretary.

Members of Florists' Telegraph Delivery.



QUALITY and PROMPTNESS
New Orleans, La.
Members F. T. D.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE

Mention the American Florist when writing.

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and most carefully executed.

Mention the American Florist when writing.

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.

Artistic Funeral Designs. Flowers for all occasions.
Tel. 1673 Hackensack MAIN and BRIDGE STS.
Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

Mention the American Florist when writing.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for Texas, Oklahoma, Louisiana, New Mexico. No orders too large, none too small.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

NASHVILLE and CHATTANOOGA

MEMBER
Florists' Telegraph Delivery

Joy's

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE

FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Little Rock, Ark.

PAUL M. PALEZ

FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers All New England Points.

WIRE YOUR ORDERS
TO
HARRY PAPWORTH
The Metairie Ridge Nursery & Co.
STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS F.T.D.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCauslen, Prop.

173 North Fourth Street

All Orders Promptly Executed.

Cleveland, O.

The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Friedman

...FLOWERS...
522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Omaha, Neb.

Alfred Donaghue

1622 Harney St. Established 1866

Mention the American Florist when writing.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

DES MOINES IOWA
ALFRED LOZIER ROSERY

Mention the American Florist when writing.

KANSAS CITY, MISSOURI.

**Rock's
FLOWERS**

Members Florists' Telegraph Delivery Ass'n.

C. H. FREY Wholesale and Retail Florist

1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

Marinsburg, W. Va. Washington, D. C.

134 West King Street

14th and Harvard Sts., N. W.

The Flower Store

J. A. PHILIPPS

C. Trauenerfelder
FLORIST

3343 W. MADISON ST.
NEAR OAKFIELD PARK

CHICAGO

For Wisconsin Delivery
OF

"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN

Member of Florists' Telegraph Delivery.

W. J. PALMER & SON

Palmer's

304 MAIN STREET
BUFFALO, N.Y.

Members
Florists' Telegraph
Delivery Association



GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON, D.C.

Members of Florists' Telegraph Delivery.

**WASHINGTON
D. C.**

Gudes'

Michigan. Orders will be carefully cared for by

HENRY SMITH

Wholesale and Retail Florists of Grand Rapids.
Member of Florists' Telegraph Delivery.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

LEIKENS, Madison Ave. and 55th St.,
New York

Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

New York.

Gilbanks
Flowers of Quality

50 Broadway

New York

Malandre Brothers

2077 Broadway, near 72nd Street
Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality.

Orders from other cities receive our personal attention.

Mention the American Florist when writing.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Mention the American Florist when writing.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New Orleans, La.

CHAS. EBLE

Oldest Florist South

121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street

THE BEST THAT GROWS.

EXPERTS TO ARRANGE THEM.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

A. MEYER,

Boston, Mass.

Penn. The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Orders in or Around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great
Northwest. Daily deliveries to Superior, Wis

FREY & FREY,

1338 O Street, LINCOLN, NEB.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF HEINL'S

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.

Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

IN THE HEART OF **Newark N. J.**

The Rosery Floral Co.,
167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city
within 150 miles of Newark.

Telephone
Market 494.

"WE NEVER SLEEP"

IDLEWILD GREENHOUSES **Memphis, Tenn.**

89 South Main St.

"Up-to-the-minute" Service and Execution.
Every Flower in Season

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

BOSTON, MASS.—John Fottler is at his seashore home, Harwichport.

COMMERCIAL FERTILIZERS have been advanced in price 15 to 20 per cent.

THE world's crop conditions indicate larger yields this year than in 1917.

NEW YORK.—H. H. Berger & Co. are asking a compromise with their creditors.

S. D. WOODRUFF & SONS, of Orange, Conn., are now owners of the Aabling-Boyce Seed Co., Seattle, Wash.

NEW ZEALAND spinach is the only successful all-season variety in the south, thriving in hottest weather.

REPORTS of June 30 from Pacific coast growers, indicate some damage to onion from the hot weather of June 26-28.

RICE planting in Florida is proceeding on an increased scale. It is one of the surest and best crops for the farmer.

ROCHESTER, N. Y.—James Vick's Sons have moved to more commodious quarters in the Wetmore building, 97 St. Paul street.

CHAS. D. BOYLES is now in the government service at Hoboken, N. J., having charge of important railroad and dock work.

SAN FRANCISCO, CALIF.—The Hallawell Seed Co. is making extensive improvements in anticipation of heavy business next season.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade July 3 were as follows: Timothy, \$7.00 to \$8.00 per 100 pounds.

FISHKILL, N. Y.—W. B. Hayt, traveler for the Jerome B. Rice Seed Company, has returned from his long season's trip and will take a rest in the Rip Van Winkle country.

A DUTCH invoice for spinach seed just arrived, amounting to \$300, carries a so-called "export premium" expense of \$200 imposed at The Hague, two-thirds of the first cost of the seed.

MILWAUKEE, WIS.—The Kellogg Seed Co. is completing the finishing touches on its new elevator at 186 Florida street, the final electrical equipment having been installed during the past week.

TOLEDO, O.—October clover was five cents lower, July 1, closing at \$13.55. Cash and September timothy were 10 and 15 cents higher, at the following prices: Cash, \$4.00; September, \$4.65; October, \$4.20; December, \$4.25; March, \$4.60; April, \$4.40.

ACCORDING to the London Gardeners' Chronicle, the seeds advisory committee of the British food production department states that England will do well to follow the example of the United States in reducing, as far as possible, the number of varieties of seeds hitherto handled by the trade.

Presentation to President Bolgiano

At the Chicago Convention of the American Seed Trade Association, June 18-20.

The regular business of the convention being concluded, Ex-President Watson S. Woodruff, accompanied by W. P. Hall, advanced to the front, and addressed President Bolgiano as follows:

"After the undertaker has taken care of the corpse, I have a word to say, Mr. Bolgiano. This association, I believe, has now celebrated its thirty-sixth birthday; and for thirty-six years I think, prior to this past year of 1917, our vice-president or second vice-president has always been Frank W. Bolgiano. He would oscillate from first to second and from second to first, and finally back to first; so that it got to be just as regular as the clock; and it became known that there was just one way to break that spell, that we never could break it unless we finally put him in the presidential chair. So last year that spell was broken, and he was inducted into the office of president of this organization. Now things have happened in the last 12 months. Frank, whether he admits it or not I do not know, has had designs for political preferment; and he has never gotten anywhere! I will tell you why. I defy contradiction; I know whereof I speak. He has never been able to gather together a corporal's guard from the democrats in the city of Washington that would vote for him; and still, he has had aspirations, and when this honor came to him a year ago we could just barely see his countenance change, and that smile has been firmly frozen on his countenance ever since; but seriously, I say to you, Mr. Bolgiano, that your administration is unique. You have been elected today to succeed yourself, something that has never happened before, in the history of this organization, not once before, for anyone to succeed himself. No man has ever before been re-elected to succeed himself following his own administration; there have been two cases where presidents have been re-elected after the lapse of some years between administrations; so that history will record in the American Seed Trade Association that its war president was Frank W. Bolgiano, and on behalf of this association we will now unveil what your friends in this association have seen fit to tender to you, this tea-set of sterling silver. One of Frank's failings is nervousness, but no more of that, for the five o'clock tea will settle that. We charge you to use this when your nerves are upset. It is appropriately inscribed as presented to you by the American

Seed Trade Association at its annual convention, Chicago, 1918. Therefore, I want to thank you for an administration so unique as to earn by your merits a re-election to succeed yourself. We shall look for the same big things in the coming year that we have had from you in the past. I want to extend congratulations on behalf of the association upon your unique re-election."

In voicing his thanks, President Bolgiano said:

"I can hardly tell you how the words of my friend Woodruff have touched me today, and how the honor which you have conferred has made me feel, if possible, more humble than I have ever felt before in all my life. Last year, I said we were going to enter upon a year that would be fraught with difficulties, and that it would require patience, time and labor to properly administer the duties of the office of president; yet I did not realize at that time what it was to be. I now look forward, gentlemen, to a year when the very nerve force, the very strength of your president, is going to be called upon; and had I not the assurance of having the same committees at my back, I never would have consented to stand for re-election. Gentlemen, you will never realize the work that was done at Washington last year. I never have met with a party of men who were more unselfish, more patriotic, than the war service committee which you allowed me to have the pleasure of appointing. In again accepting the position of president, I fully realize my inability to accomplish anything by my own unaided efforts. I just regard myself in the light of a pendulum in the clock to keep things going; the wheels are there to do the work. I just oscillate backwards and forwards from one place to another. I thank you for the gift which you have seen fit to make me. It shall be placed upon my table at my home, and when I get blue, as I frequently do, being of a nervous nature, as Watson Woodruff says, I shall look upon it, and be reminded that I have some friends somewhere in the United States.

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Mention the American Florist when writing.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish,
Correspondence
Solicited

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

We reprint the following from The Horticultural Trade Journal of England, issue of June 12. In view of state and federal exploitation of seed corn, nitrate of soda, castor beans, etc., with the co-operation of county agents and others, entirely outside the seed trade, ignoring generally the available aid of American seedsmen, this article would seem to apply to present conditions in the United States.—ED. AMERICAN FLORIST.

Unite before Unity shall be unavailing!

MEMBERS of the Horticultural and Allied Trades and Industries of this country, as sane and patriotic men, know full well that they must make, and they are prepared willing to make, their full contribution of sacrifice to the common cause, but, also, they expect some consideration for their interests—from motives of mere common justice, if for no other reason.

But from some cause, which is most probably the lack of true and proper representation, their claims to consideration, in connection with their vitally important trade, have been completely ignored.

Trade which is their due by right of knowledge, experience, utility and long years of loyal service to the public is being officially diverted on the grounds of so-called but wrongly named "Expediency," into channels which possess no such qualifications.

Injustice made more unjust.

Is not the reply of the Horticultural and Allied Trades and Industries—

"UNITE, BEFORE UNITY SHALL BE UNAVAILING!"

WHEN Food Production in this country has reached the highest level in history it is "touch and go" with the future of the local Retail Seed Trade.

When local Retail Seed Traders should be officially recognised, important factors in the scheme of Food Production, and when their combined knowledge and experience should be intensively employed in the same vital cause, they are, as traders, absolutely ignored, their knowledge officially unutilized, and their trade threatened with whole or partial extinction by the very simple but effectual process of diverting distribution into other channels.

And, for lack of organisation, Seedsmen are watching—literally watching—the commencement of the passage of their business, under official guidance.

Some have rightly read trading tendencies during the past two seasons, but others have been blinded to significant signs by the unprecedented demand for horticultural supplies. In the circumstances, their blindness, or, perhaps, non-desire to see, is excusable. But now they can no longer refuse to see, even if they had the desire—which is far from likely.

THE CARDS ARE DOWN—
EXPOSED, FACE UPWARDS.

War Agricultural Co-operative Societies are to be increased in number and strengthened in influence, the ordinary Co-operative Supply Societies are officially encouraged to enter the trade, and Municipalities are to supply Seeds, Fertilizers, etc., on advantageous terms to the buyers.

And while these bodies are actually set up at official instance, or cheered on their way into the trade by official favour—the established, legitimate, experienced medium of distribution is ignored completely.

Indeed, if it were not full-to-overflowing of danger to the Seed Trade, the situation would be humorous.

A trade, consisting of thousands of well-educated men and women, the highly technical nature of whose calling demands a high standard of intelligence, left stranded—high and dry—ignored—and at a time when their knowledge and experience was never so valuable to the country.

And why?

Cyclamen Giganteum Seed

JULY DELIVERY

We offer the following varieties of all fresh American-Grown Cyclamen Seed:

GLORY OF WANDSBEK (Dark and Light Shades of Salmon)
CHRISTMAS CHEER (Blood Red)
BRILLIANT RED (Wine Red)
PURE WHITE

WHITE (Pink Eye)
ROSE OF MARIENTHAL (Rosy Pink)
DAYBREAK (Delicate Shade of Salmon Pink)
LAVENDER (A New and Beautiful Shade)

Price, \$12.00 per 1000 Seeds.

For the past eight years we have been improving on the **Cyclamen**; the strain we offer is unsurpassed for quality.

J. A. PETERSON & SONS, Westwood, Cincinnati, Ohio

SEED PRICES WANTED

ROSEBURG SEED & NURSERY CO.

Roseburg, Oregon

Ign. van der Bom, Manager.

Wants special wholesale prices on all vegetable seeds. **Peas, Beans, Vetch, Etc., Grass Seeds, Flower and Sweet Pea Seeds.**

Gather Sweet Clover.

Sweet clover is growing in abundance along the road sides in many parts of the country. A farmer near Coloma, Mo., has secured the crop from a cemetery to haul to his farm and the dry stems with the ripe seed in them will be scattered over his fields and particularly along gullies. Most of the seed is now mature and should be cut at once. The high price of the seed makes it profitable to save the seed from the roadside plants. Sweet clover is one of the best crops to plant upon fields intended for permanent pasture. The bluegrass is always more green and of heavier growth in alfalfa or sweet clover than where growing alone.

Seed Stocks Must Be Reported.

All dealers in seed whose stock at any time during the past year amounted to 500 pounds of vegetable seed or 5,000 pounds of field seed are required to report in the seed stocks survey to be made by the bureau of markets, United States department of agriculture, under date of July 1, 1918. In addition to the survey covering stocks held by dealers, the department announces a vegetable seed-production survey, in which everyone who grows vegetable seed for sale or purchases vegetable seed from local growers or seed farmers is expected to report on the forms sent out from Washington.

Onion Sets At Chicago.

The present indications through the principal set growing districts is not to exceed a four to one yield, which will mean a three to one delivery. Maggots are bad all over. Some fields appearing to have a fair stand, are 40 to 50 per cent smut affected. New ground or land not in sets last year has 10 to 20 per cent smut. The ground is getting very dry, and unless rain falls soon, the yield will be small.

Frost Loss in Indiana.

J. D. Harper, government inspector, reports severe losses in crops as the result of the recent frost in the eastern central and northeastern sections of the state, June 22, as previously announced in these columns, thousands of acres of corn in the northern counties having been ruined, the frost extending to the roots of the stalks.

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
 IMPROVED VEGETABLE SEEDS
 IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed **LANGPORT, Eng.**
 GROWERS

Cable Address: "KELWAY, LANGPORT."

Mention the American Florist when writing.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

LEONARD SEED CO.

GROWERS FOR THE TRADE

226-230 W. Kinzie St.,

Telephone Main 2762.

CHICAGO

Mention the American Florist when writing.

EDGAR F. HURFF

SWEDESBORO, N. J.

Grower of High Grade Seed.

TOMATO, Pepper, Egg Plant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn, on Contract.

CORRESPONDENCE SOLICITED

TOMATO SEED

Grown for the Wholesale Seed Trade.

HAVEN SEED CO.

SANTA ANA, CALIFORNIA

Waldo Rohnert

GILROY, CAL.

WHOLESALE SEED GROWER

Specialties: Lettuce, Onion, Sweet Peas, Asters, Cosmos, Mignonette, Verbenas in variety.

Correspondence Solicited.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St., NEW YORK

and ORANGE, CONN.

The Everett B. Clark Seed Co.

GROWERS FOR THE TRADE

Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

Branches: Michigan, Wisconsin and Idaho.

MILFORD, CONN.

Mention the American Florist when writing.

ROUTZAHN SEED CO.

Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of FLOWER and GARDEN SEEDS



MICHELL'S NEW CROP FLOWER SEEDS

PANSY SEED

Mitchell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; 50c per tr. pkt.; $\frac{1}{2}$ oz., \$1.25; \$7.00 per oz.
Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt., 30c; \$1.25 per oz.

Giant Sorts in Separate Colors

	Tr. pkt.	Oz.
Azure Blue	\$0.40	\$2.75
Black Blue40	2.75
Emperor William, blue.....	.40	2.75
Hortensia Red40	2.75
King of the Blacks.....	.40	2.75
Lord Beaconsfield, purple violet40	2.75
Peacock, blue, claret and white40	2.75
Snow Queen, pure white.....	.40	2.75
Striped and Mottled.....	.40	2.75
White with Eye40	2.75
Pure Yellow40	2.75
Yellow with Eye40	2.75

DAISY, Double English Tr. pkt. Oz.

Monstrosa Pink.. $\frac{1}{4}$ oz.,	\$1.50	\$0.50
Monstrosa White $\frac{1}{4}$ oz.,	1.50	.50
Monstrosa Mixed $\frac{1}{4}$ oz.,	1.00	
Longfellow Pink30	\$1.75
Snowball White30	1.75
Mixed30	1.50
Myosotis		
Alpestris Victoria25	1.00
Eliza Fonrobert25	1.00
Cineraria $\frac{1}{2}$ tr. Tr.		
Grandiflora Prize Dwarf.....	\$0.60	\$1.00
Grandiflora Med. Tall.....	.60	1.00
Primula Chinensis		
Alba Magnifica60	1.00
Chiswick Red60	1.00
Duchess60	1.00
Holborn Blue60	1.00
Kermesina Splendens60	1.00
Rosy Morn60	1.00
Prize Mixture60	1.00

Headquarters for Asparagus Plumosus Nanus

1000 seeds, \$	3.50	10,000 seeds, \$	30.00
5000 seeds	15.00	25,000 seeds...	72.50

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Mammoth Purity

Very fine $\frac{3}{4}$ -inch bulbs.
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HIGH GRADE SEEDS

Cucumber, Muskmelon, Squash and Pumpkin,
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	Size	Number to bale	Price Per bale
NATURAL,	6 ft.	2000	\$21.00
"	6- 9 ft.	600	7.00
"	9-12 ft.	400	8.50

Prices ex warehouse New York.

Terms—Net cash 30 days.

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Get the benefit of our 69 years' experience.

All seasonable varieties.
Our stocks are very complete.

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SEED GROWERS

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Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips.
Growing Crops Given Personal Attention.

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7-9 in. and 9-10 in., for immediate delivery.
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We carry a reserve stock of the
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I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

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Flower Seeds For Summer Sowing



CINERARIA—Vaughan's Columbian Mixture.

ASPARAGUS PLUMOSUS NANUS.

Northern Greenhouse Grown.

Per 100 seeds, 50c; 250 seeds, \$1.00; 1000 seeds, \$3.00; 5000 seeds at \$2.75 per 1000.

Asparagus Sprengeri. 100 seeds, 15c; 250 seeds, 25c; 1000 seeds, 75c; 5000 seeds, \$3.50; oz., 50c.

CINERARIA.

Vaughan's Columbian Mixture. It consists of a mixture made up by ourselves of the choicest strains and cannot be excelled in variety of colors, size, shape and substance of flowers and perfect habit of plant. Trade pkt., (500 seeds) 50c; 3 trade pkts., \$1.40.

Large-Flowering White.....	500 seeds, \$0.35
Crimson.....	Each per trade
Blue.....	pkt.
Blood-Red.....	(500 seeds) 35c
Matador. Brilliant scarlet. Trade pkt.....	500 seeds, .50
Old Rose. Pink to rich coppery red.....	500 seeds, .50
Pompadour. Blue striped on pink.....	500 seeds, .35
Hybrida. Fine large-flowering mixed.....	500 seeds, .25
Grandiflora, Semi-Dwarf. Mixed.....	500 seeds, .35
New Miniature.....	500 seeds, .50

GYPSOPHILA elegans grand alba. Fine for cutting. Lb., 80c; Trade Pkt., 5c; Oz., 10c

Our List of "Flower Seeds for Summer Sowing" Now Being Mailed, if you have not received your copy please write for it.

CHICAGO, ILL. **VAUGHAN'S SEED STORE,** NEW YORK, N. Y.

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SEEDS WHICH SUCCEED

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Wholesale Price List for Florists and Market Gardeners.

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THOROUGHbred STRAINS. Postpaid, per oz.
 Cassier's Giant Odier, finest mixed.....\$3.50
 President Carnot..... 4.00
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SWEET PEAS, Spencers, Grandifloras, etc., ASTERS and FLOWER SEEDS in general; TOMATO, LIMA and POLE BEANS, write

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Contract growers of Cucumber, Cantaloupe, Watermelon, Squash and Pumpkin Seed; Sugar, Flint and Field Seed Corns.

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ALFALFA
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TIMOTHY
 SWEET CLOVER
 FOR FALL TRADE

BLUEGRASS
 TURNIP

PLEASE WRITE FOR SAMPLES AND PRICES.

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CONTRACT PRICES MAILED ON REQUEST

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Improved Purity Freesia Bulbs

BULBS WELL CURED. TRUE TYPE. WELL UP TO SIZE.

Prices quoted are F. O. B. Chicago. No charge for packing.

Ordinary planting size.....\$ 3.50 per 1000

$\frac{3}{8}$ to $\frac{1}{2}$ inch and up..... 6.00 per 1000

$\frac{1}{2}$ to $\frac{5}{8}$ inch and up..... 9.50 per 1000

$\frac{5}{8}$ to $\frac{3}{4}$ inch and up..... 15.00 per 1000

Large Jumbo Bulbs..... 18.00 per 1000

We can also quote prices upon application F. O. B. California, shipping direct to you from our Grower.

Write us for sample 100 or more, or mail us your full order with privilege of returning same if not satisfactory.

We guarantee our Bulbs to reach you in good condition, which means a great deal to you. Let us have your orders.

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50,000 Cyclamen

Our stock of Cyclamen is exceptionally fine and those who wish to grow on Cyclamen will do well to procure some of our stock. Order early. Best varieties assorted, $2\frac{1}{2}$ -in., \$8.00 per 100; \$75.00 per 1000; 3-in., \$10.00 per 100; \$95.00 per 1000; 4-in., \$20.00 per 100; $4\frac{1}{2}$ -in., \$35.00 per 100.

BOSTON FERNS

This stock is now being potted up. 4-in., \$2.00 per doz.; \$15.00 per 100; 8-in., \$1.00 each.

George Wittbold Co., L. D. Phone: 745 Buckingham Place, CHICAGO
Graceland 1112,

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Chrysanthemum Novelties my Specialty

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DAHLIAS

A good assortment of the best all around varieties. 2 inch pot plants at prices running from \$2.00 to \$25.00 per 100. We will send 1000 in an assortment of 20 varieties, our selection for \$20.00. Cash with order.

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New Early-Flowering or Winter-Blooming GIANT PANSIES



An entirely new and distinct strain of Pansies. The main advantage of these new Pansies over all hitherto existing Pansies is the extreme earliness of flowering and its unusual hardiness, which enables them to withstand quite severe Winters and to bloom right on into the Summer. Sown at the same time as other Pansies, they begin flowering the early part of March or as soon as the snow is off the ground, many times having four or five large flowers to a plant, when all other Pansies are only showing buds. The flowers are large, well formed and fragrant.

14. **WINTER SUN.** Golden yellow, eye. 16. **CELESTIAL QUEEN.** Light or sky blue.

15. **ICE KING.** Silvery white, with eye. 17. **CHARM OF MARCH.** Dark velvety blue.

18. **MIXED.** The above four colors with other shades and variations. Each color separate or mixed.

500 seeds, 25c; 1000 seeds, 40c; $\frac{1}{4}$ oz., \$1.10; $\frac{1}{2}$ oz., \$2.00; oz., \$7.50.

For description and prices of other Pansy Seed send for list.

CHAS. FROST
Kenilworth
N. J.

Mention the American Florist when writing.

Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

SOUTH BEND, IND.—There was a severe frost through this section June 22 and it is thought the corn and potato crops will be a total loss, especially in the low lying sections.

"POTATO Culture Under Irrigation" is the title of Farmers' Bulletin 953, recently issued by the United States department of agriculture, regarding the growing of this crop in the west.

Prices of Indoor Fruits and Vegetables.

Chicago, July 2.—Cucumbers, 2-dozen box, \$1.25; celery, crate, \$1.50 to \$1.75; leaf lettuce, per box, 8 to 10 cents; radishes, per 100 bunches, \$1.50 to \$2.00; tomatoes, 6 baskets, \$2.25 to \$3.50.

New York, July 1.—Celery (state), per bunch, 50 cents to \$1.00; cucumbers, 30 to 75 cents per dozen; mushrooms, 40 cents to \$1.60 per 4-pound basket; tomatoes, per pound, 10 to 20 cents; lettuce, per package, 35 cents to \$2.00; radishes, per 100 bunches, 50 cents to \$1.00.

Mushroom Food Value.

During the past season many inquiries have been received concerning the food value of mushrooms, according to the annual report of the Ontario Agricultural College, Toronto. This has no doubt been due to a greater or less abundance of the plants in certain portions of the province and also to the campaign for the conservation of food products. In the past, mushrooms have been considered as very nutritious. Sometimes they have been called "vegetable beefsteak" and have been said to have a food value of twice that of fresh vegetables. This high opinion of their food value may be due partly to their delicious flavor, making one eat large quantities. A chemical analysis shows that mushrooms are comparatively rich in nitrogen, and this was taken to indicate that they were rich in proteids. However, more careful analysis shows that much of the nitrogen is in such combination as to make it unavailable for human nutrition.

Careful analysis of the available food material in mushrooms shows that the cultivated mushroom has about the same food value as cabbage, but, as bought on the market, costs at least 25 times as much, and is only about one-tenth as nutritious as lean beef. Some of our wild mushrooms are still lower in food value. The ink caps are less than a fourth as nutritious as the cultivated mushroom and about a fortieth as nutritious as beef. The Morel is about half as valuable as cabbage and one-twentieth as valuable as lean beef.

From the standpoint of foods, the mushrooms, as a class, may be classified as very low in actual food value, but they are excellent as a relish, and their utilization from this standpoint should not be ignored, and is worthy of much consideration.

Vegetable Markets.

Vegetable market conditions as reported by the United States department of agriculture for the period June 25-July 1, showed lighter movement in most leading lines of vegetables and fruits. The peak of the carlot movement of new potatoes seems to have been reached two weeks ago and shipments from Virginia were comparatively light and prices advanced sharply in that section and in North Carolina. Virginia Cobblers reached \$6.50 per barrel f. o. b. Norfolk. Bliss Triumph at Louisiana, Texas and Oklahoma shipping points ranged steady at \$1.40-1.60 per 100 pounds. Prices of white stock in northern markets advanced rapidly, ranging \$5.50-\$7 per barrel. The Texas onion movement has been growing lighter with prices strong, advancing to \$1.75-2.25 for No. 1 Texas Yellow and \$1.50-2.10 for No. 2. The carlot movement of cabbage continues on the decrease. Prices in consuming markets tended from \$3.50-\$4 for Wakefield. Tennessee tomatoes moved more freely and prices were lower in shipping sections. In consuming markets, Mississippi fours ranged \$1-\$1.40 and Texas stock, \$1-\$1.25.

Vegetable Breeding in Ontario.

The Ontario Agricultural College reports that it began the breeding of celery in a small way in 1913, and the systematic breeding of cabbage, carrots, beets and onions in the spring of 1914. When the war started, late in 1914, it was realized that the European supply of garden seeds would probably be seriously curtailed. Having already

made a beginning in seed growing, it was decided at that time, in view of the war situation, to continue the work. It has, therefore, prosecuted this line of work continuously and with the greatest possible care since that date, guided largely in this matter by the advice of the dominion seed commissioner, who foresaw that the vegetable seed growing industry would require to be actively taken up in Canada. Since that time the seed situation has steadily become worse, until now the European supplies have almost ceased. It is felt that this work of vegetable breeding and seed production is of great importance, and it is hoped to be able to take it up on a larger scale next year. The seed being produced is "stock seed," to be used not for commercial crop production but for future seed growing. In accordance with a plan outlined, it is intended to send the bulk of the celery and cabbage seed to be increased under the more favorable climatic conditions of British Columbia. Last year the college produced four pounds of celery seed of the Paris Golden Self-Blanching variety, which, for market purposes, would be worth not less than \$25 per pound.

Mushroom Growing

By B. M. Duggar.

Presenting accurately the requirements for success.

260 pages, cloth, fully illustrated. Price, \$1.50.

American Florist Co.

440 S. Dearborn St., CHICAGO

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.
English Catalogue on Application. ENGLISH CORRESPONDENCE.

TO SEEDSMEN ONLY

R. A. van der SCHOOT, Hillegom, Holland

Begs to announce that he is prepared to book orders for season's shipments of

FIRST QUALITY BULBS

Inquiries and quotations may be addressed to the undersigned, who is the American representative of the House, and ready to furnish all information.

No retail trade solicited.

"STRICTLY WHOLESALE."

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The American Representative has vacated his Chicago Office for the present and is now at

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Robert Craig Co...

High Class **PALMS**
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Grass Mixtures

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Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

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Hill's Evergreens

BEST FOR OVER HALF A CENTURY
Small, medium and large sizes supplied.
Price list now ready.

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Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

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ROOTED CUTTINGS.

Summer Prices—Ready now, and fresh lot every two weeks. S. A. Nutt, per 1000, \$10.00. Ricard and Poitevine, per 1000, \$12.50. If wanted by Parcel Post add \$1.00 per 1000 to above prices.

ALBERT M. HERR, LANCASTER, PA.

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Spring Stock

Write for List of
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**CALIFORNIA FREESIAS**

Better secure your stock now,
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French Freesias are uncertain this
year and will probably arrive late.

**IMPROVED
PURITY**

(California Grown)

Size	Per 1000
$\frac{5}{8}$ to $\frac{3}{4}$ in., extra fine	\$12.00
$\frac{1}{2}$ to $\frac{5}{8}$ in., good grade	7.50
$\frac{1}{2}$ in., plump bulbs	5.50
$\frac{3}{8}$ to $\frac{1}{2}$ in., regular grade	4.00

CALLA AETHIOPICA

PRICES AT CHICAGO

	Per 100	Per 1000
$1\frac{1}{2}$ to 2-inch.....	\$ 7.00	\$ 65.00
2 to $2\frac{1}{2}$ inch.....	9.50	90.00
$2\frac{1}{2}$ inch and up.....	11.50	110.00

PRICES AT NEW YORK

	Per 100	Per 1000
$1\frac{1}{2}$ to 2-inch.....	\$ 8.00	\$ 75.00
2 to $2\frac{1}{2}$ -inch.....	11.50	110.00
$2\frac{1}{2}$ -inch and up...	15.50	150.00

NEW YORK Vaughan's Seed Store CHICAGO

CYCLAMEN GIGANTEUM AND OTHER VARIETIES.

A fine flower, and free blooming plant as is well known is produced from our strain which is unsurpassed by any other, both as regards size and color of flower and habit of plant.

TRADE OFFER OF SEED.

Prices Net Cash With Order. Postage Paid.

To insure against possible loss, 5% added to these prices will cover War and Maritime Risk.

Bush Hill Pioneer (white, rose, persicum, persicum mauve, salmon) in packets at \$5 per doz. net. \$7.50 per 1000 seeds. \$20 per ounce.

CHERRY RIPE (New)—nearly scarlet—\$12.50 per 1000 seeds. \$30 per ounce.

Eileen Low (stock exhausted).

MRS. BUCKSTON (bright salmon) in packets \$5 per dozen net, and \$10 per 1000 seeds.

Majestic (white with blush base) in packets \$5 per dozen net, and \$12.50 per 1000 seeds.

Purple Prince (foliage like St. George, flowers lovely purple) in packets \$5 per dozen net.

PINK PEARL (New)—a lovely pale salmon—\$10 per 1000 seeds. \$25 per ounce.

Persicum (white with red eye) \$4 per 1000 seeds. \$10 per ounce.

Persicum Rose (bright rose colored variety) \$4 per 1000 seeds. \$10 per ounce.

Persicum Mauve (a delicate mauve with carmine eye) \$4 per 1000 seeds, \$10 per ounce.

Phoenix (a lighter red than Vulcan) \$4 per 1000 seeds, \$10 per ounce.

Princess May (gigantic rose with purple base) \$4 per 1000 seeds, \$10 per ounce.

Papilio (Butterfly Cyclamen) in white, red, rose, mauve shades, Persicum) \$7.50 per 1000 seeds \$20 per ounce.

St. George (the silver leaf Cyclamen) in packets \$5 per dozen net.

Scented (possessing the true old Cyclamen perfume) in packets \$5 per dozen net.

SALMON KING \$6 per 1000 seeds. \$12.50 per ounce.

Sunset (bright orange salmon) \$12.50 per 1000 seeds. \$30 per ounce.

Victoria in packets \$5 per dozen net; \$10 per 1000 seeds.

Vulcan (deepest red, blood red Cyclamen) \$4 per 1000 seeds, \$10 per ounce.

White Swan or Charming Bride (giant white) \$4 per 1000 seeds, \$10 per ounce.

CYCLAMEN SEED of the various colors mixed, \$10 per ounce.

Dry bulbs for growing on can be shipped August onwards at \$15 per 100.

STREPTOCARPUS SEED of the finest strain, \$10 per ounce. \$2.50 wholesale packet, net.

STUART LOW CO., BUSH HILL PARK, Middx., Eng.

PRIMULA OBCONICA

THE FAMOUS CHENIES STRAIN OF GIANT HYBRIDS.

Individual flowers 2 to $2\frac{1}{4}$ inches across, range in color from dark crimson to beautiful shell pink, per 100 pkts., \$20.00; per doz., \$3.00; retailing at 36c per pkt.

Also CHENIES BLUE

Delightful shades of color, per 100 pkts., \$36.00; per doz., \$4.80; retailing at 60c per pkt.

PRIMULA EUREKA

Award of Merit, R. H. S.
May 8, 1917.

Akin to Obconica, but an entirely new form. Compact flower heads of large well shaped flowers carried well above the foliage, rich rosy carmine, shaded cerise, per 100 pkts., \$36.00; per doz., \$4.80; retailing at 60c per pkt.

HURST & SON, Seed Merchants and Growers

152 HOUNDSDITCH, LONDON, ENGLAND

Cable Address: "HURST, ALD, LONDON."

WHOLESALE ONLY

TERMS:—Small orders should be accompanied by cash to cover goods and postage. Unknown correspondents desiring credit terms are requested to furnish satisfactory trade references.

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

THE Georgia peach crop this year is probably the largest on record.

COUNCIL BLUFFS, IA.—L. H. Smith, nurseryman of this city, died June 19, aged 58 years.

THE death of John Van Lindley, prominent nurseryman of Pomona, N. C., is recorded in our obituary column this week.

ELGIN, ILL.—It is stated E. W. Carbery will endeavor to dispose of his large supply of high grade nursery stock and retire from business the coming fall.

THE peach crop is generally better in the southern than in the northern states; on the other hand, apple prospects are, on the whole, better in the north than in the south.

THE California orange crop prospects for this year are very favorable. Unless the orange-growing districts are visited by high temperature, indications point to the largest crop of oranges ever produced in the state. Some go so far as to say that with only a normal June drop, the state will produce 25,000,000 boxes of oranges.

Conifers of Northern Rockies.

The Department of Interior, bureau of education, Washington, D. C., has issued Bulletin, 1917, No. 53, entitled "The Conifers of the Northern Rockies," by J. E. Kirkwood, professor of botany in the University of Montana, and which may be obtained from the Government Printing Office, Washington, at 15 cents per copy. The bulletin contains 62 pages with 37 illustrations, devoted to the forests, the species, including pines, larches, spruces, hemlocks, firs, arbor vitae, junipers and yews, with directions for the study of the trees. The Bulletin is intended as a guide for teachers and students and has the recommendation of the secretary of the interior.

Bamboo Quarantine Proposed.

Following the information that dangerous plant diseases, including bamboo smut, not heretofore widely prevalent in the United States, exists in China, Japan, Philippine Islands, South America and a number of other countries, the secretary of agriculture is considering the advisability of prohibiting the further importation of bamboo plants or cuttings thereof from all foreign countries and localities, and a public hearing has been called to be held at 10 o'clock a. m., July 2, in Room 11, federal horticultural board, Washington, D. C., in order that any person interested in the subject of the proposed quarantine may be heard either in person or by attorney.

American Association of Nurserymen.

The forty-third annual convention of the American Association of Nurserymen, held at the Hotel Sherman, Chicago, June 26-28, a brief report of the first day's sessions being given in last week's issue, pages 1188-1189, proved to be one of the best attended and most interesting gatherings ever held by the organization. In his report, Curtis Nye Smith, Boston, Mass., secretary-counsel of the association, presented a comprehensive review of all state and federal legislation enacted within the year, affecting nursery stock. The work of the credit and collection bureau, carried on in connection with the secretary's office which had doubled within the year showed collections for the past 11 months amounted to \$20,400. The paper by L. D. H. Weld, manager of the commercial research department of Swift & Co., Chicago, on "Marketing Methods," was ably handled and listened to with interest. It was brought out that the conditions affecting marketing costs are influenced by perishability of products, rapidity with which stocks are turned, standardization or uniform grading, seasonal nature of the business and regular trade channels through which goods can be handled.

CONSTITUTIONAL AMENDMENT.

An amendment to Article 7 of the constitution was adopted as follows:

The annual membership fees shall be \$10 and additional dues for active members based upon annual volume of business, viz.:

\$100,000.00 or more.....	\$100.00
75,000.00 to \$100,000.00.....	75.00
50,000.00 to 75,000.00.....	50.00
25,000.00 to 50,000.00.....	25.00
15,000.00 to 25,000.00.....	15.00
5,000.00 to 15,000.00.....	5.00

The payment of annual membership fees and dues based upon the above schedule shall be made prior to date of annual meeting, and any member making a false report of amount due the association as above provided shall forfeit his membership.

COMMITTEE REPORTS.

In connection with the report of the statistical committee, copies of blank forms were presented which had been sent out to nurserymen with a view to obtaining information regarding plantings, young stock coming on, matured stock for market, losses by hail, fire and adverse growing conditions, etc. As returns were as yet very incomplete the committee was continued. The committee on nomenclature reported progress in the work of codifying common names for plants in commerce throughout the world.

ELECTION OF OFFICERS.

The following officers were elected for the ensuing year: J. R. Mayhew, Waxahachie, Tex., president; J. Edward Moon, Morrisville, Pa., vice-president; J. W. Hill, Des Moines, Ia., treasurer. Executive committee: C. C. Mayhew, Sherman, Tex., and C. R. Burr, Manchester, Conn. Chicago was again selected as the next place of meeting.

Following a brief address by Osborn Monnet, of the United States fuel administration, in which he urged all members to order coal early, the topic, "War Times and the Nursery Business," brought out several interesting talks, E. C. Hillborn urging the nurserymen to use their organizations in furthering Liberty Loan and Red Cross work, while W. H. Wyman and J. R. Mayhew emphasized the necessity of still greater effort and cooperation.

Specialists in Specimen Stock

FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

For the Best New and Standard

DAHLIAS

Address

PEACOCK DAHLIA FARMS,
P. O. Berlin, N. J. Williamstown Junc., N. J.

Mention the American Florist when writing.

STAR BRAND ROSES

"American Pillar" and nearly every other good hardy climber.

Send for our list.

The CONARD & JONES CO.
Robert Pyle, Pres.



WEST GROVE PENNA.
Ant. Wintzer, Vice-Pres.

Mention the American Florist when writing.

Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

American Florist Co.
440 S. Dearborn St., CHICAGO

Natural Peach Pits

ORDER NOW

Plant Early For Best Results

J. Van Lindley Nursery Co.
POMONA, N. C.

Attention American Florists!

\$150,000---1,500 shares par value \$100 each of Cottage Gardens Nurseries

Newly Authorized Issue of Stock

Now open to subscription at par to Florists and Nurserymen until January 1st, 1919 at which time the price will be advanced to \$150 per share.

This Stock is Non Assessable.

On July 1st, 1918, a dividend of 20 per cent was declared on the outstanding stock.

This Stock is Earning a 20% Dividend Per Annum.

The Cottage Gardens Nurseries now own 861 acres of land as follows:

232 acres devoted to a Jersey Dairy Farm.

81 acres devoted to the Eden Nursery.

28 acres devoted to the San Jose Branch.

520 acres in bulb lands.

Total of sales and orders entered to date.....\$169,000.00

Gains for year 1917-18, ending July 1, 1918..... 86,050.00

Surplus..... 118,768.42

Inventory Bulbs, Florists and Nursery Stock and Jersey cattle.. 485,000.00

This Company has been established four years in California and the sales for the past year cover the entire world. Our product is grown at less expense than in Holland and Belgium and excels the foreign product in quality, as the Humboldt County soil and climate is the best in the world for growing Bulbs and there is a large demand at advanced prices resulting in large profits giving us a large market for all our products.

The Company will harvest 15,000,000 Holland Bulbs the present season.

It now has in work 3,000,000 Azaleas, Rhododendrons, Boxwood, Hollies, Ericas, Araucarias, Leptospermums and other seasonable florists' stock containing a number of choice novelties in berried and blooming plants for Easter and Christmas sales never before offered to the trade.

Terms of Sale.

20 per cent cash with subscription.

10 per cent cash monthly thereafter until subscription is fully paid.

If interested in a safe investment, promising large returns in your own line of business, fill out this subscription blank and detach it by cutting on the dotted line and mail it with your check, Post Office Money Order or Express Money Order to the address below.

THE COTTAGE GARDENS NURSERIES, Inc., of Eureka, California.

Capital Stock, \$300,000.

Shares, \$100 Each.

I hereby subscribe for.....shares of the capital stock of the COTTAGE GARDENS NURSERIES, Inc., a corporation, of Eureka California, at the par value thereof, and agree to pay therefor 20 per cent of this subscription herewith and to pay the remainder in installments of an equal amount on the first day of each calendar month hereafter for eight months until said subscription is fully paid, the payments herein provided are to be paid to the treasurer of said corporation, at Eureka, California. Certificate of stock to be

issued by said corporation on final payment thereof. Dated.....1918.

Certificate of Stock will be mailed immediately should

purchaser prefer making full payment.

Make checks payable to

KATHERINE L. BROWN, Treasurer.

COTTAGE GARDENS NURSERIES,

C. W. WARD, President.

Now Ready For Delivery

BEGONIA

Gloire de Lorraine.....	\$120.00 per 1000
Glory of Cincinnati.....	150.00 per 1000
Melior.....	200.00 per 1000

Strong, young plants, all propagated from leaf cuttings.

J. A. PETERSON & SONS, Westwood, Cincinnati, Ohio

bringing out strongly the point that the paramount business of the country at the present time is to "whip the Kaiser."

The vigilance committee in its report, presented by Paul C. Stark, chairman, submitted letters written to several nurserymen who had been guilty of violating trade ethics, and the replies received indicated that such practices would be discontinued.

The committee on hail insurance, through its chairman, Frank Weber, reported that it could not as yet make any recommendations, and was continued.

"The Retail Salesman" was the subject of an interesting paper read by E. H. Smith, York, Neb., who designated the 10 most important qualifications of a successful nursery salesman as being sobriety, health, honesty, confidence, management, neatness, system, optimism, industry and perseverance.

The report of the legislative committee embraced an account of the hearings at Washington, D. C., May 28, 1918, regarding the exclusion of nursery stock from foreign countries, and particularly such items as are imported with balls of earth on the roots, at which hearings there were present not only representatives of the American Association of Nurserymen but a committee of the Society of American Florists. It was announced that the Bureau of Plant Industry, United States department of agriculture, was now conducting experiments looking toward a solution of the nursery stock importation problem. Following the report, Alvin E. Nelson, Chicago, spoke on "Costs, Profits and Income Tax." Arthur H. Hill also spoke briefly on the same subject.

The committee on resolutions in calling attention to the loyalty of the members of the association to our country and bending every energy and devoting their substance to winning the war, referred to the members or their sons now in service in the trenches and passed a resolution that one or more pages of the annual report be set aside as a Roll of Honor, upon which are to be inscribed the names, home addresses, business connections and army commands of all members of the association, or the sons or employees of members, who are serving their country at the front. All members are requested to report such names and information to the secretary promptly. The committee pointed with pride to the name of Lloyd C. Stark, past president of the association, now leading American forces in France to victory for the Allies, and a copy of a letter in acknowledgment of one received by the association at

SURPLUS STOCK--CLEANUP PRICES

All 2½-inch Stock.	Per 100	1000
GOLDEN GLOW CHRYSANTHEMUMS.....	\$2.00	\$15.00
CHAMP WEILAND ROSES.....	4.00	35.00

J. A. BUDLONG, 184 N. Wabash Ave., Chicago, Ill.

its opening session from Major Stark, and sent to him on the firing line in France, was read.

SERVICE TREES.

Chairman Robert Pyle, in presenting the report of the press committee urged the planting of local service trees, as a publicity measure which would benefit the trade, naming the trees after the local men serving with the colors, and the suggestion was accorded generous approval. One Chicago newspaper in commenting on this movement during the convention exploited a Liberty avenue of suitable trees in every community, large and small, commemorative of the people's great sacrifices during the war.

ADDITIONAL EXHIBITS.

In addition to those listed in last week's issue, exhibits were staged as follows during the closing days:

I. Hicks & Sons, Westbury, L. I., advertising literature and copies of nursery advertisements used the past season. This firm is a strong believer in publicity and made its exhibit for the express purpose of encouraging the grower to better the nursery business by the liberal use of printer's ink, which it has found to be very profitable.

Winterson's Seed Store, Chicago, vase of phlox grown at E. F. Winterson's home in Highland Park, Ill.

J. Van Lindley Nursery Co., Pomona, N. C., peach pits.

Savo Manufacturing Co., self-watering flower and plant boxes.

E. G. Hill Co., Richmond, Ind., vase of new rose, Columbia.

F. Dauber, Chicago, burlap bags.

CONVENTION NOTES.

Robert Pyle, of the Conard & Jones Co., West Grove, Pa., visited Lake Geneva, Wis., after the convention and addressed the local horticulturists on timely topics.

Curtis Nye Smith closed his election bets Friday night and left on a fast train for Boston.

George Perkins left Friday night for southern California.

Alonzo J. Bryan

Wholesale Florist

Washington, New Jersey

Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist April 6, page 612. Correspondence solicited.

Mention the American Florist when writing.

DAISIES

Our Stock Has Been Carefully Selected.

	Per 100
Mrs. F. Sander, 2-in.	\$2.00
Boston Yellow, 2-in.	3.00
Alyssum, Giant Double, 2-in.	2.00
Geraniums, Labeled, 2-in.	2.00
Vinca Variegata, 2-in.	1.75

ELMER RAWLINGS, Allegany, N. Y.

Mention the American Florist when writing.

American Retail Nurserymen's Ass'n.

The American Retail Nurserymen's Association was formed at a meeting held in the Hotel Sherman, Chicago, Thursday evening, June 27. M. R. Cashman, Owatonna, Minn., was elected president and E. M. Sherman, Charles City, Ia., secretary and treasurer. O. J. Howard, Pomona, N. C., E. D. Needham, Des Moines, Ia. and J. M. Pitkin, Newark, N. Y., were elected to the executive committee and instructed to draw up suitable articles of incorporation. The organization was formed for the general welfare of the retail nurseryman, and it is expected that the membership will be large when the object is fully explained to those eligible. The association will meet annually at the time and place of the convention of the American Association of Nurserymen.

Retail Nurserymen's Protective Ass'n.

The Retail Nurserymen's Protective Association was dissolved by unanimous consent of all the members present at a meeting held in the Hotel Sherman, Chicago, Thursday evening, June 27. The funds that remained in the treasury will be returned to the members.

Ready Reference Section.

10 CENTS PER LINE, NET.



ASPARAGUS.

Asparagus Sprengeri, 3-in., \$6.00 per 100; 4-in., \$12.00 per 100. Asparagus Hatcherii, 2-in., \$3.00 per 100. ERNEST ROBER, Wilmette, Ill.

ASPARAGUS PLUMOSUS SEEDLINGS, extra strong, \$6.50 per 1,000. VAUGHAN'S SEED STORE, Chicago and New York.

ASPLENIUM.

Asplenium Nidus Avis (Bird's Nest Fern). We offer fine, well furnished plants at 50c, 75c, \$1.00 and \$1.50 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

ASTERS.

ASTERS. Henderson's Invincible (one of the finest for cut flowers), and Semple's Branching, white, shell pink, rose, lavender, and purple. Strong plants, \$5.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

BEGONIAS.

BEGONIAS	100	1000
Lorraine, 2 1/4-in. pots	\$14.00	\$120.00
Mrs. J. A. Peterson, 2 1/4-in. pots	20.00	180.00
Melior, 2 1/4-in. pots	20.00
JULIUS ROEHRS CO.		
Rutherford,	N. J.	

Now ready for delivery. Begonia Gloire de Lorraine, \$120.00 per 1,000; Glory of Cincinnati, \$150.00 per 1,000; Melior, \$200.00 per 1,000. Strong young plants, all propagated from leaf cuttings. J. A. PETERSON & SONS, Westwood, Cincinnati, Ohio.

Begonia. Prima Donna, 2-in., \$4.00 per 100; 3-in., extra strong, \$7.00 per 100. Begonia Vernon, 2 1/2-in., \$4.00 per 100. Begonia Verdun, 2-in., \$10.00 per 100. ERNEST ROBER, Wilmette, Ill.

BULBS.

Large flowering winter blooming (Oct. to May) Oxalis, 5 colors, 6 varieties, \$6.50 per 1,000. Freesia Purity, \$6.50 per 1,000. Refracta Alba, \$6.00 per 1,000. By mail, 70c per 100. These make showy pot plants. GEORGE LEAVER, Los Angeles, Calif.

FREESIA PURITY, AND YELLOW CALLAS Our Specialty.
We grow acres of them. Our prices and stock will please you.
PACIFIC BULB CO.
211 Pacific Ave., Santa Cruz, Calif.

Bulbs, Lil. Giganteum, 7-9 and 9-10 in. for immediate delivery. Write for prices. Yokohama Nursery Co., Ltd., Woolworth Bldg., New York City.

Bulbs. Cold storage giganteum. 7 to 9-in.; 8 to 9-in., and 9 to 10-in. Write for prices. A. Henderson & Co., 211 N. State St., Chicago.

Bulbs, seeds, supplies, etc. Wholesale only. American Bulb Co., 178 N. Wabash Avenue, Chicago.

CALCEOLARIA.

Calceolaria, 4-inch in bud and bloom, \$20.00 to \$25.00 per 100. ERNEST ROBER, Wilmette, Ill.

CALENDULAS.

Calendula, Orange King and Lemon Queen, 2 1/4-in., \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

CALLAS.

CALLA AETHIOPICA (Arum Lily). At present the only dependable new crop lily bulb for 1918-19. Prices at Chicago: Large bulbs (1 1/2 to 2-inch), per 100, \$7.00; per 1,000, \$65.00; Mammoth (2 to 2 1/2-inch), per 100, \$9.50; per 1,000, \$90.00; 2 1/2-inch and up, per 100, \$11.50; per 1,000, \$110.00. Prices at New York: Large bulbs (1 1/2 to 2-inch), per 1,000, \$75.00; Mammoth (2 to 2 1/2-inch), per 1,000, \$110.00; 2 1/2-inch and up, per 1,000, \$150.00. Ready in August or September. VAUGHAN'S SEED STORE, Chicago and New York.

Callas, home grown, fine stock, ready in August. For sizes and prices, see advertisement on front cover of this issue. S. S. Skidelsky & Co., 1004 Lincoln Bldg., Philadelphia, Pa.

CANNAS.

Cannas. A good assortment of 3-in. standard varieties such as Gladiator, J. D. Elsele, Louisiana, Maros, Mme. Crozy, Mrs. Kate Gray, Queen Charlotte, Souv. de Crozy, Uncle Sam, Venus, Wyoming, \$1 per doz., \$3.50 per 100. R. Vincent, Jr., & Sons Co., White Marsh, Md.

Canna King Humbert, 4-inch, \$8.00 per 100; 3-inch, \$5.00 per 100; Florence Vaughan, 4-inch, \$7.00 per 100; 3-inch, \$4.00 per 100. Ernest Rober, Wilmette, Ill.

CARNATIONS.

Rooted carnation cuttings. Thenanthos and Alice, \$2.00 per 100, \$18.00 per 1,000; Beacon, White Enchantress and Rose Pink Enchantress, \$2.50 per 100, \$20.00 per 1,000; Herald and Ward, \$2.00 per 100, \$15.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Carnations. All high grade stock. F. Dorner & Sons Co., Lafayette, Ind.

CHRYSANTHEMUMS.

Chrysanthemums, 2 1/2-in., fine, clean stock, \$2.50 per 100, \$25 per 1,000, delivered. Edw. Seidewitz, best late pink; Pink of Gold, early yellow; Pacific Supreme, early pink; Diana, best white pompon; Lillia, best red pompon; Skibo, bronze and yellow pompon; Mensa, best single white. Also 50 other good sorts; early, 50,000 plants to offer of above named varieties; mid-season, and late pompons and singles ready now. Cash, please. G. SCHNEIDER, 22 E. High St., Springfield, O.

FINE CLEAN STOCK OF BEST KINDS FOR FLORISTS' USE.
Send Us List of Wants.
Catalogue Free.

ELMER D. SMITH & CO., Adrian, Mich.

CHRYSANTHEMUMS.

Chrysanthemums: Standard varieties, 2 1/2 and 3-in. pots, \$30.00 per 1000. HENRY SMITH, Grand Rapids, Mich.

COLEUS.

Coleus. Best bedding varieties, 2 1/4-in. pots, \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Coleus, mixed, 2-in., \$3.00 per 100; 3-in., \$5.00 per 100. ERNEST ROBER, Wilmette, Ill.

CYCLAMEN.

CYCLAMEN. In the following colors: Pure white, white with pink eye, dark red, light red, and salmon.

2 1/4-in. pots, \$8.00 per 100; \$75.00 per 1,000.
3 -in. pots, 10.00 per 100; 95.00 per 1,000.
3 1/2-4-in. pots, \$20.00 per 100.

If only salmon is ordered, the price will be 20 per cent higher.

JULIUS ROEHRS CO.,
Rutherford, N. J.

Cyclamen, Wandsbek type, transplanted seedlings, \$7.00 per 100; \$60.00 per 1,000. Seedlings, \$4.00 per 100; \$35.00 per 1,000. Salmon and Roccoco repots, \$1.00 extra: 2 1/2-inch, \$8.00 per 100, \$75.00 per 1,000. Six varieties, equally divided, Cyclamen bulbs, mixed, first size, \$10.00 per 100; second size, \$6.00 per 100. ERNEST ROBER, Wilmette, Ill.

Cyclamen of exceptionally fine quality. Best varieties assorted, 2 1/2-in. \$3 per 100, \$75 per 1,000; 3-in., \$10 per 100, \$95 per 1,000; 4-in., \$20 per 100; 4 1/2-in., \$35 per 100. George Wittbold Co., 745 Buckingham Place, Chicago.

CYCLAMEN. Best strain of cyclamen grown, in 2 1/4-inch pots. Varieties: Salmon Pluk, Light Pink, Blood Red, Pure White, and White with red eye—\$7.50 per 100 or \$65.00 per 1,000.

Cyclamen Seedlings, from three to five leaves, at \$5.00 per 100 or \$40.00 per 1,000.

J. H. FIESSER,
North Bergen, N. J.

DAHLIAS.

Dahlias. Best new and standard varieties. Peacock Dahlia Farms, Williamstown Jct., N. J.

DRACAENAS.

DRACAENA TERMINALIS. Clean, healthy stock out of 2 1/4-inch pots at \$8.00 per 100; 3-inch pots at \$15.00 per 100; 4-inch pots at \$25.00 per 100. Cash with order. J. H. FIESSER, North Bergen, N. J.

Indivisa, 2-in., \$3 per 100; 3-in., \$6 per 100. ERNEST ROBER, Wilmette, Ill.

DAISIES.

Daisies. Yellow Boston, 2-in. and 3-in., \$4.00 and \$6 per 100. ERNEST ROBER, Wilmette, Ill.

FERNS.

Ferns. Bird's Nest, 6-in., \$1.50 each. Table, 2 1/4-in., \$4 per 100. Holly, 3-in., \$10 per 100; 4-in., \$15 per 100; 5-in., \$3 and \$4.20 per doz.; 6-in., \$6 per doz. Poehlmann Bros. Co., Morton Grove, Ill.

If You Do Not Find What You Need In Our Ready Reference Department, Write Us About It.

FERNS.

Ferns, Boston, out of bench, \$15.00 and \$20.00 per 100. Verona, 2-inch, \$8.00 per 100; 5-inch, \$35.00 per 100. Japanese fern bulbs, started, 50c each. ERNEST ROBER, Wilmette, Ill.

Boston Ferns. 4-in., \$2 per doz.; \$15 per 100; 8-in., \$1 each. George Wittbold Co., 745 Buckingham Place, Chicago.

Hardy ferns. Illustrated descriptive list mailed. Ludwig Mosbaek, Ferndale, Askov, Minn.

Table Ferns. 2-in., assorted, \$3.00 per 100. HENRY SMITH, Grand Rapids, Mich.

FREESIAS.

FREESIAS. Improved Purity. Extra size, $\frac{5}{8}$ to $\frac{3}{4}$ -inch, per 1,000, \$12.00; $\frac{1}{2}$ to $\frac{5}{8}$ -inch, per 1,000, \$7.50. $\frac{3}{8}$ to $\frac{1}{2}$ -inch, per 1,000, \$4.00. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

Fressia bulbs. For sizes and prices, see advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Freesias. Mammoth Purity, very fine $\frac{3}{4}$ -in. bulbs. Write for prices, stating quantity required. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

GERANIUMS. Special this week: 10,000 Poitevine, $2\frac{1}{2}$ -in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks, \$2.50 per 100, \$25.00 per 1,000. Other standard varieties, same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

Geraniums, variegated, 2-in., \$5 per 100; 4-in., \$12 per 100; S. A. Nutt, $2\frac{1}{2}$ -in., \$4 per 100; 4-in., \$8 per 100. Madame Sailerol, 2-in., \$3 per 100; 3-in., \$5 per 100. ERNEST ROBER, Wilmette, Ill.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GREVILLEAS.

Grevilleas, 4-in. from 10 to 12-in. high; fine for boxes and vases, \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

GLOXINIAS.

Gloxinias; blue, white, red, spotted, \$3.50 per 100; mixed, \$3.00 per 100. James Vick's Sons, Rochester, N. Y.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Alabama.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

IVIES.

Hardy Ivy. 300 in $2\frac{1}{2}$ -in. pots at 2c each, or would exchange for good stock of Vinca variegated, rooted cuttings. C. K. Hoffmeyer, Box 56, R. Route No. 8, Crafton Branch, Pittsburgh, Pa.

English Ivy, 4-inch, \$1.50 per dozen. George Wittbold Co., 745 Buckingham Place, Chicago.

LANTANAS.

Lantanas, mixed varieties; pink, yellow, and red, 2-inch, strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

MUSHROOM SPAWN.

Swanson's Pure Culture Mushroom Spawn gives good crops. Send for price list and information about spawn and mushrooms, free of charge. PAUL SWANSON, 6570 Norwood Park Ave., Chicago.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, nicely variegated, large specimens only, at \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

PRIMULAS.

Primula Obconica, Chenies Blue, and Eureka. For descriptions and prices, see advertisement elsewhere in this issue. Hurst & Son, 152 Houndsditch, London, England.

Primula Obconica, assorted varieties, $2\frac{1}{4}$ -in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

ROSES.**EXTRA FINE $2\frac{1}{2}$ -INCH ROSE PLANTS.**

Killarney Brilliant	100	1,000
White Killarney	\$5.00	\$40.00
Pink Killarney	4.00	35.00
Sunburst	4.00	35.00
Sunburst	5.00	45.00
George Elgar	4.00	45.00

WIETOR BROS.,

162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

 $2\frac{1}{2}$ -IN. O. R. ROSE PLANTS.

For immediate shipment.

	Per 100	Per 1000
3,000 Champ Weiland	\$5.00	\$45.00
1,500 Sunburst	5.00	45.00
500 Milady	5.00	45.00
500 Ophelia	5.00	45.00

WEILAND & RISCH CO.,

154 N. Wabash Ave., Chicago.

Roses. Own root, $2\frac{1}{2}$ -in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. $3\frac{1}{4}$ -in. stock, \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

Rose Plants, $2\frac{1}{2}$ -inch pots. Champ Weiland, Pink Killarney, Richmond, \$3.50 per 100, \$30.00 per 1,000. My Maryland, \$4.00 per 100; \$35.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses in bud and bloom, 50c, 75c and up to \$2 each. ERNEST ROBER, Wilmette, Ill.

SALVIAS.

Salvia Tricora, 2-in., \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

SEEDS.**ASPARAGUS PLUMOSUS NANUS SEED.**

New crop. California lathhouse-grown, now ready: Per 1,000 seeds.....\$1.50

ASPARAGUS SPRENGERI SEED.

Per 1,000 seeds.....\$0.75

ASPARAGUS ELONGATUS SEED.

Per 1,000 seeds.....\$5.00

Write for prices by the pound.

H. N. GAGE CO., INC.,

MONTEBELLO, CALIFORNIA

SEEDS.

Seed. New early-flowering or winter-blooming Giant Pansies; Winter Sun, Ice King, Celestial, Queen, Charm of March, and mixed. 500 seeds, 25c; 1,000 seeds, 40c; $\frac{1}{8}$ oz., \$1.10; $\frac{1}{4}$ oz., \$2; oz., \$7.50. Chas. Frost, Kenilworth, N. J.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Seed. Cyclamen Giganteum for July delivery. For varieties and prices, see advertisement elsewhere in this issue. J. A. Peterson & Sons, Westwood, Cincinnati, O.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint, and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Bermuda, Crystal Wax, and Creole onion seed, white multiplying Shallots, also garden, field and flower. J. Steckler Seed Co., Ltd., New Orleans, La.

Seeds. Flower, for summer sowing. For varieties and prices, see advertisement elsewhere in this issue. Vaughan's Seed Store, Chicago and New York.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Svedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seed. Cyclamen giganteum and other varieties. For varieties and prices, see advertisement elsewhere in this issue. Stuart Low Co., Bush Hill Park, Middlesex, Eng.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Flower and vegetable. All seasonal varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onions, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

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THE AMERICAN FLORIST



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Vol. L.

CHICAGO AND NEW YORK, JULY 13, 1918.

No. 1571

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The thirty-fourth annual convention will be
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Next annual meeting and exhibition, Buffalo-
N. Y., August 14-17, 1918. OFFICERS—A. E. KUN-
DERD, Goshen, Ind., President; A. C. BEAL,
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SUGGESTIONS FOR PLANT GROWERS.

Begonias of Lorraine Type.

The early rooted plants of Begonia
Gloire de Lorraine and its many fine
varieties will now need shifting into
3½-inch pots, and should be given a
little stronger soil than the young
stock was potted in, but the manure
used should be well rotted, and, where
obtainable, a generous addition of leaf-
mold. As the plants grow, space them
out so that they will not become
drawn and so that there is a good cir-
culation of air around each plant. They
will need a little shade on the glass
for a few weeks yet, but it should not
be too heavy. As the nights become
cool it is well to close the frames down
if they are outside, or if in the green-
house close the ventilators, leaving a
small crack of air on, or the house
will sweat, which is not at all bene-
ficial to begonias, as it is very apt to
cause spot on the leaf. If this occurs
remove the leaf at once. Care should
be taken in the watering not to wet
the foliage any more than possible.
The later rooted stock will not need
potting up until later, but all the
growth possible should be obtained by
giving them the best of attention. If
the grower has not stock enough on
hand, now is the time to purchase be-
fore the plants are shifted into large
pots, when the price will be higher and
the transportation charges increased.

Pyrethrums.

An early summer flower that is very
showy and beautiful, ranging in col-
or from white to the deepest scarlet,
with all the intermediate shades, is the
Pyrethrum roseum, and it is being
much more grown every year for cut-
flower purposes. The best flowers are
to be obtained by buying named var-
ieties, but good selected seed will give
fair satisfaction and many handsome
flowers. The greatest trouble in grow-
ing these plants in the north is the
danger of winter killing and crown rot

during extremely wet spells in hot
weather. Seed sown during July and
August and wintered in houses or cold
frames will produce plants that will
flower next summer. Obtain the best
seed possible and sow in flats and as
soon as large enough pot in 2½-inch
pots. These can be grown on in a
frame until cold weather comes on,
when they can be securely covered or
carried into a cool house and wintered
under a bench, started in March and
planted out as soon as secure from
frost, and will flower in June and July.

Asparagus Baskets.

There is always a good call for hang-
ing baskets of Asparagus Sprengeri
and there is nothing more decorative
in a store or greenhouse than these
beautiful baskets when well put up
and when they are growing nicely. The
young 3-inch stock will make nice bas-
ket work. The wire basket frame
should be of good size, eight inches in
diameter at least. Line the outside
with green sheet moss, which makes a
much better appearance than sphag-
num, and then fill with good rich soil
and plant the young plants in this.
The basket, after planting, should be
placed in a warm, moist house to en-
courage rapid growth; a house with a
temperature such as palms are grown
in is about right. They should be fre-
quently syringed, and as soon as the
long fronds have made a good growth
they can be removed to lighter and
cooler quarters.

Hydrangeas.

The young stock that was propa-
gated this spring can be grown either
for Easter blooming with a single stem
or for summer blooming with three or
four heads. The plants should be now
potted in 4-inch pots and plunged in
a frame, where they will receive at-
tention. They should have a good rich
soil and a strong, sturdy growth en-

couraged. For those that are to be bloomed early, as soon as the pot becomes full of roots a little liquid manure will help the formation of a good strong bud. Those that are wanted for summer blooming, the tip can be rubbed out and branches will form. Leave the plants outside until the first light frost, which will harden off the wood, and they can then be stored in a cool house or pit, where they will not freeze. Those wanted for Easter will have to be placed in heat by the first of the year.

Sweet Scented Geraniums.

The grower who has a stock of rose or other sweet-scented geraniums can turn them to good account by planting them in a bench in the greenhouse and can obtain some fine sprays for winter cutting. The green is very much appreciated by the best trade and there is always a demand in the stores catering to that class for more of this than can be obtained. The sprays are cut 12 to 14 inches long and are used in the boxes of cut flowers. There is also a demand for the leaves, to be placed in the finger-bowls at luncheons. It is easily grown in a cool house and very rapidly makes long sprays fit to cut. The plants can be set about eight inches apart, which will give them plenty of room, provided the sprays are cut as soon as they are long enough for use.

Black Ants on Lawns.

ED. AMERICAN FLORIST:

What can you recommend to kill black ants around trees, on stone walls and house porches. We are troubled with millions of them and have tried gasoline, pepper, soap and kerosene but without result.

New York.

A. E.

In Farmers' Bulletin 740, recently issued by the United States department of agriculture, attention is called to the fact that although the common garden or lawn ants which build their little crater nests around houses are distinct species from the true house ants, they may find their way into the house. Their colonies may be destroyed by drenching the nests with boiling water or injecting a small quantity of kerosene or coal oil into them. Where larger areas are affected it is sometimes advisable to spray the lawns with kerosene emulsion or with a very strong soap wash prepared by dissolving any common laundry soap in water at the rate of one-half pound to one pound of soap to a gallon of water. Another method is to inject bisulphide of carbon into the nests, the quantity of the chemical depending upon the size of the nest. After the bisulphide of carbon has been injected, the entrance to the nest should be closed by the foot in order to retain the chemical, which will then penetrate slowly through the underground channel and kill the ants. Although its fumes are disagreeable, they are not poisonous to man and the higher animals.

OTTAWA, ONT.—A new Lord & Burnham range is being erected for Ben Everest, his old establishment being

WASHINGTON, D. C.—The store in this city of the Washington Floral Co., and its range at Alexandria, Va., have been purchased by D. G. Grillbortzer of the latter place.

THE RETAIL TRADE

Conducted by Robt. Kift, Phila., Pa.

Next Week in the Flower Shop.

This is the windup of the season, the time to take an inventory, so as to properly balance the books. To many, this going over, and taking account of stock is a very tiresome job that is put off from time to time, and often not started at all. Finally, the conclusion is, "What's the use? we have just about the same as last year, let it go at that." This is a great mistake, for in addition to obtaining the money value of the stock on hand, a careful inventory will



Elizabeth Park Rose Garden, Hartford, Conn.

Top—Members of Executive Committee, American Rose Society. Center—Professor F. A. Waugh, Massachusetts Agricultural College, Amherst. One of the Judges. Bottom—A. F. Faulknor, Representative of The American Florist at Left.

nearly always show up some indiscreet buying, and reveal a lot of unsold stock, that for some reason, such as lack of proper display or featuring, has not sold and must be carried over.

All shop-worn baskets, and other goods a trifle damaged, should be set aside, and at the first opportunity, given a coat of paint or gilt. Many baskets lacking a foot or having a loose handle, can be easily repaired, and in their new dress are almost as good as new. Fancy goods of all kinds, for which there is little or no demand at this time, should be protected in cases

or wrapped up and put away to be brought out in the fall.

An early start is important these summer days, as the great majority of the work is for funerals, all to be made up and delivered early. To see that the stock required is ordered or arranged for the day before, is a great help, as good flowers of all kinds are always scarce at this season, and "Johnny on the spot," when the boxes are opened, gets supplied if there are no orders ahead.

Give the delinquents another call before all the money goes for the summer vacation trips. Well written appeals, diplomatic but firm, will often bring a favorable response. Always use a plain envelope, as a business heading will nearly, if not quite, defeat your purpose and find its way to the waste basket unopened. We know of one storeman who had very good results from a form letter, which placed him in a position of needing money badly to meet a coming obligation just a day or two ahead. This was always sent special delivery and brought a quick reply with all or something on account when there was any chance of its coming at all. A last resort is where the customer has sent something to a friend—a gift or funeral flowers. A threat to collect from them, will in most cases at once, bring the settlement.

The show window should be made as near fly-tight as possible with netting. A few minutes with the swatter every morning will clean out those that straggled in the day before.

A few palm leaf fans are good stock to carry, being received very gratefully for use while in the store by customers these hot days.

Gladioli will be found good stock at this time. They are seasonable and showy and sure to give satisfaction. A spray of well opened gladioli, with a background of cypress leaves makes a very showy funeral spray, while for a table decoration, shortened well flowered stalks, arranged in an English flower block in a shallow bowl are sure to make a hit.

Competition.

In every large community there is to be found a number of flower shops. These vary in size and amount of business done. In some cities one name will be found to have won undisputed leadership, in others two or three firms will lay claim to the title, and if the race is fair and above board these are all benefited in the struggle for supremacy.

There is a rule in business that one must not stand still; no matter how fast the pace last year, the records of the succeeding period must show an increase. How to keep one's business going forward all the time, each year showing a gain over that of the previous season, requires constant supervision and vigilance, keeping each department up to its highest efficiency.

Gaining business in competition with one's neighbor is thought by many to be entirely a matter of difference in price, and working on this principle they keep their figures on a lower level, hoping to make up the necessary profit in larger sales. Suppose that the trade in any large city or community agreed to a range of prices and that these were actually lived up to by every one, nothing being sold below the schedule. What would the low-price man then do to hold or increase his trade? He would say to his men: "Well, boys, we cannot sell



WAR WINDOW AT C. A. DARDS' STORE, NEW YORK.

less than Brown, so we will have to present our stock in the best possible manner and make it look worth more than we ask for it. We will have to keep our windows right up to the mark all the time. We must make the interior of the store more inviting and arrange our stock so that everything is well presented. We will be the first to carry all seasonable stock, looking ahead to get the earliest good roses, chrysanthemums, violets, sweet peas, gardenias, etc., as they come into the market. We will paint the front of the store and have the sign relettered and get uniforms for the chauffeur and the boys. We need to be more prompt in our deliveries; there was too much complaint about this last year. We must also be quick to attend to any complaints from customers; always ask if that last box of flowers was not beautiful and how their plants are doing, etc. We cannot afford to lose any customers from real or fancied omissions of the service on our part."

This is the kind of competition that counts. Beat your neighbor out with better service, attention to every detail, in quality and freshness of flowers, in artistic arrangement and originality of design. When the confidence of your trade has been secured by such good service you will not have to worry about prices nor the increase in business. The satisfied customer is the greatest possible asset to a business. When flowers are mentioned their florist's name is at once put forward as the best place to procure just what is needed. It is personal promotion and advertising that is invaluable, yet does not cost a penny.

To be first in the race is not as easy as it looks. Every ounce of exertion must be used to attain the goal, and even when it is the name that attracts, instead of the flowers, there must be no let-up. The oil of close attention must lubricate the machinery at all times to avoid troublesome knocks and to keep things running smoothly.

Shipping and Delivery Labels.

The florist with a shipping and delivery trade is very liable to run out of address labels when business becomes brisk at any special season, and it is well to look into the stock now and order a new supply to cover the busy season close at hand. When there is occasion to use shipping labels they are needed in a hurry, and there is no time to print them. For the purpose of florists, wholesale and retail, there is no more serviceable article than the Red Rose Leaf label adopted by the S. A. F., with the legend "Fresh Flowers" in large white lettering. This is a very attractive label, and the size commonly used is $6\frac{1}{2} \times 4\frac{1}{2}$ inches. All special sizes can be made according to order. The American Florist Co., 440 South Dearborn street, Chicago, supplies the above size, printed in two colors, red and black, on good gummed paper, your business card and the leaf, at \$5.00 per thousand, 500 for \$3.35. This label is known to express and railroad men all over the country, and they fully understand the perishable nature of packages bearing this label and deliver them quickly to avoid the costly risk of losses caused by delay.

Dards' War Window.

The accompanying illustration of a "War Window" is from the store of C. A. Dards, Madison avenue and 44th street, New York. This window exhibit has attracted much attention from the public, and has been highly commended by Red Cross, Y. M. C. A. and other prominent workers in the sale of Liberty bonds, War Saving Stamps and all activities for the winning of the war. Both C. A. Dards and his son-in-law and manager, H. G. Perry, have been untiring in all the financial and charitable activities that promote victory.

A. F. F.

Reason Enough.

Neighbor—Halloa, Jenkins! How are you? Haven't seen you in the garden for quite a time, and you never come and see the wife and me now. Why is that?

Jenkins—Well, the fact is, old chap, that it's not through ill-will or bad feeling, or anything like that, you know; only you and Mrs. Possmore have borrowed so many things from me that when I see your place it makes me feel quite homesick.—Tit-Bits.

LONDON, ONT.—F. J. Gammage has enlisted in the Royal Flying Corps, making a total of five of the J. Gammage & Sons force who have joined the colors.

PETERBORO, ONT.—Local florists have secured their coal supply for the coming winter, and are preparing for a good season's business.

CHRYSANTHEMUMS

Summer Care.

All of the planting should be finished up by this time. The first week of July should find all plants being grown for cut blooms in their permanent quarters in the benches, and those being grown in pots should by now have received their final potting. Very late propagated plants for short stem stock can be planted as late as August 1, but generally speaking, for the best results, every plant should be in place by July 1.

After planting, the general routine summer work commences in earnest. As soon as the roots get a firm hold of the fresh soil, the plants grow rapidly and in a very short while need to be supported, either by tying to stakes, wire or string, which ever is the method followed. On benches that stand out and can be worked from both sides, the plan of running wires at the base of the plants and overhead, and attaching the plants to upright strings, is the best to follow, but for side benches that can only be worked from one side, it is preferable to use thin stakes attached to overhead wires; also, plants being grown in pots that will have to be moved at all during the growing season, are best supported individually by strong stakes. The supporting should be done just as quickly as the plants are in need of it before they have a chance to become crooked.

Another important part of the work that needs attention very quickly and continually from now on is that of pinching out the side shoots so as to throw all the strength into the main stem. This work needs to be carefully done, especially on varieties like Early Frost, which have a tendency to form more buds than growth shoots just at the present time. When working on varieties that have this habit, it is best to let two or three growths remain for a longer period, so as to be able to select the strongest growth shoot.

Watering is another very important part of the plant's care. After they have become established, especially during very hot, dry weather, chrysanthemums need an abundance of water and liberal syringings to keep them in the best of health. Allowing the plants to wilt for the want of water is a severe check to their growth. On the other hand, extremely wet conditions of the soil at the roots through poor drainage or any other reason, is equally disastrous. Still another important part of the work in caring for the bench plants, is to keep the surface soil open and free from weeds. This can be done by frequent scratchings with the hand scratcher, removing the weeds at the same time in connection with the operation.

MULCHING.

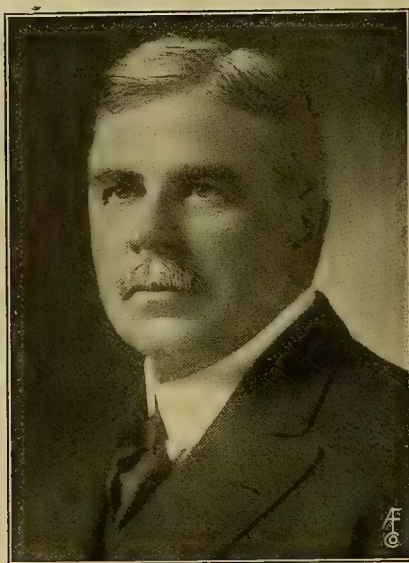
The very early planted stock which have well filled the beds with roots, will now be benefited by having a mulch put on the soil, more as a protection of the roots from the hot sun than as any nourishment to be derived from the mulch, for if the soil was properly prepared, it is yet too early for the plants to be in need of any stimulation. The best material for this mulch is equal parts of well-rotted manure and fine fresh soil. Before putting on the mulch, go over the bed and loosen up the surface with

the scratcher, then spread the mulch on evenly about three-fourths of an inch thick and water to settle it in its place.

POT PLANTS.

These being grown for fancy specimen blooms, will be also greatly benefited by mulching, but a richer material can be used; a fresher cow manure with about one-third fine soil makes a good material, but as with the bench plants, proceed with caution, because any condition that will work to the detriment of the roots will spoil a whole season's effort in a very short time. The work of supporting and pinching out the side-shoots of these plants, when needed, is also extremely important, they having been started with the intention of pushing them to the limit, and unless this work is kept up close, there will be a lot of strength drawn from the main stem.

Attend closely to the needs of the plants being grown in bush form; they



James B. Shea.

Chairman Boston Park Commission.

being now in their final pots, will need close attention as regards pinching back the shoots so as to insure finely formed specimens. The time left for doing this work is only about three weeks, after which it will be too late to do any pinching back. Another attention these plants must receive as they need it is to properly support the branches, so that they will not become broken by syringing and handling.

The pompon and single varieties being grown for cut sprays are about due for their final topping, then when growth commences again, allow the number of shoots the plants are intended to carry to come, removing the balance.

The young succulent growth of the plant will quickly become infested with insects unless the spraying with insecticide is kept up continuously. Attend to this work regularly.

C. W. JOHNSON.

Shea Boston Park Head.

James B. Shea, for a number of years connected with the parks and playgrounds at Boston, Mass., and who has been acting as chairman of the park commission, has been named for

the position by Mayor Peters, and the appointment has been sent to the civil service commission for confirmation. The position pays a salary of \$5,000 per annum. Mr. Shea has a host of friends who will be glad to hear of his well-deserved promotion.

Freesia Culture.

Richard Bogg, Hartford, N. J., has for many years made a study of freesias. He began hybridizing in 1887, crossing *F. refracta* alba and *F. Leichlinii* major both ways. He then worked on the best of the seedlings, aiming to get strength of plant, with size and purity of color in the flowers. He has continued this work intermittently, until he now has bulbs which produce flowers three inches in diameter and of the purest white. The colored varieties have interested him; pretty little flowers he calls them, but too small and the colors rather dull. He thinks some one with a good big bump of patience could bring them up to something worth having. The following account of his cultural methods and experiences will be found very interesting:

"It has been my luck, or rather ill-luck, to grow freesias in three different localities, each having a different soil. In the sandy soil of Bridgeton, N. J., they made rather short flower stems; in the clay soil of Philadelphia, they did the same thing. While in Philadelphia, I heard of Wm. Lukens, in Burlington, N. J., who grew freesias with long stems and got an extra price for them. I went to Burlington on purpose to find out how he did it, but discovered nothing. The only difference I could see was he used a deeper flat and they were further from the glass. We mixed soil, trying to get it like the Burlington kind, but did not succeed in getting long stems. Now I am not very far from that place, and have the same kind of soil, a somewhat sandy loam, and the freesias make nice, long stems under just the same treatment they had in the other soils. Some of the new ones are making strong stems over 18 inches long. Can there be anything in this soil that others do not contain, that the freesia needs for its full development? I am sure I do not know, but give it as a hint to put some one on the track of finding out. Freesias like considerable depth to the soil and rotted vegetable matter mixed in it; also, plenty of water when they begin to make a lot of foliage. If planted too thick, the flower stems are apt to be weak.

"Steen Edwards, Bridgeton, N. J., who introduced the freesia as a cut flower about 1878, importing the bulbs from Europe, grew them on the regular wooden benches, and also on those made of solid earth. As far as I can remember, the freesias did as well on one as the other. The main objection to this plan was that they occupied the benches the best part of the year, for, by the time the bulbs were ripened, it was getting well on toward planting time again. In fact, it is all right to plant again as soon as they are ripe. In that day, all the bulbs to be had were either imported or grown in greenhouses, as none were raised in California.

"Now, by using flats, say four or five inches deep, you have a movable bench, and when they have finished blooming, they can be set on the ground under the edge of a bench, where they will get as much light as possible and per-

haps a little sunshine part of the day. Properly attended to, they make just as good bulbs in that position as they would on the benches, or even in California. Of course, there is the danger of their getting too much water, when watering plants on the bench, but even if that does happen occasionally, by accident or carelessness, it will not do as much harm as drying them too fast.

"When a well-grown and ripened bulb is taken up, there will be clustered on it quite a number of smaller bulbs of different sizes. Every one of these will bloom next winter, but of course the small bulbs will not make as strong a plant, nor have as many flowers on a stem as a large one, but at the same time, the bulb will increase in size enough to be rated first class; besides that, it will have its quota of small ones adhering to it.

"The longer the plants are kept in a green, growing condition, the more, or anyhow the larger, the bulbs will be. If fine, large, strong bulbs are wanted, it is best never to let them get dry until they have so far advanced toward the end of their growth for the season, that the foliage can not help beginning to turn yellow.

"Instead of flats the florists of Moorestown, N. J., and vicinity, use six-inch pots. This is a good way, for it gives sufficient depth of soil to make the freesia happy, and it does not take so much work to put a few sticks around the edge of the pots and tie a piece of string round like a hoop, as it does to put sticks and strings in flats or benches to hold up the flowers, and really does the work better.

"Freesias will grow, do well and make plenty of flowers in any kind of soil, but, like many other plants, when they get what exactly suits them, they will show how much they can do, in the way of making a show of bloom. A rather light soil, not too sandy, with plenty of rotted manure mixed with it, seems to suit them. Plant as soon after ripe as possible; it injures a freesia bulb to be exposed to the air for any length of time. If not ready to plant, pack them in perfectly dry sand or soil that has been run through a fine sieve till planting time. Their habit of growth suggests the idea, that in their native wilds, they push their way through a natural covering of leaves. Acting on this notion, for an experiment, I have (when they began to run up slim, like they do at first) packed an inch or two of short weather-beaten, but not rotten, horse manure round their stems, filling the flats above their level with it, to help hold them up. They seemed to like this treatment, doing first class all through the season, and making extra large bulbs.

"The best time to plant freesias is as soon as you can after they are ripe. To have in flower by Christmas they must be kept rather warm, beside being planted early. Use the largest bulbs and never let them slow up for anything. A carnation temperature suits them; the flowers have more substance in that than they do when given more heat and will bloom the last of January or early in February."

Rest Periods Win.

Recently in a trench digging competition, most of the officers worked their men continuously in the regular way. One efficient officer divided his men into three sections. Each section worked five minutes and rested 10 in its turn, and he won easily.



NEW MAMMOTH FREESIA.

Flowers Three Inches in Diameter Grown By Richard Bogg, Hartford, N. J.

THE ROSE.

Starting the Young Stock.

Not later than July 1 all of the young stock should be planted and getting off to a good start, and if the suggestions have been followed in these articles the planting has all been finished by this date. One hardly knows just what to do this season with the coal situation as it now stands with a 50 per cent cut in the amount usually consumed. The grower who can purchase cordwood without transportation (by rail) may be able to pull through better with his 50 per cent allowance, as in all probability the wood can be used during the daytime until the approach of the Christmas holidays (at least in many localities), using his coal supply as sparingly as possible for the night firing. We happen to be one of the small growers, and yet not small enough to get the usual supply, and just about enough glass so that the 50 per cent cut will make us hustle and scheme to keep our heads above water, but I trust patriotic enough to be willing to go up against it for the sake of downing the Huns and doing out "mite" to hasten the termination of the war. So cheer up, fellow growers, and hold tight. We had far better make a temporary sacrifice than to be hurled into almost any situation through slackness. One hardly knows what course to pursue in regard to what to shut down and what to keep going at this time, and we are pruning early on the carried-over stock and trying even harder than ever to have it as good as we can grow it. Perhaps it would be a good plan to prune the houses at once and run some

of them until January 1 "full tilt," then cut them out and start them again in the early spring. I repeat, it is hard to advise, and each grower will have to figure out the situation as it looks to him. However, as far as the work is concerned, that should, of course, be handled along the same old lines, and if better stock can be produced than formerly by all means produce it. Do not let the war scare go too deep. Good stock will be in demand this year, I am sure, and the grade and quality have always maintained the price.

Two weeks' drying off, with daily spraying, will condition the wood for pruning, and 10 days or less will do where the stock is to be carried over on the raised benches. If young stock is to be planted, use five inches of soil (fresh soil) under them, whether in the solid borders or raised benches. Clean the benches thoroughly and whitewash them, and we always suggest using plenty of sulphur mixed with the lime when slaking it. It is not necessary to have the lime wash thick, as a thin wash is more penetrating. We go over the dry boards first with a hose and follow along with the whitewash brush, which makes the work far easier and more can be accomplished in a short time. Of course, the repairing should be attended to first, and especially the replacing of the broken lights in the roof. The leaks from the roof will ruin one or more plants wherever they occur. Have the soil packed firmly before attempting to plant. First place a layer of straw over the bench bottom to keep the soil from sifting through the cracks. Use a trowel when planting, and tamp the soil around each plant firmly and leave a dish-shaped depression around each plant for watering. Then they can be watered as one may wish, indi-

vidually, for some time, and the soil in between the plants will be kept in a fresh condition until several weeks have elapsed, or until the roots begin to work out nicely into the beds. At the same time keep the surface of the soil moist over all the beds, and tie the plants as soon as convenient, and make it convenient to do it soon. These planting suggestions cover the planting of the solid borders also. By the way, be careful in handling the young stock of Sunburst, as the slightest bruise along the main stem is fatal to this variety and will eventually mean a dead plant, though it may be several weeks before they show the effects of the injury; so look each plant over carefully and handle them the same way.

Pruning should be done with an eye to what the wood left will actually produce. And there are pruners and pruners, and then some. Leave several eyes on the current year's growth, and if the plants are "away up yonder," as the saying goes, having been run several years without pruning, they should be cut back quite hard, say about 14 to 18 inches from the ground. We have heard of pruning rose plants with hedge shears, all a foot from the ground. One of the largest growers of roses in this country once told me that he was trying it and had put his laborers at the work. I asked him how the results would be (as it was then late in the fall). He replied that his stock at that time was not nearly so good as formerly, but that he did not lay the fault to the pruning. I did not start "an argument," but was satisfied in my own mind that the hedge pruning tactics would not be repeated on my friend's range the next year. And they were not. Once was enough for him. So, to come back to the pruning for this season, I will say that a properly pruned lot of plants will vary in height as one follows out the different growths according to the prominence of the eyes and the appearance of the canes. All twiggy growths should be removed, and a well pruned plant will have a cleaned up appearance, an open look between the growths, that is hard to describe, but easily noted when once seen. If the beginner is in doubt about how to go about the pruning, he should visit some up-to-date range during the pruning season and look things over carefully. This is the best advice I can offer, and the work should not be guesswork afterwards.

After pruning, the beds should be cleaned off, removing all the old mulch, weeds and trash of any kind; also repair the sides of beds. Then the soil should be gone over and broken up with a hoe. We use the potato hoe for this work (which has tines similar to the spading fork), which leaves the soil somewhat rough. Do not go deeper than two inches, and be sure to keep the surface perfectly level. The plants should be tied first. After hoeing the surface, apply about half a peck of a good grade of ground bone to every 100 square feet of bench surface, give the beds a good soaking, and never at any time after allow the beds to become extremely dry. After the first soaking, the soil should be kept in a medium wet condition until they have made a growth, and this growth pinched. Then, as the growth starts again, they will require a mulch, followed by plenty of water if the plants have made the proper growth.

When carrying over plants on the raised benches, the pruning should be the same as prescribed above, but at

least half of the old soil should be removed, disturbing the roots as little as possible, and this soil replaced with a good rich compost, two parts soil to one of manure, with bone added. Just before bringing it in, water also as stated above. E.

Roses and Fuel Conservation.

Wyndmoor, Chestnut Hill, a suburb of Philadelphia, Pa., has been the scene of many successes in rose growing. Probably more American Beauty roses are grown here than in any other section of the United States. John Burton, Edwin Lonsdale and Myers & Samtman, specialized in this rose from the very first, and were very successful. It is still largely grown by Myers & Samtman, and George and Arthur Burton. George Burton has had wonderful success with his 50,000 plants, until he appeared "letter perfect," but last winter there was a screw loose somewhere, and his Christmas crop went wrong, which just goes to show that you cannot always tell. One year, he used chicken manure with wonderful results; the next season it failed to work. In common with many growers, he reduced temperatures last winter about 10°, and thinks this may have had something to do with it, but is not at all positive. Other roses, particularly Hadley, and Thora, a light sport of Maryland, did particularly well under reduced temperature.

American Beauties require a lot of looking after—tying, disbudding, keeping down spider and black spot, picking off bad leaves, etc., while with tea roses, it seems the less we look after them, the better they do. "You may think this a joke," said Mr. Burton, "but I am planting 5,000 My Maryland to take the place of that many American Beauties. If they pay me as well as Thora, I shall be delighted, as this turns in the best card of any rose I have, and is the least trouble of the lot. My crop of American Beauties for next season will be about 45,000 plants. As the old American Beauty plants are moved to make way for the young stock, they are all taken by hucksters who gladly pay \$10 per hundred."

Arthur Burton is having good success with both American Beauties and Mrs. Russell, increasing the latter at the expense of the former. He finds the Russell very difficult to root, and it is hard to get more than 50 per cent of the rooted cuttings to survive or mature after being potted. All the Russell are given a rest a portion of the year. Those brought in for the holidays are then dried off and later cut back, which pruning is carefully done, being to within a few inches of the growth of the previous year. These are brought on much the same as Kaiserin and furnish a splendid spring and summer crop of flowers. All the Russells here are in ground beds. American Beauties are grown on raised shallow benches about 24 inches from the ground. The young stock on the benches for the coming season is from 12 to 24 inches in height and getting away nicely.

Arthur Burton is much interested in heat conservation and believes in substantial covering of all feed pipes. So little heat escaped into his boiler house the past winter that icicles formed on pipes or valves, from which water dripped during the severe weather. In order to get complete combustion of the hot gases in the furnace, he experimented with two-inch pipes, one either side of the furnace about six

inches above the fire bed. These came in from the combustion chamber in the rear where they were connected with a cross pipe, which projected to the outside of the brick work. The inside pipes were the length of the fire box, and on the side towards the fire, had a row of drilled holes six inches apart, whose diameters equaled that of the supply pipe. When the fire was under good headway, tongues of flame shot out from each of these holes at least a foot in length, proving that the hot air, becoming mixed with the free gas from the coal, became inflammable and added that much free fuel to the fire. Unfortunately, the pipes being of galvanized iron, soon burnt out in the extreme heat. Such an arrangement made of fire brick, through which superheated air would be drawn by the chimney draft, would no doubt help to consume much of the free gas which goes unconsumed out of the chimney. By lowering temperatures about 10 degrees, which limited production to a certain extent, he was able to save about 30 per cent of the coal.

K.

Carnations and Sweet Peas.

E. C. Marshall, Kennett Square, Pa., has a modern, well arranged place and specializes in carnations and sweet peas. The variety, Mrs. Louise Gude, a new one tried for the first season, is a stronger grower than Yarrowa, producing an abundance of choice flowers of a beautiful bright shade of pink, by far the best variety he has ever grown. Selected Christmas Pink was better than the old variety. Mr. Marshall has found it economical to always plant selected or highest grade seed, as the few extra dollars, first cost, was returned many times in the increased quality and production. Too much water in cloudy weather, too rich soil and too high temperature cause the first buds to drop in early winter. There must be strength and fibre in the stems. When the first buds appear, the temperature is 38°-40° and later raised to 48°-50°. The enormous crops of the spring months were the result of continuous sunshine.

Mignonette was planted in the center between each row of sweet peas as soon as sown, about the first of August. This came along well and was pretty well cut out by Christmas, when the sweet peas became high enough to shade it. In this house, 42x200 feet, tomatoes followed the sweet peas, being planted after Easter. They were at their best in June and early July, in good demand after the southern tomato crops were about done. Seven and a half tons were the crop last summer from this house. The tomato grown is Roney's Selected Comet. A selection of Allen's Defiance was the mignonette. Lettuce had been tried as a catch crop, also radishes along with the sweet peas, but neither, although well grown, had been found salable.

Carnations are certainly at home here. Nothing could be more vigorous or prolific. Ward, Matchless, Enchantress Supreme and Belle Washburn were the varieties, all growing on raised benches.

LOUISVILLE, KY.—The partnership in the firm of Marratt & Miller has been dissolved and the business will be continued by J. S. Miller.

National Publicity for Flowers.

The secretary last week visited Chicago, Milwaukee, Minneapolis, and nearby points, where he found the florists greatly interested in the publicity campaign. He feels deeply obligated to the many members of the trade who in various ways helped to make his work effective. The publicity fund is growing, but, sad to say, slowly. There is a considerable number of florists who have not yet given the publicity movement their thought and aid. All doubt as to the great value of the campaign to the entire trade is removed. The movement is an admitted success, but what has been attained can only be made of a permanent character by the continuation of the good work.

At the start the committees did not think it would be difficult to raise the required \$50,000 for a year's work. We are still, while halfway through the year, far short of the goal—and this with, approximately 20,000 or more florists, who are getting the benefit of the work accomplished. Just think of it. Do not get the idea into your head, Mr. Nonsubscriber, that there are plenty of well-disposed florists to complete this fund without your assistance. Did everyone look at the movement this way there would be no fund, no publicity, and ultimately, perhaps no business. And do not think for one moment that our publicity begins and ends with the advertisements in the magazines. Were we required to pay cash for all the publicity we are getting, at its worth, a million dollar fund would not be too large. So why hold back that contribution? The work done is for your benefit, in your interest, and to your advantage, no matter where you are located, whether you are in a large or small way of business, a grower or a retailer. Help the fund, and charge the contribution to your overhead expense, where it belongs on your books—but in reality, it is an investment, and one that pays handsomely. Reach for your check book now, this minute, get the matter off your mind, and become conscious of the fact that you have done your duty, both to yourself and the trade.

There is still on hand a good supply of stickers for use on envelopes, boxes, packages and the like, miniature reproductions of our slogan sign, "Say it with Flowers." There are three sizes, 2 inch, 4 inch and 6 inch long, all in the original colors. There are also a number of sets of lantern slides for use in moving picture houses. There are four slides to the set, each handsomely colored, designed to cover completely any screen on which they are projected. These slides are supplied at \$2 per set, and make cheap, but very effective advertising.

JOHN YOUNG, Sec'y.

Value of Accumulation.

Advertising is only profitable when we once start and then continue, thereby reaching an accumulation both in effect and its importance in our minds, so that when each advertisement appears, one after another, there is something about it that gives prestige and power to the house that advertises. When you once start, keep at it until you feel its effect, then do more as your business and volume will permit. You will create a spirit of good-will that will be worth many times the cost of your advertising by the standing

it will make for you in your community.

This good-will spirit in a business, when once built up, is the best asset one can strive for, and it is the same to business as character is to the man. By continual advertising, you are accumulating the effect of your advertising of the past with advertising of the present, building the good-will spirit in one strong chain.

Can you imagine the effect our publicity campaign will have, if we continue? I am reminded of an example of accumulation of Benjamin Franklin, who when he left in his will a fund of \$5,000 in 1790 to be invested and reinvested for a century so that in 1907 it had reached \$408,000; talk about accumulative value. Keep up the publicity campaign and watch its effect.

HENRY PENN,
Chairman, National Pub. Campaign.

Dr. Whitten Resigns.

Dr. J. C. Whitten, who for 22 years has been head of the department of horticulture at the University of Missouri, has recently resigned to go to the University of California. In noting this, the Joplin, Mo., News-Herald says: "His services to Missouri have been of untold and incalculable value. Doctor Whitten is one of the most able horticulturists in America. Hundreds and thousands of young men of Missouri have availed themselves of the opportunity and received training under Whitten. These men and women have gone to all sections of the state and have led the people of their communities in the production of better fruits. This has proved to be one of the great assets of this state."

The paper criticizes the school system of Missouri, and asks: "Why should the school system of old Missouri rank thirty-second in the school systems of the United States and adds: 'Are we to drag along day by day and year by year and appropriate barely enough money to keep our great university alive?'"

A. F. F.

Rob't. C. Kerr Co., Inc., Houston, Texas

The above company, which was organized in March last, held a meeting July 1, at which the following officers were elected: Rob't. C. Kerr, president; A. F. Koehle, vice-president; E. W. Eichling, secretary-treasurer; C. L. Brock, G. W. Hurley, M. C. Walker and Chas E. Hogan, directors. The plans of the company are for growing flowers and plants for the wholesale trade on a conservative basis, selling exclusively to florists. There are being erected on the Kerr property on Westheimer road, 14 houses of Foley construction.

A. F. Koehle, manager, is a man of wide experience, having spent 15 years in growing in the north and central west and 10 years in Texas.

NEGAUNEE, MICH.—There were light frosts here nearly every morning the second week of July.

LANCASTER, PA.—H. A. Shroyer, who had been suffering with eye trouble, is improving, and is now able to be at business.

BRIDGEPORT, CONN.—A new flower shop at the corner of Main and Bank streets will be occupied about September 1 by James Horan.

LIMA, O.—The Fenegar Flower Shop, 136 North Main street, has been purchased by Fred Calvert, Ernest Fenegar having joined the colors.

OBITUARY.

Rear Admiral Aaron Ward.

Rear Admiral Aaron Ward, U. S. N., retired, died, July 5, at Willowmere, his Roslyn, N. Y., home, after an illness of several months of heart disease. Throughout New York and other eastern states, among commercial and private rose growers and fanciers, the names of Aaron Ward and Mrs. Aaron Ward have for years been household words. The rose, Mrs. Aaron Ward, named for this lady, is well known. At Willowmere, they had established and cultivated one of the finest rose gardens in the country. After his retirement in 1912, Admiral Ward made his rose garden his principal life work, and leading rosarians of this country and Europe have made it the object of pilgrimages. A typical sailor by training and long experience, he followed the sailor habit of keeping a log book in which he recorded the date of planting of each rose bush and its progress. The garden contained thousands of varieties of roses and since 1915 its opening to the public for several days each June has been an annual event. A nominal admission fee was charged which went to war charities.

Admiral Ward was born in Philadelphia, October 10, 1851, the son of Gen. Ward B. Burnett and the grandson of Major-General Aaron Ward of the New York militia, whose name he adopted. He had attended European schools previous to entering the United States naval academy in 1867. He was graduated in 1871. He did brilliant service in the Spanish-American war as commander of the converted yacht Wasp. He was made a rear admiral in 1910. In his earlier career, he had served as naval attaché to the United States legations at Paris, Berlin and St. Petersburg, now Petrograd. In 1914, he commanded the relief ship Red Cross, sent to Europe by the American Red Cross with physicians and nurses to aid the sick and wounded. The then Emperor Francis Joseph of Austria, awarded him the medal of merit for the aid, as the representative of the Red Cross, which he had brought to Austria-Hungary.

He is survived by his wife and two daughters, Miss Hilda Ward, an artist, and Mrs. Edna Capps, wife of Admiral Capps of the United States navy. Admiral Ward was one of the most democratic, genial and companionable of men and had a host of friends in horticultural circles as well as in other walks of life. Simple funeral services were held at Willowmere on the afternoon of July 7, interment being in Greenwood cemetery, Brooklyn.

Jan Wildschut.

Jan Wildschut, a native of Holland and representing C. J. Speelman & Sons in this country, who was shot in an apartment house in New York on the morning of July 3, died in the hospital July 5. Though conscious for some time previous to his death, he made no statement. He was 25 years old, and his relatives reside in Holland. His funeral was held, July 8, interment being in Woodlawn cemetery, New York.

A. F. F.

Robert Hooper Pearson.

Robert Hooper Pearson, managing editor of the Gardeners' Chronicle, of London, Eng., died June 11, age 52 years. Mr. Pearson was always a plain, practical gardener by profession, as well as by training, something quite refreshing in this day of garden artists, landscape superintendents and floral engineers.

THE AMERICAN FLORIST

ESTABLISHED 1885.

Subscription, United States and Mexico, \$1.00 a year; Canada \$2.00; Europe and Countries in Postal Union, \$2.50.

When sending us change of address always send the old address at the same time.

Advertising rates on application.

From the first issue THE AMERICAN FLORIST has accepted only trade advertisements.

Advertisements must reach us Tuesday (earlier if possible) as we go to press Wednesday.

We do not assume any responsibility for the opinions of our correspondents.

THE AMERICAN FLORIST,
440 S. Dearborn St., CHICAGO.

"In God's name, cheerily on, courageous friends
To reap the harvest of perpetual peace,
By this one bloody trial of sharp war."

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LISTS thus far available of the luxuries on which it is proposed to levy taxes do not include seeds, bulbs, plants or flowers.

FLORISTS in northern Wisconsin are planning to burn wood up to January and save their 50 per cent coal supply for the finish.

THE June issue of the quarterly Journal of the International Garden Club presents many fine illustrations and much timely reading matter. This publication is free to members of the club and contains a large amount of information valuable to all lovers of flowers and good gardening. Inquiries as to club membership should be addressed to Miss Harriet Johnson, 109 West 82nd street, New York.

The Business Outlook.

R. G. Dun & Co.'s summary of business for the half year ending June 30 contains the following:

"The suggestion lately made in certain quarters that the country's commercial mortality had fallen to such a low point that the pendulum was likely to soon swing upward has been closely followed by the most favorable monthly failure statement, in point of number, that has come out in fully a decade. Even if the 804 business reverses of June should stand as this year's minimum, the showing would be sufficiently remarkable, for so few defaults have not been reported in any previous month back to July, 1907, when the number was 777, and the June liabilities of about \$10,600,000 are less than in all months since May, 1910, when \$9,600,000 was the showing. Comparisons such as these seem all the more unworthy when the many wartime readjustments are considered, and the 5,889 insolvencies, involving \$87,800,000, of the first half of 1918 make the best exhibit for the period in over 10 years. That only 14 of the 48 states of the Union report more failures than last year, when the commercial death rate was relatively moderate, demonstrates clearly that business rests on a solid foundation."

Society of American Florists.

ST. LOUIS CONVENTION, AUGUST 20-22.

The prospects for a successful convention are cheering indeed. In these days of concentrated energy along lines pertaining to the despatch of armies and their provisioning and equipment, we are apt to overlook or belittle the importance of matters concerning civil industries. It is pleasing to note that many of those connected directly or indirectly with the florist trade have no misgivings regarding the stability of business in their respective lines, and are prepared to take advantage of the trade exhibition in St. Louis to increase or renew their relations with the trade visitors at the convention.

Among the earliest to seek reservations at our annual exhibition were the following: Henry A. Dreer, Inc., Philadelphia, Pa.; Burlington Willow Ware Shops, Burlington, Ia.; Joseph Heacock Co., Wyncote, Pa.; Chicago Carton Co., Chicago; S. S. Pennock Co., Philadelphia, Pa.; A. L. Randall Co., Chicago.

As far as the trade exhibition is concerned, the plan prepared for the postponed National Flower Show in St. Louis last spring, which provided for trade exhibits on customary lines, is still in force; that is, the lower floor of Moolah Temple, where the convention is to be held, will house the trade exhibition, and the layout is unchanged. Copies of this plan were widely circulated, and any who contemplate making exhibits may consider these plans as being in full force. In cases where the plans have been mislaid, prompt application to the secretary for duplicates should be made. The rate for space is 40 cents per square foot, and the locations available are all good. Applications for space should be sent to the secretary's office, as early as possible, for the convention is little more than five weeks distant, and arrangements for it are becoming very active.

A record attendance is expected at the convention, due to the fact that the proceedings will be of more than

ordinary interest to florists. A feature of the programme will be an address by a representative of the United States Fuel Administration, who will speak with authority and, undoubtedly, settle many questions which are at present rather disturbing in the minds of many florists.

JOHN YOUNG, Sec'y.

John Young in the Twin Cities.

John Young, secretary of the Society of American Florists, who is touring the country in behalf of the \$50,000 publicity fund, which amount the society has set as its goal to collect among the florists of the country, reached the Twin Cities, July 4. Theodore Wirth made a tour of the parks with Mr. Young on the Fourth. Hugh Will and Cal Rice took him in hand Friday, and visited all the Minneapolis florists with him.

A hasty telephone call brought out 25 members of the state society from St. Paul and Minneapolis for a luncheon and reception in his honor at the Elks' club July 5, which took on the aspect of a reunion of old friends, harking back to the time of the convention held here five years ago. In an eloquent manner, Mr. Young explained the advantages of publicity and the successful efforts of the society in behalf of the florists of the country, especially during the critical period of last winter. Nobody could resist his powerful arguments, and the results were a very satisfactory contribution to the fund and many new memberships. Mr. Young's stories brought forth many hearty laughs; stories so well and realistically told that one wonders if they are not personal experiences.

Saturday was St. Paul day. Mr. Young was accompanied by Hans Rosacker, Max Kaiser, Olaf J. Olson and Theodore Wirth, and his visit there was very successful. Mr. Young left Saturday night for Fargo, Butte and the Pacific coast.

MINNESOTA STATE FLORISTS ASSO.,
E. Meyer, Secretary.

Capital Requirements of Corporations.

In its July circular the National City Bank of New York, discussing the War Finance Corporation, says, among other things: "A serious difficulty has been encountered in dealing with the class of cases for which the corporation seems to have been chiefly designed; that is, corporations in need of capital for either refunding or expansion purposes. It has been assumed that bankers would provide the capital wanted in such instances and then recoup themselves by borrowing upon their own notes through the War Finance Corporation, which above its own capital of \$500,000,000 would obtain credit at the Federal Reserve Bank. But it develops, as might have been foreseen, that bankers are unwilling to expand their liabilities in this manner. Commercial bankers would be outside their proper field of operation in lending credit for the purpose of providing fixed capital, and investment bankers would find the policy equally impracticable. Their business is not to carry investments, but to distribute them, and they need to have their capital in hand."

Snow at Boulder.

Denver, Colo., July 10.—Snow fell for a quarter of an hour this morning at Boulder, near here, following a cold rain last night. This is the latest that a snowfall has ever been recorded in that town.

Wants, For Sale, Etc.

One Cent Per Word, Cash with Adv.
For Plant Ads., See Ready Reference Section.
Where answers are to be mailed from this office
enclose 10 cents extra to cover postage, etc.

Situation Wanted—By a good, all-around greenhouse man. Address
Key 898, care American Florist.

Situation Wanted—By general all-around gardener. Western states preferred. Address
Key 906, care American Florist.

Situation Wanted—By grower of a general line of plants. Would prefer to work on shares. Address
Key 904, care American Florist.

Situation Wanted—By grower of flowers, fruits or vegetables under glass. Original up-to-date ideas. Address
Key 905, care American Florist.

Situation Wanted—By gardener; age 35; married; private place preferred; 20 years' experience. Any good position considered. Distance no object. Now or later. References. Address
Key 915, care American Florist.

Help Wanted—A rose grower; wages \$20.00 per week to start.
Wm. Dittman, New Castle, Ind.

Help Wanted—Man for rose section to work under foreman. State wages expected and give reference.
C. Loveridge, Peoria, Ill.

Help Wanted—Experienced man to take charge of store at 64th and Halsted streets. Must be good salesman and designer. Joseph Michal, 7045 Stony Island Avenue, Chicago.

For Sale—20 greenhouses to be taken down. 1000 boxes, 16x24, 217 boxes, 10x15, 100 boxes, 10x12, D. S. B. glass. 21,000 ft. 1½ pipe, also 1½, 2, 3 and 4-in. pipe; three return tubular boilers, ventilating apparatus, sash bars, plates, cast iron gutters, etc. One hand-power stock and die, cuts 1 to 4-in., with cut off; one gasoline engine and pump. Will sell all or any part.
Mrs. Geo. Anderson,
5230 Woodland Ave., Phila., Pa.

Situation Wanted

Good all around grower, capable of managing business, is open for engagement. Address

Key 809, care American Florist.

Situation Wanted

Expert office manager. Bookkeeper and correspondent. Have handled office end of a large commercial place. Married man with family. Chicago preferred.

Key 916, care American Florist.

STOREMAN

Expert storeman over draft age is open for immediate engagement.

Key 810, care American Florist.

Help Wanted

Two rose growers. Steady work at \$19 to \$20 per week. Apply to foreman of Peter Reinberg's greenhouses.

PETER SHOWSBOE
5450 North Robey Street, CHICAGO

HELP WANTED

Hustlers in rose houses. Steady work at \$3.50 per day. Address

Key 912, care American Florist.

Situation Wanted

Experienced saleslady. Chicago preferred. Can furnish best of reference. State wages in first letter.

Key 913, care American Florist.

Situation Wanted

Good all around storeman capable of taking charge. Also understands growing business.

Key 914, care American Florist.

Greenhouse Glass

\$4.50 per Box

Going Fast—Order Quick

PETER REINBERG

30 East Randolph Street, CHICAGO

Help Wanted

Young man as grower for chrysanthemums, carnations and pot plants, cyclamen, pelargoniums, etc. Good pay and steady position.

MILLER'S GREENHOUSES, Muncie, Ind.

Situation Wanted—As head gardener or supt. of private place or institution; now employed; wish to change; married. Best of references as to character, habits and ability. Thoroughly understand all branches of gardening. Good reasons for leaving. Good commercial place considered where energy and ability count. Expect good salary. No objection to distance. Address

L.
Gardener, Ft Steilacoom, Wash.
Wn. Box. 29.

FOR SALE

Greenhouse plant, including residence and four acres of ground in a live town in Iowa. Will trade for farm or give terms.

G. S. HILL

305 Polk Building, DES MOINES, IOWA

OFFICIAL S. A. F.

Shipping Labels



Actual size of leaf 2½x5¼ inches.

FOR CUT FLOWERS: In two colors on gummed paper; your card, etc., in black and leaf adopted by the S. A. F. in red. Prices: Per 500, \$3.35; per 1000 \$5.00. Samples on request. Electro of leaf, postpaid, \$1.50. Cash with order.

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

All Florists' Stocks and Supplies

Should be Shipped as Early as Possible.

There will be much congestion of freight and express this fall and all shipments will be subject to delay.

Move Seeds, Bulbs, Plants and Supplies
While the Conditions are Favorable.

Boston.**SUPPLY AMPLE AND PRICES FIRM.**

Market conditions remain unchanged. Flowers are none too plentiful and prices hold firm. The best carnations go at \$1.50 and \$2 a hundred. Outdoor sweet peas are exceptionally fine and the best bring \$2.50 a hundred. Gladioli are good at \$1.50 and \$2 a dozen. Roses are quite plentiful and selling for any price offered. Salpiglossis, centaureas, coreopsis and calendulas find ready markets.

NOTES.

Budlong Rose Co., of Auburn, R. I., is shipping to market a large assortment of roses, among them Stanley, Columbia, Hearst, Mock, White Killarney, Cecile Brunner, Milady and Hadley.

Wm. Nicholson has discontinued going to market, as he is about through cutting. What little stock he will have will be looked after by M. Liebman.

C. J. Sloane, formerly salesman at the flower market, and in the selected draft, is now stationed in a hospital unit at Camp Greenleaf, Ga.

J. Jacobs, chief messenger at the flower market, has been called in the selected draft and leaves for Camp Devens July 22.

Welch Bros. Co. is satisfied with business and report trade as good as other years, with the past month going ahead of 1917.

Wm. Carr finds a good market for gladioli. He has large shipments each day of America, Primulinus and Hally.

J. M. Cohen, one of our popular salesmen, is planning a four weeks' vacation in Vermont with his family.

B. A. Synder & Co. report business as fair; as good as last year, but plenty of room for improvement.

A. S. Parker, of Stoneham, has finished with sweet peas and will start cutting asters in 10 days.

The Boston Rose Conservatories are cutting a good crop of Russell, Ophelia and Hadley roses.

Albert Walsh is receiving daily shipments of roses from Halifax Gardens.
S. K. G.

Cleveland.**SUPPLY IS LIMITED.**

A pronounced scarcity of stock is the feature of the market, the supply of roses being limited and mostly of the shorter grades, while carnations are small, of poor quality generally, and but few are received. The first of the local asters made their appearance, July 6. Outdoor stock of all kinds meets with good sale, included in the offerings being gladioli and Easter lilies. Water lilies clean up well daily. Sweet peas are plentiful and meet with fair demand. Greens of all kinds are in ample supply.

NOTES.

Paul C. Hahn has given up the Liberty Flower Shop but will continue his establishment at 10,505 Superior avenue.

Walter Rohusek, of the Cleveland Florists' Exchange, is selling his summer home on Rocky River at Berea, O.

A. J. Saywell, 111th and Superior avenue, is selling out his business and expects to enter other lines of work.

Will Connors, of the Ohio Floral Co., expects to leave for army service this month.

C. F. B.

KANSAS CITY, Mo.—Erling Elmholt, formerly with Vaughan's Seed Store, Chicago, and the Elliott Nursery Co., Pittsburgh, Pa., is now in the United States army auto school here. There are about 3,000 men from Illinois at this school, most of them from Chicago.

LATEST EDITION**The American Florist Company's****Trade Directory****FOR 1918****Contains 529 Pages.****Price \$3.00 Postpaid.**

THE AMERICAN FLORIST COMPANY'S Trade Directory for 1918, fully revised to date, with thousands of new names and changes of address, is now ready for distribution. It contains 529 pages, including extensive lists of the Florists, Seedsmen and Nurserymen of the United States, Canada, Central and South America arranged both by states and towns and all names alphabetically. Also lists of Foreign Merchants, Firms Which Issue Catalogues, Horticultural Supply Concerns, Parks, Cemeteries, Landscape Architects, Experiment Station Horticulturists, Botanical Gardens, Seed Growers, and much other conveniently indexed and invaluable trade information.

**PUBLISHED BY THE****American Florist Co.****440 S. Dearborn St., CHICAGO**

**For the Summer We Have a Large
Supply of Good Shipping Roses.**

FINE QUALITY OF RUSSELL

Ophelia and Red and Yellow Roses

Gladioli, Orchids, Valley, Lilies, Carnations

PLUMOSUS SPRENGERI ADIANTUM

GALAX FERNS

PLANTS

SINGLE PLANTS.

Kentia Forsteriana, 2½-in. pot, \$12 per 100.	Kentia Forsteriana, 6-in. pot, \$2 each.	Crotons, 4-in., \$4.80 per doz.
Kentia Belmoreana, 2½-in. pot, \$12 per 100.	Kentia Forsteriana, made up, 5-in. pot, 75c to \$1 each.	" 5-in., \$9 per doz.
Kentia Belmoreana, 3-in. pot, \$20 per 100.	Livistona Rotundifolia, 4-in., \$6 per doz.	" 6-in., \$1 to \$1.50 each.
Kentia Forsteriana, 3-in. pot, \$20 per 100.	Livistona Rotundifolia, 5-in., \$9 per doz.	Pandanus Veitchi, 6-in., \$1.25 each.
Kentia Forsteriana, 4-in. pot, \$8 per doz.	Livistona Rotundifolia, 6-in., \$1.25 each.	Dracaena Indivisa, 4-in., \$15 to \$20 per 100.
Kentia Belmoreana, 4-in. pot, \$8 per doz.	Phoenix Robelenii, 5-in. pot, \$1 each.	Dracaena Indivisa, 5-in., \$25 to \$35 per 100.
Kentia Forsteriana, 5-in. pot, \$12 per doz.	Dracaena Massangeana, 4-in. pot, \$50 per 100.	Dracaena Indivisa, 6-in., \$8 per doz.
Kentia Belmoreana, 5-in. pot, \$12 per doz.	Dracaena Massangeana, 6-in. pot, 75c to \$1 ea.	English Ivy, 4-in., \$15 per 100.
		Smilax, 2½-in., \$3 per 100.

2½-in. Own Root Rose Stock

Aaron Ward	\$ 7.50 per 100; 70.00 per 1000.
Killarney Brilliant	
White Killarney	
Milady	\$ 7.00 per 100; 65.00 per 1000.
Richmond	

3½-in. Own Root Rose Stock

White Killarney	\$ 11.00 per 100; 105.00 per 1000.
Ophelia	
Aaron Ward	
Sunburst	
Killarney Brilliant	\$ 10.50 per 100; 100.00 per 1000.
Milady	
Richmond	

Poehlmann Bros. Co.

72-74 E. Randolph Street, CHICAGO.

L. D. Phone, Randolph 35.

BIG CUT OF RUSSELL

Best Summer Rose—We are now cutting from 60,000 plants.

The quality is good—Buy direct from the Grower.

Russell, Hoosier Beauty, Ophelia and White Killarney.

WHITE and RED CARNATIONS, Fancy Stock, \$2.00 per 100.

Regular shipments of new Fancy Ferns, \$2.00 per 1000.

CURRENT PRICE LIST

RUSSELL—best in this market.

	Per doz.
Good, extra long	\$2.00
Good medium	\$1.00 to 1.50
Good short50 to .75

HOOSIER BEAUTY, OPHELIA, SHAWYER, SUNBURST, WHITE KILLARNEY—

	Per 100
Long stems	\$6.00 to \$8.00
Good medium	5.00
Good short	3.00 to 4.00

ROSES—Our selection, but a good assortment in lots of 200 or more, at the rate of \$3.00 per 100.

LILY OF THE VALLEY, per 100..... 5.00 to 6.00

GREENS.

ASPARAGUS & SPRENGERI, per 100.....\$2.00 to \$3.00

GALAX, green and bronze, per 1,000..... 1.25

NEW FANCY FERNS, per 1,000..... 2.00

ALL OTHER SEASONABLE STOCK AT MARKET PRICES.

In buying direct from the grower you are assured of fresh stock at all times and the most even run of quality possible.

 **WRITE FOR OUR SPECIAL QUOTATIONS ON ROSES IN 1000 LOTS.**

NOTICE: We close at 5 o'clock Week Days.

BASSETT & WASHBURN

LONG DISTANCE PHONE:

CENTRAL 1457.

Greenhouses: Hinsdale, Ill., and Gregg Station, Ill.

OFFICE AND STORE

178 N. Wabash Ave., CHICAGO, ILL.

Chicago.

BUSINESS IS GOOD.

Business is good for July is the general report in the wholesale market and much better than anyone expected it would be. Roses are in fairly good supply but clean up nicely right along at high summer prices. Mrs. Chas. Russell and Columbia are in brisk demand and there is a good call for Ophelia, Milady, My Maryland, Mrs. Aaron Ward, Sunburst Richmond, Hoosier Beauty, Killarney, Killarney Brilliant, White Killarney, Mrs. George Shawyer, Champ Weiland, Mrs. Bayard Thayer, Montrose and all the other varieties grown for this market. American Beauty roses are in fair supply especially in the shorter stemmed grades and are moving nicely. Carnations are none too plentiful. Asters and gladioli are included in the daily shipments and both are in brisk demand at high prices. Lilies are seen at a few of the stores in quantity but there is never any surplus in this line. Sweet peas, calendulas, feverfew, snapdragons, daisies, phlox, gypsophila, water lilies, cornflowers, stocks, cosmos, larkspur, coreopsis, orchids, gardenias, and other miscellaneous indoor and outdoor stock offer a large variety to select from. The wholesale stores closed all day Sunday, July 7, and will continue to do so until further notice. They were kept open until 9 p. m. Saturday for the benefit of the trade which plan will be followed until it is found to be unnecessary owing to the fact that very little business was done after the regular closing hour. Many complaints are being received from out-of-town points in regard to delayed express shipments which it is expected will improve very shortly as conditions are rapidly being readjusted to conform with the new rulings. Many of the employees are

enjoying vacations but so far no one in the wholesale market has been affected by the work or fight order notwithstanding rumors to the contrary. Some of the employees expect to be notified to seek other employment and are waiting orders from their draft boards to do so while others seem to think it will not affect them.

NOTES.

Local war gardens will produce a \$3,529,380 crop, in the view of a resume issued by J. H. Prost of the war garden committee of the State Council of Defense July 8. There are approximately 4,830 acres under cultivation in care of 238,422 gardeners, it is announced. The organization distributed more than 214,800 pieces of printed matter, gave 682 lectures to 366,635 persons, donated 2,200 acres of space, and 1,500,000 seedling plants. More than 90,000 children were engaged in gardening and 40,000 prizes were distributed as an incentive to effort.

The next Florists' Club meeting will be held at Nic Karthausers' grove, 6656 Ridge avenue, Thursday evening, July 18, at 8 o'clock. Every one in the trade is cordially invited to attend, particularly the retail florists who are hereby given a special invitation. One of the prominent business men in the trade says that he cannot understand why the retail florists do not attend the club meetings, especially when the topics discussed generally concern them most. How many will be at the next meeting?

The genial Tom Wolfe, of Waco, Tex., stopped off here a few hours this week enroute to the Elks' convention at Atlantic City. His many friends will be pleased to learn his health has greatly improved. Tom is justly proud of a splendid gold watch, chain and charm presented to him when stepping aboard

the train for this trip by the Elks of his home city. We were about to write native city for home city when we recalled that Tom is a real Indian, born in Hindostan.

The annual meeting of the stockholders of the Chicago Flower Growers' Association will be held at the wholesale establishment, 182 North Wabash avenue, Monday, July 15, at 3 p. m., when the election of officers, including four directors, will be held. Paul Klingsporn, manager of this concern, is well pleased with the business enjoyed the past year ending June 30, when the total sales were the greatest in the history of the firm.

George Wienhoeber is the proud possessor of a new home at 5963 Winthrop avenue which he bought a few days ago. Mr. Wienhoeber has been unusually happy all this week over the arrival of a baby girl at his home which is number three in his family. A new Ford delivery truck decorated a beautiful golden brown was just added to his delivery service.

Zech & Mann are handling a good supply of fancy asters the first of which arrived early last week. They are in good demand and clean up quickly each day.

Peter Dahm, who is with the National army at Rockford visited his folks at Morton Grove, July 6. Philip Dahm is with the American troops in France.

C. O. Wilcox, of the W. W. Barnard Co., returned from a business trip through Michigan in time to spend the Fourth with his family.

Miss Nettie Parker, secretary of A. T. Pyfer & Co., is back from a few days' visit with Miss Frieda Gebhardt at Lake Geneva, Wis.

Fritz Barr and family, of Highland Park, have rented a cottage at Lake Zurich, where they will spend the summer.

PETER REINBERG

Wholesale Florist

30 East Randolph St.,

Long Distance Phones
Central 2846
601

CHICAGO

BIG CROP OF ROSES:

Russell--Weiland--Ophelia--Etc.

Lilies, Valley. Complete Line of Greens.

Buy Direct From the Grower.

CURRENT PRICE LIST

Subject to Change Without Notice.

MRS. CHAS. RUSSELL		Per 100	ROSES, OUR SELECTION.....		Per 100
Specials		\$15.00 to \$18.00	Carnations, fancy.....	\$ 2.00 to	3.00
Medium		12.00	Harrisli	12.50 to	15.00
Select		8.00	Valley		6.00
Short		4.00 to	Smilax	per doz, strings	3.50
RICHMOND		Per 100	Adiantum	1.00 to	1.50
Specials		\$10.00	Asparagus, per bunch.....	50c to	75c
Select		8.00	Boxwood	per bunch, 35c	
Medium		\$ 5.00 to	Galax, bronze and green, per 1,000,	\$1.00	
Short		3.00 to	Leucothoe Sprays75 to	1.00
MILADY		Per 100			
Specials		\$10.00			
Select		8.00			
Medium		\$ 5.00 to			
Short		3.00 to			
Killarney.....		Per 100			
White Killarney.....					
Killarney Brilliant	Special	\$10.00			
Sunburst.....	Select	8.00			
My Maryland.....	Medium	\$ 5.00 to			
Ophelia.....	Short	4.00			
Champ Weiland...					

2,000,000 FEET OF MODERN GLASS

The Chicago Flower Growers Association

WHOLESALE GROWERS OF CUT FLOWERS AND PLANTS

182 North Wabash Avenue

L. D. Phone, Randolph 631

CHICAGO

Columbia Roses

Extra fine supply of this popular variety at prices ranging from \$4.00 to \$25.00 per 100.

Russell \$6 to \$20 per 100	Richmond \$4 to \$10 per 100	Milady \$4 to \$12 per 100	Brilliant \$4 to \$12 per 100	Ophelia \$4 to \$12 per 100
White and Pink Killarney \$4 to \$10 per 100	Ward \$4 to \$8 per 100	Sunburst \$4 to \$12 per 100		
Cecile Brunner \$2 to \$3 per 100	Roses-Our Selection \$3 per 100	Carnations \$1.50 to \$3 per 100	Valley \$6 per 100	Easter Lilies \$10 to \$15 per 100
Calendulas \$2 to \$3 per 100	Gladioli \$8 to \$12 per 100	Leucothoe Sprays 75c	Plumousus Strings, 50c to 75c Per bunch, 35c to 50c	
Sprengeri Per bunch, 35c to 50c	Adiantum Fancy long, per 100, \$1	Smilax Per dozen, \$2.50	New Ferns Per 1000, \$2.50	Galax Per 1000, \$1.25

Order here. You cannot do better elsewhere—often not nearly as good.

WIETOR BROS.

162 N. Wabash Ave.,

L. D. Phone
Randolph 2081

Chicago

FINE SUPPLY OF Roses in All The Leading Varieties

CURRENT PRICE LIST—Subject to Change Without Notice.

MRS. CHAS. RUSSELL.	Per 100
Fancy	\$8.00 to \$10.00
Good	5.00 to 7.00

RICHMOND, KILLARNEY BRILLIANT.	
White—KILLARNEY—Pink.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Medium	5.00
Short	\$3.00 to 4.00

SUNBURST AND OPHELIA.	Per 100
Extra Special	\$8.00
Select	7.00
Fancy	6.00
Good	5.00
Short	4.00

MINIATURE ROSES.	
Baby Doll	\$2.00 to \$3.00
Elgar	2.00 to 3.00
ROSES OUR SELECTION.	4.00
CARNATIONS.	Per 100
Fancy	\$3.00
Good	2.00

MISCELLANEOUS.	Per 100
Valley	\$ 6.00 to \$ 8.00
Lilies	12.50 to 15.00
New Ferns, per 1,000.....	3.00
Smilax, per doz. strings....	2.50
Adiantum	1.00
Galax (bronze and green), per 1,000.	1.50
Asparagus Sprengeri, bunch....	.50
Asparagus Plumosus, bunch....	.50
Boxwood, per lb.....	.35
Other Green Goods Market Rates.	

Otto W. Frese received so many complaints from Poehlmann Bros. Co.'s out-of-town customers in regard to delayed shipments due to the poor express service that he called personally on Mr. Gurley, general manager of the American Railway Express, on June 9, who gave him an immediate hearing and went into the situation fully. After hearing Mr. Frese's complaint Mr. Gurley decided that the situation was serious to the florists and immediately told his men to disregard the routing book and advise the wholesalers to adopt the old system, which every one will agree is by far the best. Mr. Frese is more than pleased with the result of his visit, which was the most welcome news the wholesalers heard for some time. C. L. Washburn says that the delay in Bassett & Washburn's shipments amounted to a loss of several hundred dollars last week, which seems to hold good for the market in general, especially where the shipping trade is a factor in the business.

The civil service board of the West Park commissioners will hold an examination for gardener, Class C, Rank 2, Division Z, July 22, at 9 a. m., at Garfield park pavilion. The original entrance pay is 37½ to 50 cents per hour, open to men between the ages of 21 and 55 years, regardless of residence. Applications which must be filed in the office of the board before 12 o'clock noon July 20, in the office of the board in Union park, may be obtained at the office of the board, or at the West park playgrounds. The duties of gardener include the planting, pruning and general care of trees, shrubs, perennials, lawns and outside gardens, and occasional supervision of laborers in related work.

Harry Gardiner, formerly with A. T. Pyfer & Co., who is with the colors at Camp Gordon, Ga., writes that he has passed the physical examination and is now a full fledged soldier. He adds that the "eats" are fine and that he has had peaches and cream for breakfast on several occasions. Chas. Evert, also of A. T. Pyfer & Co., is with another section of the army at Camp Logan, Texas.

Mike Poletsos is now sole proprietor of the store doing business under the name of the Chicago Florist at 35 East Adams street, having bought out George Rozakles' one-half interest July 1. Mr. Poletsos is planning on opening a new store in the Chamales building, across the street from the

PERCY JONES INC.

WHOLESALE COMMISSION FLORISTS

56 East Randolph Street

CHICAGO

Van

100% Service

Guarantees You Satisfaction

Everything in Summer Flowers Including All The Best Roses.

Green Mill Gardens, about September 1.

Poehlmann Bros. Co. is cutting a good supply of fancy Mrs. Chas. Russell roses, which are in exceptionally brisk demand. This house had several large orders for funeral flowers and supplies this week from Pekin, the scene of the recent big excursion boat disaster.

P. J. Foley, Jr., who joined the naval aviation corps at Great Lakes last week, graduated from the Kent College of Law a few days previous, and his many friends confidently expect he will be admitted to the bar before leaving the training station.

Several of the E. C. Amling Co.'s employees are enjoying a two-weeks vacation. Miss Peterson, of the office staff, is at Spencer, Ia.; A. C. Kohlbrand at Cincinnati, O., and Al. Lehman is on an auto trip.

James Novak, formerly superintendent of the Stuppy Floral Co.'s rose range at St. Joseph, Mo., has accepted a similar position with Gullett & Sons at Lincoln. Mr. Novak and family are here on a visit.

Ed. Eisner, with Grimm & Gorly, St. Louis, Mo., is spending his vacation with friends in this city. "Eddie" is as welcome as the flowers in May, and is the same happy-go-lucky fellow that he used to be.

W. J. Sharpe, formerly of this city, now with the Wm. Rennie Co., Toronto, Ont., has been spending a few days with friends here and says business is booming across the border.

French & Salm, who have their entire range at Union Grove, Wis., planted to American Beauty roses, cut their first stock this week. Their stock is consigned to the E. C. Amling Co.

The George Wittbold Co. has 18 stars in its service flag. John Wittbold, eldest son of Louis Wittbold, is enjoying a well-earned vacation in Wisconsin.

Percy Jones, Inc., is well pleased with its sales for the first week in July, which compare most favorably with those of the same period in 1917.

John Walsh, of the Chicago Flower Growers' Association, and family are spending their vacation at Wilson Beach.

Curtis Kindler, of the Raedlein Basket Co., has enlisted in the navy and is awaiting his call to the colors.

Tom McAllister, of the A. Lange force, is enjoying a well earned vacation.

Gladiolus blooms are selling at seven to eight cents.

A. L. VAUGHAN & Co.

NOT INC.

PHONES:

CENTRAL 2571-AUTOMATIC 48-734-CENTRAL 2572
161 North Wabash Ave. Chicago

SUMMER ROSES

**Extra Fancy Stock in All the Leading Varieties in
Large Supply at the Most Reasonable Market Prices.**

CURRENT PRICE LIST—Subject to Change Without Notice.

AMERICAN BEAUTIES. Per doz.	
Extra long stems.....	\$5.00
Stems 48 inches.....	4.00
Stems 30 to 36 inches.....	3.00
Stems 24 inches.....	2.50
Stems 18 to 20 inches.....	2.00
Stems 12 inches.....	\$1.00 to 1.50
Short stems.....	100, 4.00 to 6.00

MRS. CHAS. RUSSELL Per 100	
Special.....	\$25.00
Select.....	\$15.00 to 20.00
Medium.....	8.00 to 12.00
Short.....	5.00 to 6.00

ROSES.	
Richmond, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Millady, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Killarney Brilliant, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00

ROSES—Continued Per 100	
Ophelia, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
White Killarney, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Killarney, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Mrs. Ward, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Sunburst, special.....	\$10.00
“ select.....	8.00
“ medium.....	\$5.00 to 6.00
“ short.....	4.00
Cecile Brunner.....	\$2.00 to 3.00
Elgar.....	2.00 to 3.00
Baby Doll.....	2.00 to 3.00
ROSES, OUR SELECTION.....	4.00
Extra special roses billed accordingly.	

CARNATIONS. Per 100	
Fancy.....	\$3.00
Good.....	2.00
GLADIOLI Per 100	
Fancy.....	\$6.00 to \$8.00
ORCHIDS. Per Doz.	
Cattleyas.....	\$9.00
EASTER LILIES. Per 100	
Select.....	\$12.50 to \$15.00
MISCELLANEOUS. Per 100	
Valley.....	\$6.00
Calendulas.....	\$2.00 to 4.00
Daisies.....	1.00 to 2.00
Snapdragons.....per bunch	.75 to 1.00
Sweet Peas.....	.75 to 1.50
DECORATIVE.	
Plumous strings.....	\$0.50 to \$0.75
Plumous.....per bunch	.35 to .50
Sprenger.....	.35 to .50
Adiantum, fancy long.....per 100	1.00
Smilax.....per doz.	2.50
Ferns.....per 1,000	2.50
Galax.....	1.25
Mexican Ivy.....	5.00
Leucothoe sprays.....	.75c
Boxwood, per lb.....	25c; cases 7.50

Levenson Brothers had an order for a large harp from the employees at Riverview Park, which was sent to the funeral of J. P. Warren, president of the Showman's Outdoor Exposition, held July 3. The harp was six feet five inches high and the emblem colors were gold, blue and white. The centre was made of marigolds and the background of blue bachelor buttons and white sweet peas. The base consisted of cut sprays of white baby rambler roses and Harrisii lilies, artistically finished off with leucothoe, sprengeri and plumosus. The handle of the harp, which was four yards long, carried the wording of silver pearl letters "Comrade of All Riverview Boys." The harp was one of the most beautiful pieces seen at the funeral, and was a credit to the designer.

J. A. Budlong has had such heavy cuts of roses the past week that the greater part of the grading was left to the boys at the store. Manager Schupp is an expert at this job and set the pace for the rest of the force.

Miss O'Neill, who is keeping books for a teaming company, visits her friends in the wholesale market occasionally, especially the force at George Reinberg's, where she used to have charge of the office.

Wietor Bros. are cutting quite heavily in roses, particularly Killarney, which are of fine quality for this season of the year. Mrs. Chas. Russell and Sunburst are in brisk demand here.

O. A. & L. A. TONNER

Wholesale Cut Flowers and Supplies

30 East Randolph St.,

CHICAGO

Mention the American Florist when writing.

Peter Reifberg is now booking orders for field-grown carnation plants. He is cutting a good supply of roses, particularly Mrs. Chas. Russell, Champ Weiland and Ophelia.

A. L. Vaughan & Co. are having a good out-of-town call for stock, particularly roses, which are the main factor in the market at present.

Bassett & Washburn are strong in roses, particularly Mrs. Chas. Russell, which they are growing in larger quantity than ever this season.

Lieutenant Fred Haeger, who is with the 161st depot brigade, now stationed at Camp Grant, was home on a visit this week.

Morris Grossberg, of the Grossberg-Tyler-Finnermann Co., will leave this week to call on the trade in Wisconsin and Michigan.

Anton Then, Jr., joined the force at the Chicago Flower Growers' Association store last week.

A. Miller, of the American Bulb Co., is spending his spare time in his war garden, with which he has been very successful.

The A. L. Randall Co. is featuring a good supply of asters and gladioli.

Visitors: Mrs. Dora Brown, Goshen, Ind.; J. A. Cole, Peoria.

HARRISBURG, PA.—The range of glass on the capital grounds, which with original outlay and improvements cost the state more than \$40,000, was sold recently for \$505. The range will be wrecked.

SAN FRANCISCO, CALIF.—The ladies' auxiliary of the Pacific Coast Horticultural Society, at a meeting, June 25, elected officers for the ensuing year as follows: Mrs. John Vallance, president; Mrs. H. Plath, vice-president; Mrs. John Gill, secretary, and Miss Gladys Plath, treasurer.

WE HAVE 'EM Fine Roses in Quantity

Big cut of Russell-Ophelia-Montrose-Sunburst-Hearst-Double White Killarney-Double Pink Killarney-Weiland-Killarney Brilliant-Pink Killarney-Richmond-Milady and Ward Roses to offer in addition to other seasonable stock particularly Carnations-Gladioli-Valley-Sweet Peas-Daisies-Calendulas-Galax-Feverfew-Harrisii-Asparagus-Sprengeri-Adiantum and other Seasonable Stock and Greens.

 We have the only good White Killarney to be found in this market.

**YOU CAN INCREASE YOUR PROFITS AND BUSINESS
BY SENDING ALL YOUR ORDERS DIRECT TO
CHICAGO'S MOST UP-TO-DATE AND BEST LOCATED WHOLESALE CUT FLOWER HOUSE**

**Quality
Speaks
Louder
Than
Prices.**

J. A. BUDLONG

184 North Wabash Ave., Corner Lake St., CHICAGO.

**ROSES, VALLEY
and CARNATIONS
A Specialty.....**

**WHOLESALE
Grower of**

CUT FLOWERS

**Prices
As
Low
As
Others.**

 **SHIPPING ORDERS GIVEN CAREFUL ATTENTION.** 

We are in daily touch with market conditions and when a decline takes place you can rely upon orders sent us receiving such benefits

Milwaukee, Wis.

SALES AND SUPPLY ABOUT BALANCE.

Supply and demand for the past week were about equal. Roses are scarce and the quality poor. The supply of carnations is decreasing as quite a few growers have begun to throw out, and the few good ones that arrive, are moved at good prices. Lily of the valley and orchids were short. Good outdoor stock of hardy delphiniums, centaureas, gaillardias, Shasta daisies, etc., are now being displayed in the show windows to good advantage.

CLUB MEETING.

As the first Thursday of this month, regular club night, fell on the Fourth, and having been informed that John Young, secretary of the Society of American Florists, and Geo. Asmus, of Chicago, would be in town on Tuesday, July 2, President Kennedy of the local florists' club issued a call to hold the regular meeting on that night. A good number responded, including several out-of-town, as well as local non-members. The few minor matters were soon dispensed with, thus devoting the greater part of the session to S. A. F. and national publicity campaign work. Mr. Asmus, in behalf of the publicity campaign, cited in detail what the object of this great work meant to everyone connected with the florist business, and it was everybody's duty to give this matter his whole hearted moral and financial support. A person could read a good sized book on this subject, but it would be a poor substitute for the eloquent and forceful manner in which Mr. Asmus appealed to those present. Mr. Young talked on the topics, concerning fuel, work of the National League for Woman's Service, membership in the S. A. F. and co-operation as experienced on his present

Grossberg-Tyler-Finnermann Co.

WHOLESALE FLORISTS

30 E. Randolph Street,

Phone Majestic 7175.

CHICAGO, ILL.

mission throughout the country. Space does not permit going into details, but suffice to state that during a short recess held, nearly every one present who was not a member of the mother society, signed an application blank, thus proving first that Mr. Young's remarks struck home, and secondly it is all in the way you put it. Among the visitors present were Fred Bliese, proprietor of the Waukesha Floral Co.; Otto Sylvester, of Oconomowoc; Fred and George Reutchler, of Madison, Wis.; Geo. Mohn, of Vaughan's Seed Store, Chicago, and Mr. Scott, superintendent of the Cudahy Floral Co. It is to be regretted that all the members of our club were not present, for it was so instructive that no person should have missed it.

NOTES.

Otto Sylvester, Sr., who came in for the club meeting, July 2, says that he never experienced such a busy season in funeral work as the past one. At times he uses all he grows, plus what he derives from this market.

A visit to the Waukesha Floral Co.'s place found them cleaned out completely in the line of bedding stock of which they had a large supply. Two long frames of cyclamens in 2½-inch pots look very fine.

A. Leidiger, of the Edlefsen-Liediger Co., returned July 6 from a two weeks' vacation spent with his family at Cedar Lake.

Adolph Rice, with Holton & Hunkel Co., is enjoying a week off.

E. O.

Kansas City, Mo.

LIMITED SUPPLY SELLS READILY.


The market is extremely short of stock and what little arrives is taken up very quickly, practically before it is unpacked. Ophelia and Russell roses form the bulk, but a few carnations, daisies and gladioli are to be seen. Lilies are quite plentiful; in fact, they are about all that the wholesalers are getting in, while the gardeners are still cutting some delphiniums, larkspurs, hardy phlox, cornflowers and snapdragons which help to carry on the general run of work. A good week for funeral orders has been reported and many artificial wreaths with a few natural flowers are seen. Growers are busy cleaning out their houses, and in most cases the chrysanthemums are planted and doing nicely. Others, however, who are planning for carnations are not nearly ready for them. One good report is that most of the ranges are well supplied with winter requirements of coal.

NOTE.

A fire on the night of July 7 in the Altman building caused a loss estimated at \$6,000 in the store of the Alpha Floral Co., located on the first floor of the building. While the damage was principally by smoke and water, ribbons, chiffons and flower boxes as well as much madeup material for future use was destroyed.

E. J. B.

For
Your
Supply of
CUT FLOWERS

 Remember when ordering that our line is so complete that it includes every item offered in the Great Chicago Market.

CAR LOADS ARRIVING

VAUGHAN'S
CLEAN SPHAGNUM
FOR FLORISTS

Burlapped Bales

SPHAGNUM

MOSS

For Florists

**GREEN
SHEET**

MOSS

For Nurserymen

For SPOT SHIPMENTS or contract. Write us.

CHICAGO, 31-33 W. Randolph St. NEW-YORK, 43 Barclay St.

VAUGHAN'S SEED STORE

**Wired Bales
Cheaper**

Fort Wayne, Ind.

BUSINESS SHOWS IMPROVEMENT.

Business was quiet the first part of last week, but the latter days witnessed the demand living up to a very appreciable extent, with funeral work making the heaviest inroads into the florists' stock, and counter trade was never better at this season of the year. However, there is a noticeable absence of weddings and decorations which were so welcome during the month of June, and also orders for commencement flowers are greatly missed. Although there are plenty of flowers with which to meet the demand, yet there is no surplus going to waste.

NOTES.

Anthony Wayne ferns, the seedling of A. J. Lanternier, has been meeting with a fine sale, both locally and out-of-town. Long-stemmed Shasta daisies and auratum lilies were featured at their store. This firm donated flowers for the benefit of the Red Cross at the Country club last week.

Miss Bonnie Doswell has returned to her duties at the store of the Doswell Floral Co., after a week's vacation. This firm is making a fine display of summer flowers, and donated a large number of flowers to the Country club for the benefit of the Red Cross, July 4.

Clem Lanternier and wife have gone to Chicago on a motor trip of a week's duration. Roy Brown and wife are very happy with their new baby girl. Mrs. Brown was Miss Ruth Lanternier before her marriage, and was well versed in both greenhouse and store work.

The Freese Floral Co. had a patriotic window decoration, with the American flag done in red, white and blue flowers occupying the center. Henry Freese, manager and owner of this store, has closed his residence at

New Haven, Ind., and moved to this city.

Mrs. Mary Patten and her grandson, Master Joseph Flick, have gone to Toledo, O., to visit Mrs. Patten's daughter, Miss Helen Patten of The Flower Shop, at her summer home on Lake Erie.

The Flick Floral Co. is realizing good returns from their planting of several houses of early tomatoes, as the crop is yielding heavily, and these are wholesaling at from 18 to 24 cents per pound.

The force at the Vesey greenhouses has finished planting the chrysanthemum plants, and is cutting a fine crop of summer roses and lilies. A big run on funeral work is reported here.

Edgar Wenninghoff is showing some fine specimens of the Peace gladioli. Yellow calla lily plants have attracted considerable attention in his window during the week.

H. K.

Nashville, Tenn.

CALL LARGELY FOR FUNERAL WORK.

The summer dullness is making itself felt and it is only an increased activity in funeral work that is keeping the trade alive at present. Flowers of all kinds are very scarce. Roses have practically stopped blooming and carnations are limited in number and poor in quality. Some Bermuda lilies may still be seen. Gladioli alone of all the blooming flowers, seem to be plentiful. The plant trade is about over. The planting season is over and the only call is for an occasional plant for table decoration. All of the prominent wagon venders have ceased operations for the season. Growers are now putting in the time clearing and replanting the benches for next season and making such repairs as are necessary for a curtailed capacity in most cases.

Z E C H M A N N & N N

30 E. Randolph St.

CHICAGO

Long Distance Phones { Central 3283
Central 3284

Our Offerings Include:

ROSES.

COLUMBIA

Russell

White Killarney

Pink Killarney

Milady

Shawyer

Sunburst

Ward

Ophelia

Killarney Brilliant

MINIATURE ROSES.

Cecile Brunner

CARNATIONS.

All Colors.

MISCELLANEOUS.

LILIES

A heavy all-the-year-round supply of choice stock.

GLADIOLI

Valley

Callas

Cattleyas

Calendulas

Asters.

White Daisies

Yellow Daisies

Feverfew

Candytuft

Stocks

GREENS.

Plumosus.

Sprengerl.

Galax, bronze.

Galax, green.

Ferns.

Mexican Ivy.

Smilax.

Leucothoe Sprays.

Adiantum.

Boxwood.

Summer Business Booster



IN CUT FLOWER BASKETS

25	Tumbler Baskets with paraffine liners, all colors.....	\$6.50
25	Tumbler Baskets in all colors, complete with tin liners.....	\$8.50
12	Baskets, 9 to 11 inches deep, 24 to 32 inches over all; with liners, all complete...	\$9.50

WRITE FOR CATALOG.

RAEDLEIN BASKET CO., 713 Milwaukee Ave., CHICAGO, ILL.

ERNE & COMPANY

—WHOLESALE FLORISTS—

30 E. Randolph Street, L. D. Phone, Randolph 6578.

CHICAGO, ILL.

NOTES.

The Joy Floral Co. is finding the employment of colored labor for general utility work in the greenhouses satisfactory. This firm reports a scarcity of carnations and is compelled to rely on out-of-town shipments to help meet requirements. The firm is now enjoying a fine shipping trade in gladioli, much stock going to Cincinnati. Business at the local store has held up well and equally good reports are received from the Chattanooga branch.

Geny Bros. are experiencing a shortage of supply and are compelled to resort to shipments from the outside to fill orders. Funeral work here has been unusually heavy and added to this during the past week were a number of wedding orders. They are doing away with their North Nashville range as a conservation measure. Both Oscar and Leon Geny, with their families have gone to their summer homes at Old Jefferson Springs.

M. C. D.

Rochester, N. Y.

SUPPLY INCREASES IN ALL LINES.

Cut flowers of all kinds are much more plentiful with the arrival of warmer weather, especially roses, carnations and sweet peas. Harrisii lilies are a scarce item, being off crop, but there are numerous offerings of candidum. Carnations are becoming smaller and poorer in quality each day. Due to the exodus of many from the city for Fourth of July celebrations, flower buyers were not numerous and business during the latter part of the week was not brisk. Sweet peas are showing considerable improvement and the same is true of practically all outdoor flowers.

NOTES.

Geo. T. Boucher was one of the most active workers in the war savings stamp campaign. Two new delivery cars have been added to this store's service department.

The women canteen workers are doing good work in distributing flowers to the soldiers on the trains passing through this city on the way to France.

Horace J. Head has returned from a trip to Buffalo and Niagara Falls.

CHESTER.

Pittsburgh.

UNUSUALLY GOOD BUSINESS.

It is remarkable the way trade is holding up, and the usual July slump is not yet in evidence. There is a good demand, especially for flowers of the best grade. Roses are still coming and the quality is very good, particularly Ophelia, which seems to be the best summer rose, holding its color and stem equal to any grown last winter. Killarney also continues in good form as do Russell and Shawyer. Some very good asters are now on the market and sell well as most of the indoor stock of the season is over. Gladioli are being received in larger numbers and are welcome at this time and larger shipments are expected from now on. Outdoor stock sells well as it makes a good show and the keeping qualities are excellent. The retailers have some beautiful window displays. Some carnations are still offered but they are small and prices range from \$2 to \$3 which is high for this time of the year.

NOTES.

Miss Carrie Jordan has purchased a new car and will spend several weeks in a tour of eastern cities.

Joe Seaman is now with Randolph & McClement's East End establishment.

E. C. Ludwig is cutting some fine gladioli at his farm at Mars, Pa.

Edward Weaver is enjoying a vacation.

Vacations are now the order of the day.

M.

Massachusetts Horticultural Society.

The Massachusetts Horticultural Society held an interesting and well attended exhibition of flowers, fruits and vegetables at Horticultural hall, Boston, Mass., July 6, at which sweet peas were the feature, with additional classes for wild flowers, delphiniums and astilbes. Among the principal prize winners were the following: William G. Taylor, Mrs. P. G. Forbes, Mrs. C. Winter, Mrs. H. J. Dameron, Mrs. F. C. Upham, Blue Hill Nurseries, Hillcrest Farm, W. G. Kendall, Mrs. C. E. Cotting, E. A. Clark and Mrs. Henry Lyman.

H. C. T.

THE BOOK OF GLADIOLUS



THE first authoritative book on this bulb ever printed in America, or possibly the world, issued April 1, 1911. This 120-page book, written by Matthew Crawford and Dr. Van Fleet, contains many chapters covering all sides of growing, propagating, storing, etc., and also some pages of valuable cultural notes gathered from reliable sources. A necessity for both amateur and grower. The book is bound in cloth and fully illustrated.

PRICE, POSTPAID, \$1.25

AMERICAN FLORIST CO.
440 So. Dearborn St.
CHICAGO.

A. T. Pyfer & Co.

WHOLESALE FLORISTS

164 N. Wabash Avenue
CHICAGO, ILL.

Long Distance Telephone, Central 3373.

SAN FRANCISCO, CALIF.—The greenhouse of August Marengo and cottage adjoining, occupied by the proprietor and his family, were damaged by bombs, June 21. The occupants of the house escaped injury.

John Kruchten Co.

30 East Randolph Street,

WHOLESALE FLORISTS
L. D. Phone Central 8016-8017.

CHICAGO, ILL.

W. P. KYLE

JOSEPH FOERSTER

KYLE & FOERSTER

160 N. Wabash Avenue,

Wholesale Florists
Long Distance Phone, Randolph 6784

CHICAGO

HOERBER BROS.

Wholesale Growers of **Cut Flowers**

Telephone: Randolph 2758

Greenhouses: Des Plaines, Ill.
Store: 162 N. Wabash Ave.

Chicago

Mention the American Florist when writing.

MILLER & MUSSER

Wholesale Florists

179-181-183 North Wabash Avenue, CHICAGO

Mention the American Florist when writing.

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

PERPETUATED SHEET MOSS

Per bag (100 square feet).....\$3.5

NATURAL LOG MOSS

Per bag (100 square feet).....\$1.75

E. A. BEAVEN, EVERGREEN, ALABAMA

Mention the American Florist when writing.

A. L. Randall Co.,

Wabash Ave. and Lake St.,
CHICAGO, ILL.Wholesale Cut Flowers,
Florists' Supplies.

Mention the American Florist when writing.

WEILAND-RISCH Co.

FLOWER GROWERS

TELEPHONE CENTRAL 879 154 N. WABASH AVE. CHICAGO ILLINOIS

Mention the American Florist when writing.

George Reinberg

WHOLESALE FLORIST

Extra fancy Ophelia, Sunburst, Richmond, Killarney, White Killarney and Killarney Brilliant roses. All orders given prompt attention. Try us.

162 N. Wabash Av., CHICAGO

Mention the American Florist when writing.

E. C. AMLING CO.

The Largest, Best Equipped,
Most Centrally Located

WHOLESALE

CUT FLOWER HOUSE

IN CHICAGO

169-75 N. Wabash Ave., CHICAGO

L. D. Phones
CENTRAL 1977 and 1978.

Mention the American Florist when writing.

Wholesale Flower Markets

Chicago.

CURRENT PRICE LIST.

	Per doz.
Roses, Beauty, specials.....	\$5.00
" " 48-in.	4.00
" " 36-in.	3.00
" " 30-in.	2.50
" " 24-in.	2.00
" " 18-in.	1.50
" Mrs. Chas. Russell....	1.00@ 4.00
100	
" Hoosier Beauty	4.00@10.00
" Killarney Brilliant	4.00@10.00
" Columbia	4.00@25.00
" Killarney	4.00@10.00
" White Killarney	4.00@10.00
" Richmond	4.00@10.00
" My Maryland	4.00@10.00
" Mrs. Geo. Shawyer....	4.00@10.00
" Milady	4.00@10.00
" Sunburst	4.00@10.00
" Mrs. Aaron Ward.....	4.00@10.00
" Hadley	4.00@10.00
" Ophelia	4.00@10.00
" Double White Killarney..	4.00@10.00
" Mrs. Moorefield Storey...	4.00@10.00
" Champ Weiland	4.00@10.00
" Stanley	4.00@10.00
" Tipperary	4.00@10.00
" Francis Scott Key.....	4.00@10.00
" Cecile Brunner	2.00@ 3.00
" George Elgar	2.00@ 3.00
" Baby Doll	2.00@ 3.00
" Nesbit	2.00@ 3.00
" Our Selection.....	3.00
Carnations	2.00@ 4.00
Cattleyas	per doz. 6.00@ 7.50
Daisies	1.00@ 2.00
Lilium Harrisii	10.00@15.00
Valley	6.00
New Ferns.....	per 1000, \$2.50
Snappedragons	per bunch .50@ .75
Calendulas	2.00@ 3.00
Gladioli	6.00@ 8.00
Candytuft	per bunch .50@ 1.00
Asters	2.00@ 4.00



IN CHICAGO

KENNICOTT BROS. CO.

WHOLESALE CUT FLOWERS

H. B. KENNICOTT, President.

J. E. POLLWORTH, Sec'y and Gen'l Mgr

HUCKLEBERRY FOLIAGE

\$1.75 per Case.

Natural Log Moss, per bag (100 square feet), \$1.75.

Perpetuated Sheet Moss, per bag (100 square feet), \$3.50.

Caldwell The Woodsman Co.
EVERGREEN, ALA.

Mention the American Florist when writing.

PLAIN CHIFFON

(About 35 to 40 yards to bolt.) Can be
had in any color.2 in. wide, per yd., 3/4c 6 in. wide, per yd.... 7c
4 in. wide, per yd.... 6c 10 in. wide, per yd.... 10c**Geo. H. Angermueller Co.**

Wholesale Florists, 1324 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

One Piece Flower Boxes

One piece; one size; One price.
24x4x3.....\$2.00 per 100

Sample box sent on request.

THE JOHN HENRY CO.
LANSING, MICH.

Mention the American Florist when writing.

ZECH & MANN

WHOLESALE FLORISTS

30 E. Randolph St., CHICAGO

Telephone Central 3284

Mention the American Florist when writing.

SPHAGNUM MOSS

\$2.50 per bale; 6 bales for \$13.50. This is the time of the year you should stock up in moss for next season. In winter, transportation may be such that we cannot get the cars to move our moss in from the country. That was the condition last winter. We believe that you will affect a saving by stocking up now.

THE LEO NIESSEN CO., Wholesale Florists **1201-5 Race St., Philadelphia, Pa.**

Philadelphia.

EXTRA SUPPLY FOLLOWS HOLIDAY.

There has been an easier tone to the market the past week. The weather has been warmer, which has increased the out-put, then the holiday cut out one day's business which brought in extra stocks for Friday and Saturday. Flowers prominent in the market now are roses—Russell, Francis Scott Key, Mrs. Shawyer, Maryland, Prima Donna, White Killarney, single and double Hadley, and Ward. Qualities are better than ever before seen in this market for the season. Carnations are going off in size and color, but the best bring \$3 and even \$4 which for the quantity sold, is almost a record for the season. Last year at this time, the market was so full that street men were getting all they could handle for 5 and 10 cents per bunch. Hydrangea arborescens is selling well at three cents per head, while last season it could scarcely be moved at any price. Easter lilies are a leading stock; \$12 per hundred, and the tendency upward, should make them a good crop. Sweet peas are in fair supply, but getting short in the stems and going off crop. A burst of hot weather would settle them. There was a good outside crop this season. Candytufts, feverfew, gaillardias, and Shasta daisies are in good supply and all selling. The larkspur from young plants is now coming in, and is quickly grabbed up. Cattleya Mossiae and gigas at 75 cents to \$1.00 each and Harrisoni at 50 cents find such ready buyers that there is hope that in the main the business will pull through.

A LITTLE OPTIMISM.

At this season of the year, when business is at its lowest ebb, men who wait for things to turn up, complain of the hard times and how business is not like it used to be. Perhaps later that day or the next they are to be seen in the wholesale district, hustling about getting stock together for funeral orders and having all they can do to get through in time. Keep out of the shadows and in the sunshine of business by being on the job all the time, with a tidy shop ready for everything that comes along. The despondent, what's the use? attitude kills ambition, without which life is a mere existence. The troubles of the men who are constantly complaining lies within themselves, the war has nothing to do with it. Funeral work, which is the mainstay of the cut flower business, is just as good now, and some dealers declare better than ever before. So brace up and keep the store attractive. There are many patriotic demands which call for a lot of money, but most of it will soon come back loaded with interest. People must not be allowed to get out of the habit of buying and using flowers. There are a great many other lines who will try to supplant the florist, if we give them half a chance. So cheer up everybody and keep a hammering.

WITH THE WHOLESALE.

Service and quality are the watchwords of Edward Reid's Ranstead street establishment. His Victoria, Prima Donna and Russell roses certainly have the quality, while the sage

EDWARD REID

American Beauties, Orchids, Valley, Peonies. High Grade Roses and Carnations.

This is the exclusive shop, only one block from Express Depots,

1619-1621 Ranstead Street,

PHILADELPHIA, PA.

Wholesale Flower Markets

CINCINNATI, July 10. Per 100		
Roses, Killarney	2.00@	8.00
" Mrs. Chas. Russell.....	4.00@	12.00
" Ophelia	3.00@	8.00
" Richmond	2.00@	8.00
" Sunburst	2.00@	8.00
Lilium Giganteum	8.00@	10.00
Gladioli	3.00@	8.00
Sweet Peas35@	.50
Carnations	1.00@	2.00

BOSTON, July 10. Per 100		
Roses, Beauty	12.00@	25.00
" Killarney Queen	4.00@	8.00
" White and Pink Killarney	8.00@	12.00
" Double White Killarney	2.00@	4.00
" Killarney Brilliant	2.00@	8.00
" Hadley	4.00@	8.00
" Mock	2.00@	6.00
" Mrs. Chas. Russell.....	4.00@	8.00
" Taft	2.00@	6.00
" Milady	2.00@	6.00
" Ward and Hillingdon.....	2.00@	6.00
" My Maryland	2.00@	12.00
Carnations	1.00@	2.00

BUFFALO, July 10. Per 100		
Roses, Beauty Special	\$20.00@	\$30.00
" Fancy	15.00@	20.00
" Extra	10.00@	15.00
" 1st	5.00@	10.00
" Killarney	3.00@	8.00
" My Maryland	3.00@	8.00
" Sunburst	3.00@	8.00
" Ward	2.00@	4.00
" Ophelia	4.00@	8.00
" Russell	4.00@	10.00
" Stanley	3.00@	8.00
" Mock	3.00@	8.00
" Shawyer	3.00@	8.00
Lilies	8.00@	10.00
Cattleyas	40.00@	50.00
Carnations	1.50@	2.00
Asparagus Sprengeri35@	.50
Ferns	per 1,000	2.00
Smilax		20.00
Sweet Peas50@	1.00
Calendulas	1.00@	2.00
Daisies50@	1.00

himself or "Chief Bob" are always on hand with the service. Fritz Sangling, of the force, is on his vacation.

Two car loads of corrugated boxes were added to Leo Niessen Co.'s stock last week. This in addition to that on hand, gives them a good supply for the coming season. Snapdragons, gladioli, Easter lilies and a good line of roses were the features of the cut flower stock.

Carl Corts is much pleased with the new quarters of the Jos Heacock Co. at No. 9 Mole street, which was occupied on July 1. The quality of the roses from the Roelfs nurseries is excellent for the season.

Eugene Bernheimer spent Saturday and Sunday on a fishing trip to Beach Haven. He returned with a good string. Benny Gibbs reports a good summer business.

The Philadelphia Wholesale Florists' Exchange reports business keeping up very well. Shawyer, Sunburst and Hadley are leaders in the rose stock.

Business very fair for the season is the good word of the Berger Bros.

Write For Our

Price List On Cut Flowers

H. G. BERNING

1402-4 Pine St., St. Louis, Mo.

Mention the American Florist when writing.

BERGER BROS.

Central Market

Roses, Orchids, Peonies

Always high grade Easter Lilies
1225 Race St., Philadelphia, Pa.

Mention the American Florist when writing.

Pittsburgh Cut Flower Co.

WHOLESALE FLORISTS

116-118 Seventh Street,
PITTSBURGH, PA.

Growers of Quality Flowers.

Mention the American Florist when writing.

Wholesale Florists' Supplies

THE HOUSE OF MERIT

Staple Baskets and Seasonable Novelties
in Quantity.

Send for our Catalogue.

JOS. G. NEIDINGER CO.

1309-1311 N. 2nd St., Philadelphia, Pa.

Gladioli, sweet peas and Easter lilies are quantity stocks.

James Kilgallen, of the S. S. Pen-nock Co.'s ribbon department, has been called to the colors, going to Camp Meade July 1.

NOTES.

Charles Grakelow, who is rapidly attaining fame as an orator, is to make a round of patriotic speeches among the miners of Pennsylvania and West

CC. POLLWORTH CO.

Everything in the
line of Cut Flowers,
Plants and Florists'
Supplies.

MILWAUKEE, WIS.

HOLTON & HUNKEL CO.

462 Milwaukee St., Milwaukee, Wis.

Wholesalers and Growers of

**Choice Cut Flowers
and Greens**

MINNEAPOLIS, MINN.

RICE BROTHERS

Wholesale Florists and Supplies

218 North Fifth St.

Send list in for quotations.

Virginia for the coal commission in the hope of putting inspiration and vigor into their work, showing them that their job in getting coal to the surface in large quantities is one of the greatest factors in winning the war. Mr. Grakelow has great personal magnetism. He soon sizes up the calibre of his audience and has them coming his way from the start. His ability as a story teller and his fund of good ones together with judgment in their application is used with telling effect.

Edward Heacock, a pioneer greenhouse builder, an elder brother of the late Joseph Heacock, died at the residence of his daughter in Huntington, West Virginia, July 3. He was in his eighty-fourth year. Mr. Heacock built many houses for his brother and other florists in the early days before the advent of the iron frame. The interment was in the family lot at Abing-ton.

The members of the American Rose Society in this city learned with sorrow of the death of Admiral Ward, July 5, at his home in Roslyn, Long Island. S. S. Pennock, ex-president of the society, said he believed Admiral Ward to have been one of the best posted rosarians not only in this country, but in the world.

Frank Ross keeps his friends supplied with vegetables from his farm. Just now, beets are in season. About all the anti-theft attachments obtainable are now attached to his car, which thieves will find difficult to get away with. Business is better than last year in his three stores.

H. A. Dreer, Inc., in their Chestnut street window, are displaying outdoor cut flowers in vases. Varieties that would be useful for growers, and find a ready market, are physostegias, white and pink, Shasta daisies, stoke-sias, white and blue, gaillardias, and achilleas.

Herman Zimmer in his trusty Ford, accompanied by Samuel Lilley, Charles Kienle and Edward Dornheim, took in Atlantic City and other seashore resorts one day last week. There were no punctures, no fines, no flirtations, just a perfect day in every respect.

Charles J. Brimmer, the Frankfort avenue retailer, with a party of friends, took a run to Camp Meade, where his brother Joseph is with the colors, over the Fourth. It was a trip of over 300 miles all made between 5 a. m. and 11 p. m. Some ride.

The Orchid Shop in Kuglers closed July 6, to open in September. Under

GUST. RUSCH & CO.



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Mfr. and Dealer in "Florist's" (Brand) Supplies
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Wholesale Flower Markets

PHILADELPHIA, July 10. Per 100	
Roses, Beauty, special	30.00@40.00
" " fancy	10.00@20.00
" " extra	5.00@10.00
" " shorter grades..	2.00@ 5.00
" Mrs. Chas. Russell.....	6.00@20.00
" Killarney	2.00@ 6.00
" Hadley	4.00@10.00
" Sunburst	3.00@ 8.00
" Wards	2.00@ 4.00
" Ophelia	3.00@ 9.00
Carnations	2.00@ 3.00
Cattleyas	each \$0.75@1.00
Valley	6.00@ 8.00
Lilium Rubrum	5.00@ 6.00
Easter Lilies	10.00@15.00
Snappdragons	4.00@ 8.00
Calendulas	1.00@ 2.00
Sweet Peas50@ .75
Asparagus.....string or bunch,	.35@ .50

PITTSBURGH, July 10. Per 100	
Roses, Beauty, special	20.00@25.00
" " fancy	12.00@18.00
" " extra	6.00@ 8.00
" " No. 1	2.00@ 4.00
" Killarney	2.00@10.00
" My Maryland	2.00@10.00
" Sunburst	2.00@10.00
" Mrs. Aaron Ward	2.00@10.00
Cattleyas	40.00@50.00
Lilium Giganteum	10.00@12.00
Adiantum	1.00
Asparagus Sprengeri, bunch,	.35@.40
New Crop Green Galax per 1000	\$1.25
Carnations	2.00@ 3.00
Valley	4.00
Delphinium, per doz.....	1.00
Gaillardia	1.00@ 1.50
Asters	1.00@ 2.00
Coreopsis	1.00
Gladioli, per doz.....	.75@ 1.00
Sweet Peas50@.75

MILWAUKEE, July 10. Per 100	
Roses, Killarney, W. Killarney	\$3.00@8.00
" Ward	2.00@ 6.00
" Mrs. Chas. Russell	5.00@20.00
" Ophelia	3.00@ 8.00
" Hoosier Beauty	3.00@ 8.00
" Bon Silene, per bunch..	.35@ .50
Carnations, assorted	1.00@ 3.00
Valley	4.00@ 6.00
Sweet Peas50@ .75
Cattleyas	per doz. 9.00
Asters	1.50
Lilies	15.00

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Florists' Supplies

PITTSBURGH, - PA.

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EUGENE BERNHEIMER

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ROSES

Prima Donna, September Morn and Ophelia,
CARNATIONS

1531 Ranstead St., Philadelphia, Pa.

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Philadelphia Wholesale Florists' Exchange

High Grade Roses, Easter Lilies,

Up-to-the-Minute Service: Satisfaction Guaranteed.

1615 Ranstead St., Philadelphia, Pa.

St. Louis, July 10. Per 100	
Roses, Hadley	2.00@ 5.00
" Killarney	2.00@ 4.00
" White Killarney	2.00@ 4.00
" Hoosier Beauty	3.00@10.00
" Russell	4.00@15.00
" Sunburst	3.00@10.00
" Ward	3.00@ 6.00
" Mrs. Sawyer	2.00@ 8.00
" Ophelia	4.00@10.00
Ferns	per 1,000 2.00
Carnations	1.00@ 2.50

the management of Miss Violet Rose this shop always presents an up-to-date appearance.

Albert Hart, of Cleveland, and Fred Reigelmeier, of Pittsburgh, are attending the sessions of the Elks' national convention in Atlantic City this week.

Paul Berkowitz and his family are stopping at "The Breakers," one of Atlantic City's largest hotels.

K.

New York.

DEMAND CONTINUES LIGHT.

Though the past week opened with a gloomy outlook, there were some things to be thankful for as the days wore on. The storm of July 1 cleared the air and beautiful weather followed and continued for the remainder of the week. There was not much business, but we had a really and truly glorious Fourth; not a Fourth of the old style when toy pistols and fire crackers of the "Chinee," pin-wheel and giant varieties made the city a bedlam, brought on lockjaw and other ills, and overworked the physicians and surgeons. The increased railroad fare did not prevent great crowds from leaving the city, July 3 and 4, but many were left. We may be excused for passing lightly over the business of the week. It usually takes a great city a day or two to get ready for the Fourth and another day or two to rest and recuperate, but we must affirm and reaffirm that it was a safe, sane and sober Fourth. The supply of stock has increased and prices are necessarily lower. Quantities of carnations continue to arrive, but most of them are small and poor, which is not surprising, but it is worthy of note that they are here at all. In both American Beauty and tea roses, there has been an ample supply to cover the light demand. Orchids are not plentiful and there is little change in prices. An excellent quality of lilies is on the market, but prices are weaker. Sweet peas are plentiful and many are good. Zinnias, larkspurs, a few asters and various other stocks are features.

July 8.—A good supply of stock is on the market this morning, but buying is light. The greatest increase is in gladioli which are now plentiful and much cheaper. The city is planning a great public funeral for Major John Purroy Mitchell, ex-mayor, who was killed at the aviation field near Lake Charles, La., July 6. The date for the funeral has been fixed for Thursday, July 11, at 10 a. m. Doubtless many fine designs will be seen.

NOTES.

As the shortage of labor affects the florist as well as other trades, a few remarks on that subject may be in order. It is quite possible for a man or a body of men to be conscientious and yet be wrong. In fact, some of the gravest mistakes recorded in history have been made by such men. It is said that there is a shortage of labor, but the wheels of industry continue to go around; ships are being launched, the crops, where ripe, are being harvested. Even in the florists' comparatively small world, there are many busy hands. If ever there was a time for straight thinking and doing, it is now. We are in the greatest war that ever ravaged the earth, and we are going to win it—that must be the leading idea. In the meantime, the people who have on hand a stock of fads, fancies or "isms", should put them in cold storage, or moth balls, till a more convenient season.

Joseph A. Manda and wife, who are well known in horticultural circles, have recently heard from their son, William J. Manda, who enlisted in the Marine Corps two years ago. He has been wounded, and is now in a hospital in France. He has been in France

FROM COLD STORAGE

LILIUM GIGANTEUM

7-9 (300 bulbs per case), write for prices.

CHAS. SCHWAKE & CO., Inc.

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eight months. Both their sons went into the service by enlistment. Edward A. Manda, who we understand is also in France, was trained at Camp McClellan, Ala., in the motorcycle squad.

It has been so cool that we had hoped there would be no "silly season" this summer, but it was bound to come. So many people are writing to the newspapers—and some to trade papers—"viewing with alarm" this or that condition, or worrying over things that have never happened and are unlikely to happen, that it would appear that the "season" has set in early.

The Subway Florist, 283 Lenox avenue, has recently been busy with wedding and funeral work. This store has a staff of clever designers and decorators; also another fine store in Newark, N. J.

John S. Nicholas has sold the fixtures of his retail store at 37 East 42d street, and consolidated his business in his other store, which is in the Grand Central Terminal.

Joseph J. Bechamps, of Flushing, has a fine crop of asters, which he is shipping to Paul Meconi, 55 West 26th street.

Bruno Pladek, of Elmhurst, is bringing to the Cut Flower Exchange a good quality of the white bouvardia.

The best lily of the valley on the market is at George C. Siebrecht's, 109 West 28th street.

A. F. F.

Washington, D. C.

JULY BUSINESS OPENS STRONG.

The usual midsummer dullness is not manifested in the way July business has opened up. Instead of stock being overabundant, there are orders that go unfilled, and at the same time retailers are doing a greater business than ever for the season. With the short market now prevailing the retailers can no longer be choosers and with the amalgamation of the express companies, out-of-town stock can no longer be depended upon, due to delays. Easter lilies counted upon to fill orders have been known to reach this city four days late, the stock naturally showing the effects of being held up 72 hours somewhere.

CLUB MEETING.

At the July meeting of the florists' club J. A. Cohn, of the Climax Box Co., in discussing business conditions in cities he had recently visited, said that while in the middle west florists are inclined to believe that flowers will advance in price, they have felt no loss in business, but are curtailing expenses as much as possible, as business in general was undergoing a change and that the trade was quite optimistic. In speaking of trade conditions in Detroit, Mich., he said that people are buying flowers who never bought them before. Many of these are employed in mills and factories, and now have money to spend and are purchasing the things they formerly craved but were unable to buy on ac-



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count of lack of money. He also told a number of interesting incidents showing how Canadian florists are successfully weathering the storm.

E. P. Rodman, George C. Shaffer and George E. Anderson were named as a committee to visit Camp Meigs, in view of the landscape work done there. The grounds are attracting much attention and the arrangement is very meritorious. Otto Bauer has been made chairman of the club's membership committee. Associated with him are George E. Anderson and R. L. Jenkins. The committee to assist the Red Cross to secure flowers for hospitals in this city and vicinity consists of Messrs. Linz, Bauer, Rodman, Anderson and McCabe.

NOTE.

Quite a number of men connected with the florist trade in this city have, during the past few weeks, enrolled in one or the other branches of the armed service of the United States. Louis Palmer, who was with Gude Bros. Co., is taking the electrical course at Camp Bliss, and Francis J.

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NEW YORK, July 10. Per 100	
Roses, Beauty special	15.00@25.00
" " extra and fancy	8.00@10.00
" " No. 1 and No. 2.	3.00@ 5.00
" Columbia	2.00@15.00
" Hadley	4.00@10.00
" Francis Scott Key	4.00@20.00
" Prima Donna	1.00@ 8.00
" Alice Stanley	1.00@ 8.00
" Mrs. Geo. Sawyer	1.00@ 6.00
" Double White Killarney	2.00@ 8.00
" Killarney	1.00@ 4.00
" " Queen	1.00@ 6.00
" " Brilliant	1.00@ 6.00
" Aaron Ward	1.00@ 6.00
" J. L. Mock	2.00@10.00
" Ophelia	2.00@ 8.00
" Mrs. Chas. Russell	2.00@15.00
Cattleya Orchids, special	75.00@100.00
Rubrum	3.00@ 6.00
Lilies, Longiflorum and Formosum	3.00@ 6.00
Lily of the Valley	3.00@10.00
Adiantum Croweatum and	
Hybridum	.50@ .75
Asparagus Plumosus...doz. behs.	1.50@ 3.00
Smilaxdoz. strings	1.00@ 2.50
Carnations	1.00@ 2.00
Snapdragonsper doz.	.75@ 1.00
Sweet Peas	.30@ .75
Daisies, Shasta	1.50@ 2.00
Larkspursper doz.	.50@ .60
Gladioliper doz.	.30@ .50
Astersper doz.	.30@ .35
Bouvardia, white	.75@ 1.00

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2336**WM. KESSLER,**

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N. Y. Cut Flower Exchange

Coogan Bldg., 6th Av. and W. 26th, New York.

Open for Cut Flower Sales at 6 o'clock
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Desirable wall space to rent for advertising.

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The Kervan Co.

Fresh Cut Decorative Evergreens

Highest Standard of Quality.

Largest stock in America. Send for illus-
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The Largest Shipper and Receiver of Cut Flowers

A complete assortment of the best in
the market can always be relied upon.

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THE FLORISTS' SUPPLY HOUSE of AMERICA

Transportation is failing, prices are advancing. We urge immediate purchases of all standard stocks. Let us quote prices. Send for Illustrated List.

Magnolia Leaves, Cape and Waxed Crepe Flowers, Wheat Sheaves, Match Sticks and Wired Tooth Picks. Make up Christmas Wreaths Now.

METAL WREATH FACTORY, 709 FIRST AVENUE, NEW YORK.

H. Bayersdorfer & Co., 1129-31 Arch St., Philadelphia, Pa.

Robbins, also of the same firm, has gone to Camp Oglethorpe, Ga., with the medical corps. The latter is a son of Jesse Robbins, the well-known florist of Carlisle, Pa. J. D. Owens, late bookkeeper of the Leo Niessen Co.'s branch in this city, is with the engineers' corps at Camp Humphreys, Va., while George Gouldman, of the Louise Flower shop and for many years with the Washington Floral Co., and Victor W. Fortwengler, also of the latter firm, are at the marine corps training camp.

B. F. L.

Canadian Horticultural Society

The twenty-first annual convention of the Canadian Horticultural Association will be held at the Normal school, Ottawa, Ont., August 13-16, and the programme now practically complete as to both business and social features augurs well for a most interesting and enjoyable meeting.

The first session of the convention will be called to order at 2 p. m. on the opening day by E. J. Mepstead, followed by an address of welcome by the mayor of the city and in turn by the address of E. J. Hayward, president of the association. H. J. Eddy, secretary-treasurer, will present his report and appointments will be made of judges for the trade exhibits and the committee on president's address. A notice of a proposed amendment to the constitution will be presented by C. A. Smith and the session will close with a paper on "Easter Lilies" by Wm C. Hall of Montreal. The evening session will be featured by two important papers by James McKenna, of Montreal, the subjects being "The Extension of Credit," and "Plants for Christmas to Replace Imported Stock."

The second day's proceedings will include papers by Geo. M. Geraghty, Toronto, Joseph Bennett, Lachine, Chas. Craig, Ottawa, and Robt. Burrows, St. Anne de Bellevue. The principal business of the day will be election of officers and selection of the 1919 meeting place. Thursday and Friday will be devoted entirely to social features, the annual banquet being scheduled for Thursday evening at Chateau Laurier.

The question box will be an important feature of the convention and those having questions for discussion should send them as early as possible in order that it may be arranged to have them answered by competent authorities. Further information regarding the convention may be had by addressing the secretary, H. J. Eddy, 4435 Westmount street, Quebec.

H. C. T.

Providence, R. I.

LIBERAL SUPPLY BUT DEMAND IS WEAK.

Trade during the past week has been quiet. While floral work has kept up fairly well, cut flowers had a slow sale. The supply continues plentiful and prices are holding up well. Easter lilies are coming into this market and the quality is fine. Carnations are doing fairly well, and the same is true of roses. Several growers are making unusually heavy cuts daily and the demand for the lat-

ter is good. Outdoor sweet peas are arriving and meet with a good demand. Some of the finest seen in years have made their appearance. While the aster season will soon be here, the crops at present seem to be standing still. Gladioli are very good but this market boasts of very few of them. Large shipments of roses are now being received from Boston—more than can be disposed of.

NOTES.

J Baraducci, the Italian florist on Atwells avenue, received a very threatening letter this week, as the result of having originated a float for the Fourth of July parade, depicting the Kaiser's funeral. The matter is in the hands of the federal authorities who are making a thorough investigation.

J. G. Jensen, of the Park Greenhouses, has devoted most of his establishment to vegetable plants and outdoor flowers.

Lawrence Hay, of East Providence, in addition to cutting excellent lilies is supplying the trade with coal.

H. A. T.

Massachusetts Agricultural College

Of course every business is hard hit by the war, but the inroads in the colleges are probably worse than anywhere else because in these institutions are so many young men suitable for various kinds of military service and other government work. Even the members of the teaching and experimental staff are made up largely of young men, a large number of whom have had military training. These facts are illustrated by the changes made during the year in the horticultural staff at Massachusetts Agricultural College. There are now eight members enlisted and under orders. Professor F. A. Waugh, head of the division, is a captain in the sanitary corps, division of physical reconstruction; Professor F. A. C. Smith, of the department of landscape gardening, is a lieutenant in the division of personnel stationed in Florida; Professor A. G. Hecht, head of the department of floriculture, is in an officers' training camp at Camp Sherman, Ohio; C. E. Wildon, assistant in floriculture, is in a training camp in Virginia; R. A. Van Meter, of the pomology department, is at Camp Devens, Mass.; E. G. Wood, of the pomology department, enlisted early, and is in France; W. C. Pauley, of the landscape gardening department, is in an officers' training camp in Ohio; Gilbert Watts, foreman in market gardening, has enlisted in the navy and expects to be called to the colors this month. Besides these, Professor W. D. Clark, head of the department of forestry, has been for several months in Boston, employed with the state fuel administration, and Professor A. D. Kilham has also been in Boston with the food administration. Other members of the staff, though not detached, are occupied constantly in war service, especially in food production and conservation. Professor W. W. Chenoweth, of the department of horticultural manufactures, in particular, is carrying on an important work throughout the state in the canning and drying of fruits and vegetables.

The Chrysanthemum Manual

By Elmer D. Smith



NEW AND REVISED EDITION

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The Michigan Agricultural College experiment station, East Lansing, has issued Special Bulletin No. 82, giving the results of experiments conducted on concrete drain tile, showing that the problem of preparing a practically impervious tile resolves itself into the preparation of a practically impervious tile wall, to do which, beside good material and workmanship, it is important to have proper grading of the aggregate and the reduction of the surface tension of the hydrating water. An investigation of the disintegrated parts of concrete drain tile showed that nearly all of the calcium hydrate, together with a large part of the fine material, had been removed and that every solution passing through the tile had a solvent action on some of the essential constituents. When tile are exposed to the elements in such a way that no solution is forced through their walls, there is probably little or no disintegration.

His Mite.

"It is my belief, and I venture to assert it," declared the lecturer, raising his voice, "there isn't a man in this audience who has ever done anything to prevent the destruction of our vast forests."

A rather timid-looking man quietly arose in the rear of the hall and said: "I've shot woodpeckers."—Life.

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And give special attention to steamer and the-
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Display prominently patriotic posters.

DO IT NOW

St. Paul, Minn.

Holm & Olson

20-22-24 W. Fifth St.

We fill orders for any place in the Twin Cities and for all points in the Northwest. The Largest Store in America; the largest stock; the greatest variety. Write, wire or phone. We are alive night and day.

SEATTLE, WASH. HOLLYWOOD GARDENS

Seattle's Leading Flower Shop

1536 SECOND AVE.

Members of Florists' Telegraph Delivery.

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946 BROAD STREET

Fresh Flowers and Best Service. Deliveries throughout the state and to all steamship docks in Hoboken, N. J., and New York.

BUFFALO

N. Y.

L. H. NEUBECK

Main and High Sts.

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A.W. Smith Co.

KEENAN BLDG.

Largest Floral Establishment in America.
Established 1874. Incorporated 1909.

Philadelphia, Pa.

The London Flower Shop

1800 Chestnut Street

City Index to Retail Florists Filling Telegraph Orders.

Albany, N. Y.—Eyles, 106 State St.
Albany, N. Y.—Danker's.
Bangor, Me.—Adam Sekenger, 32 Newbury St.
Boston, Mass.—Thos. F. Galvin, Inc.
Boston, Mass.—Penn. The Florist.
Brooklyn, N. Y.—Hugo H. Jahn.
Brooklyn, N. Y.—Joseph Trepel.
Brooklyn, N. Y.—James Weir, Inc.
Buffalo, N. Y.—S. A. Anderson, 440 Main St.
Buffalo, N. Y.—L. H. Neubeck.
Buffalo, N. Y.—W. J. Palmer & Sons, 304 Main.
Chicago—Briggs Floral Co.
Chicago—Central Floral Co., 132 N. State St.
Chicago—Friedman, 522 S. Michigan Blvd.
Chicago—C. Frauenfelder, 3343 W. Madison St.
Chicago—A. Lange, 25 E. Madison St.
Chicago—Schiller, The Florist, 2221 W. Madison.
Chicago—G. Wittbold Co., 745 Buckingham Pl.
Cincinnati, O.—Julius Baer.
Cincinnati, O.—Hardesty & Co.
Cleveland, O.—Bramley & Son.
Cleveland, O.—Smith & Fettes Co.
Cleveland, O.—The J. M. Gasser Co.
Colorado Springs, Colo.—Pikes Peak Flo. Co.
Dallas, Tex.—Lang Floral & Nursery Co.
Dayton, O.—Matthews, The Florist.
Dayton, O.—J. W. Rodgers.
Denver, Colo.—The Park Floral Co.
Des Moines, Ia.—Alfred Lozier Rosery.
Detroit, Mich.—Central Floral Co., 35 Broadway.
Detroit, Mich.—John Breitmeyer's Sons.
Duluth, Minn.—Duluth Floral Co.
Duluth, Minn.—J. J. Leborius.
El Paso, Tex.—Potter Floral Co.
Grand Rapids, Mich.—Grand Rapids Floral Co.
Grand Rapids, Mich.—Henry Smith.
Hackensack, N. J.—House of Flowers.
Harrisburg, Pa.—Charles L. Schmidt.
Houston, Tex.—Robt. C. Kerr Floral Co.
Kansas City, Mo.—Samuel Murray.
Kansas City, Mo.—A. Newell.
Kansas City, Mo.—Wm. L. Rock Flower Co.
Lincoln, Neb.—C. H. Frey.
Lincoln, Neb.—Frey & Frey.
Little Rock, Ark.—Paul M. Paley.
London, Eng.—Wills & Segar, Onslow Crescent, S. Kensington.
Los Angeles, Calif.—O. C. Saake.
Los Angeles—Wolfskill Bros. & M. Goldenson.
Louisville, Ky.—August R. Baumer.
Louisville, Ky.—The F. Walker Co.
Martinsburg, W. Va.—The Flower Store.
Memphis, Tenn.—Idlewild Greenhouses.
Milwaukee, Wis.—J. M. Fox & Son, Inc.
Nashville, Tenn.—Joy Floral Co.
Newark, N. J.—Begerow's.
Newark, N. J.—Phillips Bros.
Newburyport, Mass.—E. W. Pearson.
New Orleans, La.—Metairie Ridge Nursery Co.
New Orleans, La.—Chas. Eble.
New Orleans, La.—The Avenue Floral Co.
New York—Dards', 44th and Madison Ave.
New York—Hession.
New York—A. Meyer, 1062 Madison Ave.
New York—Alex. McConnell, 611 5th Ave.
New York—David Clarke's Sons.
New York—Drakos Co.
New York—Henry Hart, Inc.
New York—Kottmiller.
New York—Leikens.
New York—Malandre Bros.
New York—Nicholas G. Pappas & Co.
New York—Thos. F. Galvin, Inc.
New York—Max Schling, 785 Fifth Ave.
New York—G. E. M. Stump.
New York—Young & Nugent.
Omaha, Neb.—Alfred Donaghue.
Omaha, Neb.—Hess & Swoboda, Farnum St.
Omaha, Neb.—Lewis Henderson.
Philadelphia, Pa.—Charles H. Grakelow.
Philadelphia, Pa.—J. J. Habermehl's Sons.
Philadelphia, Pa.—The London Flower Shop.
Pittsburgh, Pa.—Randolph & McClements.
Pittsburgh, Pa.—A. W. Smith Co., Keenan Bldg.
Pittsburgh, Pa.—Mrs. E. A. Williams.
Roanoke, Va.—Fallon, Florist.
Rochester, N. Y.—J. B. Keller Sons.
Rockford, Ill.—H. W. Buckbee.
Sheboygan, Wis.—J. E. Matthewson.
Springfield, Mass.—Wm. Schlatter & Son.
St. Louis, Mo.—F. H. Weber.
St. Paul, Minn.—Holm & Olson.
St. Paul, Minn.—L. L. May & Co.
San Francisco—J. B. Boland, 60 Kearny St.
San Francisco—Podesta & Baldocchi.
Seattle, Wash.—Hollywood Gardens.
Steubenville, O.—Huscroft's Flower Shop.
Terre Haute, Ind.—J. G. Heini & Sons.
Tacoma, Wash.—California Florists.
Toledo, O.—Mrs. J. E. Freeman.
Toronto—Dunlop's, 8 and 10 W. Adelaide St.
Washington, D. C.—Geo. H. Cooke.
Washington, D. C.—Louise Flower Shop.
Washington, D. C.—The Flower Store.
Washington, D. C.—Gude Bros.
Washington, D. C.—Geo. C. Shaffer.
Worcester, Mass.—Littlefield Florist.
Worcester, Mass.—Randall's Flower Shop.
Yonkers, N. Y.—New York Floral Co.

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John Breitmeyer's Sons

Corner Broadway and Gratiot Avenues.

Artistic Designs.

High Grade Cut Blooms

We cover all Michigan points and good sections of Ohio, Indiana and Canada.

Members of Florists' Telegraph Delivery.

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Telephone
Lenox 3822

HENRY HART, Inc.

FLORIST

1000 Madison Avenue

In the Heart of most exclusive residential section.

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Hess & Swoboda FLORISTS

1415 Farnum St.

PHONES:
1501 and L1582

Members of Florists' Telegraph Delivery.

THE J. M. GASSER COMPANY

CLEVELAND

EUCLID AVENUE

Members of Florists' Telegraph Delivery.

Toronto, Can.

Canada's best known and most reliable florist

Only the Best Dunlop's

8 and 10 West Adelaide Street

We deliver anywhere in Canada and guarantee safe arrival.

Flowers Delivered Anywhere. Phone, 1952 Bedford

HUGO H. JAHN

—FLORIST—

710 Nostrand Avenue

Cor. Prospect Place, BROOKLYN, N. Y.

Brooklyn Representatives of National Floral Corporation

Philadelphia Orders

Chas. H. Grakelow

Broad St., at Cumberland

Mention the American Florist when writing.

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Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

Send your orders for Chicago and Suburbs to



Schiller The Florist
All orders carefully filled under the supervision of
GEORGE ASMUS, Mgr.
Wire, Write or Phone West 822
Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

THOS. F. GALVIN INC.

NEW YORK — 561 — Fifth Avenue
BOSTON 1 Park Street
799 Boylston Street

Deliveries to Steamers and All Eastern Points.
Mention the American Florist when writing.

Brooklyn, N. Y.

JOSEPH TREPEL
BROOKLYN'S LARGEST FLORIST
SEVEN STORES.

Main Store— 334 Lewis Ave., Telephone
No. 1150 Bedford
Telegraph orders delivered to all parts of New
York City, Brooklyn and Long Island.

Toledo, O.

Mrs. J. B. Freeman

(Successor to Geo. A. Heint)
336 Superior St., Toledo, O.
Both Phones, 527

Special attention to mail and Telegraph Orders.
Member of Florists' Telegraph Delivery.

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FLORISTS**

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Cleveland, O., and Vicinity.

BRAMLEY & SON

1181 E. 71st St.

The Largest Growers of Flowers in the City.

Duluth, Minn.

J. J. LeBORIOUS

Seventeen large Greenhouses. Deliveries
everywhere in Minnesota. Wisconsin, North
Dakota, South Dakota and the Upper Penin-
sula of Michigan. All orders given prompt
attention and filled with strictly fresh stock.

Mention the American Florist when writing.

El Paso, Texas.

Potter Floral Co.

Members of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Albany, N. Y.

Danker
FLORIST

The Best Service



Chicago.

BRIGGS FLORAL CO.

228 W. Madison St.
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Special attention paid to telegraph orders in
Chicago and vicinity. One of our stores is located
in the heart of the city and the other in the select
north side residential district.

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Established 1849

David Clarke's Sons

2139-2141 Broadway, cor. 75th St.

Orders By Telegraph Promptly Filled

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Established over 20 years.

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Louise Flower Shop

Connecticut Ave. at N. St. N. W.

Miss Louise W. Daugherty, Proprietress.

Phones—Franklin 3579, 3841, 3842

Houston, Texas.

**Robt C. Kerr
Floral Co.**

Main and McKinney Phone Preston 160

J. W. RODGERS

Elks' Building, Dayton, O.

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Telegraph orders for Dayton will receive our
immediate and careful attention.

LEWIS HENDERSON, Florist

1519 Farnam St., Omaha, Neb.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Hession

Madison Ave. and 76th St.
NEW YORK

Quality Flowers

TWO GREENHOUSES
ON PREMISES.

Plant Specialists Phones { 107 } { 420 } { 775 } Lenox

Member of Florists' Telegraph Delivery.

Cincinnati.

JULIUS BAER

—FLOWERS—

Mail and Telegraph orders carefully filled.

138-140 Fourth St., East

Denver, Colo.

**The Park
Floral Co.**

B. E. GILLIS, President.
E. P. NEIMAN, Secretary.

Members of Florists' Telegraph Delivery.



QUALITY and PROMPTNESS
New Orleans, La.
— The —
Avenue Floral Co.
3442 ST. CHARLES AVENUE
Members F. T. D.

San Francisco

Podesta & Baldocchi

224-226 Grant Avenue

Mail or telegraphic orders promptly and most
carefully executed.

HACKENSACK, N. J.

House of Flowers

HENRY WEISSMANN, Manager.



Artistic Funeral Designs. Flowers for all occasions.

Tel. 1673 Hackensack MAIN and BRIDGE STS.

Branch: 214 Hackensack Rd., Ridgefield Park, N. J.

New York.

DRAKOS CO.

FLORISTS

2953 Broadway. Opp. Columbia College

Members of Florists' Telegraph Delivery.

Lang Floral & Nursery Co.

1214 Main Street, Dallas, Texas.

Write or wire headquarters for flowers for
Texas, Oklahoma, Louisiana, New Mexico. No
orders too large, none too small.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

NASHVILLE and CHATTANOOGA

MEMBER Florists' Telegraph Delivery

Joy's

Kansas City, Mo.

Samuel Murray,

1017 Grand Avenue

Member of Florists' Telegraph Delivery.

Los Angeles, Calif.

O. C. SAAKE

FLORIST

We Solicit Telegraph Orders.
Regular Trade Discount.

215 W. FOURTH STREET

Los Angeles, Calif.

Wolfskill Bros. and Morris Goldenson

Cut Flower Merchants

We solicit telegraph orders. Regular trade discount.
229 WEST THIRD STREET.

Little Rock, Ark.

PAUL M. PALEZ

FLORIST

All orders carefully filled and delivered to all parts of the City, Arkansas and the Southwest.

St. Louis, Mo.

F. H. WEBER

N. E. Cor. Taylor and Olive Sts.

Flowers delivered in city and state on short notice.

Member of Florists' Telegraph Delivery.

Tacoma, Wash.

California Florists

will take care of all telegraphic orders.

Grand Rapids, Mich.

GRAND RAPIDS FLORAL CO.

ALFRED HANNAH & SONS will fill your orders for Designs and Cut Flowers in Michigan.

E. W. PEARSON

38 State Street, Newburyport, Mass.

Covers All New England Points.

WIRE YOUR ORDERS
TO
HARRY PAPWORTH
The Metairie Ridge Nursery & Co.
STORE
135 Carondelet St.
NEW ORLEANS
ROSES ORCHIDS VIOLETS F.T.D.

Colorado Springs, Colo.

Orders Carefully Executed

Pikes Peak Floral Co.

Wholesale and Retail

Members of Florists' Telegraph Delivery.

Steubenville, Ohio.

Huscroft's Flower Shop

E. E. McCauslen, Prop.

173 North Fourth Street

All Orders Promptly Executed.

Cleveland, O.

The Smith & Feters Co.,

LEADING FLORISTS

735 Euclid Ave. CLEVELAND

Friedman

...FLOWERS...

522 SO. MICHIGAN BLVD., Auditorium Annex, CHICAGO

Pittsburgh, Pa.

MRS. E. A. WILLIAMS

621 Penn Ave.

Member of Florists' Telegraph Delivery.

Omaha, Neb.

Alfred Donaghue

1622 Harney St. Established 1866

Mention the American Florist when writing.

CHARLES L. SCHMIDT

313 Market St., Harrisburg, Pa.

Night and day service in all Central Pennsylvania.

DES MOINES IOWA

ALFRED LOZIER ROSERY

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Rock's Flowers

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1133 O St., LINCOLN, NEB.

Will fill orders for the West on short notice
Trade discounts. First-class stock.

Martinsburg, W. Va. Washington, D. C.
134 West King Street 14th and Harvard Sts., N. W.

The Flower Store

J. A. PHILIPPS

C. Trauensefelder
FLORIST

8343 W. MADISON ST.
NEAR OAKFIELD PARK

CHICAGO

For Wisconsin Delivery
OF
"Home Grown Flowers"

Get in touch with

J. E. MATTHEWSON, SHEBOYGAN, WISCONSIN

Member of Florists' Telegraph Delivery.

W. J. PALMER & SON

Palmer's

304 MAIN STREET
BUFFALO, N.Y.

Member Florists' Telegraph Delivery Association

GUDE BROS. CO.
FLORISTS
1214 F ST. N.W.
WASHINGTON D.C.

WASHINGTON D. C.

Gudes'

Members of Florists' Telegraph Delivery.

Michigan. Orders will be carefully cared for by
HENRY SMITH

Wholesale and Retail Florists of Grand Rapids
Member of Florists' Telegraph Delivery.

DESIGNS OR CUT FLOWERS

Will be delivered for the trade in other cities by the firms below, the Leading Retailers in the cities indicated, on Wire, Phone or Mail Orders.

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Madison Ave. and 55th St.,
New York

Summer Season, 110 Bellevue Avenue,
NEWPORT, R. I.

Send your orders to me for prompt delivery and satisfaction.
Member of Florists' Telegraph Delivery.

New York.

Gilbanks
Flowers of Quality

50 Broadway

New York

Malandre Brothers

2077 Broadway, near 72nd Street
Phone, Columbus 6883

Branches: 7703 Broadway, 1664 Second Ave.
The name "Malandre Brothers" on a box of
flowers is a Guarantee of Quality.

Orders from other cities receive our personal
attention.

Mention the American Florist when writing.

Yonkers, N. Y.

New York Floral Co.

Cor. Manor House Square
and North Broadway

Mention the American Florist when writing.

New York

G. E. M. STUMPP

761 FIFTH AVENUE

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

New Orleans, La.

CHAS. EBLE

Oldest Florist South
121 BARONNE STREET

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

Cincinnati, O.

HARDESTY & CO.

150 East Fourth Street
THE BEST THAT GROWS.
EXPERTS TO ARRANGE THEM.

Rockford, Ill.

H. W. BUCKBEE.

Member of Florists' Telegraph Delivery.

Mention the American Florist when writing.

A. MEYER,

Boston, Mass.

Penn
The Florist

"Penn, The Telegraph Florist"

Member of Florists' Telegraph
Delivery Ass'n.

124 TREMONT STREET

Orders in or Around WASHINGTON, D. C.

Geo. C. Shaffer

FLORIST

900 Fourteenth Street

Worcester, Mass.

Randall's Flower Shop

Member of Florists' Telegraph Delivery.

Randolph & McClements

Floral Experts

5936 Penn Av., Pittsburgh, Pa.

Buffalo, N. Y.

S. A. ANDERSON

440 Main Street

Anderson service means fresh, sturdy stock
and prompt deliveries in Buffalo, Lockport
Niagara Falls and Western New York
Members of Florists' Telegraph Delivery.

DULUTH FLORAL CO.

200 miles in any direction. DULUTH, MINN.
We are the center of the great
Northwest. Daily deliveries to Superior, Wis

FREY & FREY,

1338 O Street, LINCOLN, NEB.
Wholesale and Retail

Members of Florists' Telegraph Delivery.

TERRE HAUTE, IND.

THINK OF HEINL'S

NEW YORK

1062 Madison Ave., near 80th St.
Phones, Lenox 2352-7019

Satisfaction Guaranteed.

Chicago

Detroit

Central Floral Co.

132 North State St., CHICAGO, ILL.
35 Broadway, DETROIT, MICH.
Special attention given to Telegraph
and Mail Orders for delivery in
either city and adjoining territory.

LOUISVILLE, KY.

AUGUST R. BAUMER,

MASONIC TEMPLE

Member of Florists' Telegraph Delivery.

Springfield, Mass.

Wm. Schlatter & Son

Artistic Designs and Fresh Cut
Flowers

422 MAIN STREET

Greenhouses, 437 Bay Street.

IN THE HEART OF Newark N. J.

The Rosery Floral Co.,

167 Market St., at Broad St.

Everything in Flowers

Prompt Deliveries to any town or city
within 150 miles of Newark.

Telephone
Market 494.

"WE NEVER SLEEP"

IDLEWILD

GREENHOUSES

Memphis, Tenn.

89 South Main St.

"Up-to-the-minute" Service and Execution.
Every Flower in Season

DAYTON, OHIO

16 and 18 W. 3rd St.

Matthews the Florist

Established in 1883.

Greenhouses and Nurseries in Riverdale.

Washington, D. C.

GEO. H. COOKE

FLORIST

Connecticut Avenue and L Street

LITTLEFIELD, Florist
WORCESTER, MASS.

The Seed Trade

American Seed Trade Association.

F. W. Bolgiano, Washington, D. C., President; Wm. G. Scarlett, Baltimore, Md., First Vice-President; David Burpee, Philadelphia, Pa., Second Vice-President; C. E. Kendel, Cleveland, O., Secretary-Treasurer. The thirty-seventh annual meeting will be held June, 1919.

THE S. S. Nieuw Amsterdam sailed from an eastern port for Holland about July 1.

COUNTER trade with seedsmen is reported holding as well as usual during this period.

THE pure seed law of Idaho has been issued in pamphlet form, and is obtainable of J. S. Jones, Moscow, Idaho.

GRASS SEED.—Prices for grass seed on the Chicago Board of Trade July 10 were as follows: Timothy, \$7.00 to \$8.50 per 100 pounds.

BUFFALO, N. Y.—At a convention of feedmen in this city, H. A. Abbott, of the Albert Dickinson Co., Chicago, was elected president of the association.

DALLAS, TEX.—Robt. Nicholson is planning to open a retail store shortly, catering to the city trade. Mr. Nicholson is now looking up prices in the retail lines.

J. S. HYDE, of Pattonsburg, Mo., according to report, was arrested by the police at La Crosse, Wis., July 3, for passing a check for \$50 on the Stoddard hotel of the latter place.

CANADA has 16,000,000 acres planted to wheat. On the basis of a five year average yield of 22.1 bushels an acre this year, would give a crop of 345,000,000 bushels against 251,000,000 last year.

CAMBRIDGE, N. Y.—J. L. Hunt, of the Jerome B. Rice Seed Co., who had a sudden attack of illness at Chicago during the seed trade convention, reached home safely, June 24, and is recovering slowly.

ONION SETS.—Harvesting of Bermudas is progressing in the Chicago district July 10 and others will be ready in about two weeks. Dry weather continues to the detriment of the crop and smut damage increases daily.

TOLEDO, O.—December clover gained five cents July 8, closing at \$12.85. Cash timothy was five cents higher, at the following prices: Cash, \$4.00; September, \$4.65; October, \$4.30; December, \$4.20; March, \$4.55; April, \$4.40.

SALT LAKE CITY, UTAH.—The recent weather has been ideal for sugar beet crops. The first contingent of 1,200 boys have enlisted and have left to work in the beet fields in the northern part of the state during the summer months.

SOME jokesmith, the trade reporter who sells enormous lots of Dutch bulbs in Scandinavia, a vain attempt to camouflage the Dutch bulb trust in an unjustifiable 50 per cent advance over last year's prices to their only customer, America.

SAN FRANCISCO, CALIF.—C. C. Morse & Co. say that 1918 spring business shows an increase, both as to volume and number of orders, compared with last year. Owing to greatly increased expenses, the actual profits, however, will figure less than a year ago.

American Seed Trade Association.

POSTAL LAWS COMMITTEE REPORT.

During this fiscal year, there have occurred several pieces of legislation that in a way affect the postal facilities of all seedsmen. Within less than a month after the convention held in Detroit, last year, I discovered a clause on page 70 of the war revenue bill, then known as House Resolution 4280. The clause read as follows:

Parcel Post Packages

Upon every parcel or package transported from one point in the United States to another by parcel post, a tax of one cent for each 25 cents or fractional part thereof charged for such transportation shall be paid by the consignor. No such parcel or package shall be transported until a stamp representing this tax shall have been affixed.

This clause was construed or ruled upon by the post office as applicable to catalogues. We immediately got in touch with Mr. Rosenbaum of the National Cloak & Suit Company, of New York, and as he was going to Washington on other legislation, he investigated this and found that the post office department really considered this tax applicable to catalogues.

We immediately took this up with the other members of the committee, and wrote to every individual and to every business that was in any way affected by this ruling. This resulted in a great deal of work being done by these various organizations, and I am happy to say that we had the most efficient cooperation from the paper manufacturers and the International Association of Manufacturing Photo-Engravers. They were very industrious upon the work, President E. C. Miller taking a great personal interest in the fight. This resulted finally in a ruling making this tax applicable to parcel post packages and exempting catalogues.

Through correspondence with Hon. Boies Penrose and others of our representatives in Congress and in the Senate, we were advised under date of August 6, that the finance committee of the Senate had amended the proposed tax to exempt all catalogues. The trade papers were advised and all of them published this information.

In the course of the next day I had word from Mr. Rosenbaum, who was then in Washington, that this was not the case. Catalogues up to four ounces only were exempt. We immediately got on the job again, with the result that finally the ruling was made to apply to all catalogues. With all the legislation that was made for other businesses your committee considers that we have been particularly fortunate in most every respect and the committee wishes to take this opportunity in expressing their thanks to the trade papers for their splendid cooperation.

The adjustment of weights, and their

application to the various zones is familiar to all of you, and it is only necessary to mention this as one of the rulings by the post office department that was of considerable interest this year. Touching on that point, I am going to read a letter from Hon. J. C. Koons, First Assistant Postmaster General, who, by the way, is very friendly to us, and in whom we have found the greatest cooperation and the greatest appreciation of the needs of the seedsmen. Mr. Koons has been of very considerable assistance to us on numerous occasions, and we are considerably indebted to him for his appreciation of our requirements.

At this time there is no legislation in sight that has any bearing upon the postal facilities of the association.

W. F. THERKILDSON, Chairman.

LUTHER A. BRECK,
E. C. DUNGAN,
EDGAR GREGORY,
F. C. STOKES.

Washington Rulings and Legislation.

Attention of importers of merchandise from Canada and Newfoundland is invited to the change in practice announced by the War Trade Board, which states that the general import license covering the importation of commodities from those countries has been revoked as to the shipment of articles on the list of restricted imports on and after July 20, when shipments of articles, the importation of which from other countries has been restricted, will require individual import licenses when brought into the United States from Canada or Newfoundland. The reason given is that the old policy opened the door to possible evasions of the General Restricted Import Regulations through shipments by sea to Canada, whence restricted commodities could be sent by rail into the United States.

The seed stocks committee of the United States department of agriculture has taken up with the War Trade Board and the United States Shipping Board the steps necessary to obtain government assistance promptly to enable it to inform seedsmen of the best methods to pursue in importing seeds. The committee is to advise the

Alfred J. Brown Seed Co.

Growers of

Peas and Beans

Grand Rapids,

Mich.

Pieters-Wheeler Seed Company

Growers of
High Grade
SEED

Gilroy,
California



Beet,
Carrot,
Lettuce,
Onion,
Radish,
Correspondence
Solicited.

Braslan

Grower for the Wholesale Trade Only. ONION, LETTUCE, CARROT, PARSNIP, PARSLEY, CELERY, ENDIVE, SALSIFY, NAMED AND MIXED GRANDIFLORA AND SPENCER SWEET PEA AND SUNFLOWER.

Seed Growers

SAN JOSE, CALIFORNIA

Company

For SEEDS

Flower, Vegetable and Farm

Send your inquiries to

HURST & SON

152 Houndsditch

LONDON, - - ENGLAND

The Premier British Wholesale
and Exporting Seed House.

75 YEARS UNRIVALLED REPUTATION.

War Trade Board as to the importance of seeds proposed to be brought into the United States in cases of embargoes by foreign countries. An import license is now required for the importation of seeds. Appropriate blanks for this purpose are obtainable from the Bureau of Imports, War Trade Board, Washington, or at the branch offices of the War Trade Board located in various cities.

There seems to be considerable misunderstanding among dealers as to the effect of the president's recent proclamation establishing a licensing system for the farm equipment trade. The department of agriculture announces that if the business is retail exclusively, and the gross annual sales (including all lines of merchandise as well as farm equipment) does not exceed \$100,000, a federal license is not required. Where the sales of a retailer exceed \$100,000, he should make application for a license to the department of agriculture or the license division of the United States food administration, in Washington, if he desires to continue the sale of farm implements.

Congressman Parker, of New Jersey, has introduced a bill into the House of Representatives under which the trade in all its branches would be subjected to a new tax of three per cent of the amount spent by each member for advertising or advertising space. This same bill proposes a 10 per cent increase in the rates of duty now provided by law and a 10 per cent levy on all articles now on the free list, covering all articles imported into the United States. A three per cent tax is recommended for assessment upon all manufacturers and producers based on the amount for which they may sell their products. Under this section of the bill, manufacturers and producers would be compelled to make monthly returns under oath, in duplicate, and pay the taxes imposed on their merchandise to the collector of internal revenue for the district in which is located the principal place of business. B. F. L.

California Seed Crops.

According to advices from prominent growers, dated June 29, all crops received a setback during the two weeks previous, lettuce showing very poor condition, while prospects for radishes point to but 25 per cent of a crop. The hot wave which swept the Sacramento valley, June 25-29, caused at least 25 per cent damage to onion, possibly more. Beet and carrot still look fair, and while the average yield will be large, neither will produce anything near a full crop. Spinach is estimated at about 60 per cent.

Sweet peas are suffering severely from aphids, some crops being all cut

SEEDS Specially Prepared for Export

KELWAY'S

IMPROVED FARM ROOT SEEDS
IMPROVED VEGETABLE SEEDS
IMPROVED FLOWER SEEDS

Write for our SPECIAL PRICES stating, if possible, quantities required. Illustrated Catalogue Free.

KELWAY & SON Wholesale Seed GROWERS **LANGPORT, Eng.**

Cable Address: "KELWAY, LANGPORT."

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Seed Packets for 1919

Should be Ordered at Once

We make all Packet sizes.

Larger bags for counter and package trade up to two pound or more.

Catalogue Envelopes. Return Envelopes. Coin Envelopes.

THE BROWN BAG FILLING MACHINE CO.
FITCHBURG, MASS.

BEANS, PEAS, RADISH

AND ALL GARDEN SEEDS

Booking contract orders now for future delivery. Write for prices.

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SWEDESBO, N. J.

Grower of High Grade Seed.

TOMATO, Pepper, Egg Plant, Squash, Pumpkin, Cucumber and Watermelon Seed and Field Corn, on Contract.

CORRESPONDENCE SOLICITED

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Grown for the Wholesale Seed Trade.

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WHOLESALE SEED GROWER

Specialties; Lettuce, Onion, Sweet Peas, Astera, Cosmos, Mignonette, Verbenas in variety.

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down and entirely ruined. Twenty per cent is the best that can be looked for on named varieties, although mixed will be more plentiful owing to the acreage.

GARDEN SEED

Beet, Sweet Corn, Garden Beans, Onion Sets, and Seed Potatoes in variety. Also other items of the short crop of this past season, as well as a full line of Garden Seeds, will be quoted you upon application to

S. D. WOODRUFF & SONS, 82 Dey St, NEW YORK
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The Everett B. Clark Seed Co.

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Beans, Peas, Sweet Corn, Onion, Turnip, Radish, Beet, Etc.

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Arroyo Grande, Calif.

Sweet Pea and Nasturtium Specialists.

Wholesale Growers of full list of
FLOWER and GARDEN SEEDS

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Imported Cyclamen Seeds

Cyclamen Persicum Giganteum Kiauschi, in white, white with carmine eye, pink, dark rose, dark crimson and mixed. at per 1000 seeds.....\$ 8.00
 Pearl from Zehlendorf.....18.00
 Salmoneum.....12.00
 Vulcan.....10.00
 Rococo.....12.00
 Butterfly.....12.00

PANSY SEEDS

Per oz.
 Special Giant Mixture.....\$6.00
 Giant Non Plus Ultra.....6.00
 Giant Trimardeau.....6.00

All Imported Danish Grown Seeds.

Danish Seed Import

CHRIS MOSBJERG

210 7th St., No., MINNEAPOLIS, MINN.

Onion Set Conditions.

The condition of onion sets in the Chicago district has not improved in the last month according to reports received. No extended survey of the condition of the crop at this time has been undertaken, however. Smut and maggot have developed to quite an extent and many complaints have been received, especially from the "south side." Many growers think that these conditions have materially reduced the outlook for a good crop of sets. Generally favorable weather conditions have prevailed and there are few reports of abandoned acreages. If favorable weather conditions prevail until the crop is harvested, the yield may yet turn out satisfactorily, though growers at present do not view the situation very hopefully. Prices at present are in a very unsettled condition and there is a considerable variation in selling prices among important growers.

At Louisville, Ky., it was thought from previous reports that the hot weather prevailing during the week, June 9-15, had injured the onion sets to a considerable extent. However, the crop has been benefited greatly by recent rains and an average crop of good quality small sets may be produced.—Government Seed Reporter, July 6, 1918.

Vick's Sons in New Quarters.

James Vick's Sons, Rochester, N. Y., have moved to new and commodious quarters at 91-97 St. Paul street, that city, the building formerly occupied by them having been commandeered by the navy department for the manufacture of binoculars. The firm's general business is being transacted as smoothly as can be expected, with the exception of the clerical department, whose work has been interrupted by the removal and rearrangement of the offices, and delays in getting out statements, etc., they advise, have been due to this reason.

Field Seed Co.'s Million Dollar Business.

The business of the Henry Field Seed Co., Shenandoah, Ia., for the year, shows a total of 218,063 sales, amounting to \$1,115,962, as compared with 204,773 orders and a total of \$631,206 in 1917. The nursery department is credited with sales amounting to more than \$70,000. Other interesting features of the report are that during the busy season 418 persons were employed, the payroll often going over \$6,000 in a single week, and the amount paid for postage during the year, which amounted to \$78,827.

The Mangelsdorf Seed Co.,

Atchison, Kansas.

Wholesale Field and Garden Seeds

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REDTOP

TIMOTHY

SWEET CLOVER

BLUEGRASS

TURNIP

FOR FALL TRADE

PLEASE WRITE FOR SAMPLES AND PRICES.

R. C. MCGILL & CO.

WHOLESALE SEED GROWERS

SPECIALTIES IN VARIETY

ONION-CARROT-BEET-RADISH-PARSNIP

CONTRACT PRICES MAILED ON REQUEST

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CABLE ADDRESS, "MCGILL-SEED"
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CALIFORNIA

WESTERN SEED & IRRIGATION CO.

Wholesale Seed Growers and Dealers

SPECIALTIES: Sweet, Flint and Dent Corn; Cucumber, Musk and Watermelon; Pumpkin and Squash.

FREMONT, - - - NEBRASKA.

BAMBOO CANE STAKES

	Size	Number to bale	Price Per bale
NATURAL,	6 ft.	2000	\$21.00
"	6-9 ft.	600	7.00
"	9-12 ft.	400	8.50

Prices ex warehouse New York.

Terms—Net cash 30 days.

McHUTCHISON & CO.
95 Chambers Street, NEW YORK

JAMES VICK'S SONS

Growers of

Flower and Vegetable Seeds

Get the benefit of our 69 years' experience.

All seasonable varieties.

Our stocks are very complete.

ROCHESTER, N. Y. The Flower City

R. & M. GODINEAU
SEED GROWERS

Angers, - France

Specialties: Beets, Mangoes, Carrots, Cabbages, Celeries, Parsleys, Parsnips, Turnips. Growing Crops Given Personal Attention.

Lilium Giganteum

7-9 in. and 9-10 in., for immediate delivery.
Write for Prices.

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We carry a reserve stock of the important varieties of

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I. N. Simon & Son

Garden Seeds

438 MARKET STREET

Philadelphia - - Pa.

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Vaughan's Cyclamen

Prices on Cyclamen are net—no discount.

GIANT ENGLISH GROWN

PRICES (except where noted)—100 seeds, \$1.10; 1000 seeds, \$9.00 net.

Saint George. Foliage is beautifully margined with bright silver, not unlike the Begonia Rex, and the flowers are a rich salmon color. 100 seeds, \$1.20; 1000 seeds, \$10.00. This is to our knowledge the best of the red Giant Cyclamen.

Crimson St. George. 100 seeds, \$1.80; 1000 seeds, \$15.00.

Mrs. L. M. Graves. The flowers are freely produced and are carried well above the foliage. The color is an intense and brilliant salmon scarlet. A healthy vigorous grower and comes quite from seed. 100 seeds, \$1.80; 1000 seeds, \$15.00.

Brilliant Giganteum. Very robust grower. Fiery crimson flowers. 100 seeds, \$1.60; 1000 seeds, \$14.00.

Queen Mary. Salmon with claret base. 100 seeds, \$1.40; 1000 seeds, \$12.00.

Rosy Morn. Delicate rose color. Claret base.

Grandiflora Alba. The largest giant white.

Excelsior. White with red base. Extra large flowers.

Princess May. Pale pink. **Duke of Fife.** Dark rose.

Mauve Queen. Mauve. **Princess of Wales.** Deep pink.

Salmon King.

English Varieties, Mixed—100 seeds, \$1.10; 1000 seeds, \$9.00.

Dark Rose. 100 seeds, \$1.10; 1000 seeds, \$9.00.

Glory of Wandsbek. 100 seeds, \$2.00.

MIGNONETTE

NEW YORK MARKET. This is an extra choice strain of Mignonette for greenhouse culture. Our seed is greenhouse-grown, raised by a most careful grower. The plants grow from 2 to 3 feet high and produce flower spikes up to 20 inches long, according to the quality of the soil, weather and treatment.

Trade pkt. 1000 seeds, 50c; ½ oz., \$1.00; oz., \$7.00.

Our List of "Flower Seeds for Summer Sowing" now being mailed, if you have not received your copy please write for it.

Chicago, Ill. **Vaughan's Seed Store** New York, N. Y.

FREESIAS

Mammoth Purity

Very fine ¾-inch bulbs.
Write for prices, state
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Contract Growers of

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Cucumber, Muskmelon, Squash and Pumpkin,
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CAREFUL SEED GROWERS AND SEED DIS-
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Write for our 1918 Special Catalogue
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Bean Growers for the
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CARPINTERIA, CALIF.

New Early-Flowering or Winter-Blooming GIANT PANSIES



An entirely new and distinct strain of Pansies. The main advantage of these new Pansies over all hitherto existing Pansies is the extreme earliness of flowering and its unusual hardiness, which enables them to withstand quite severe Winters and to bloom right on into the Summer. Sown at the same time as other Pansies, they begin flowering the early part of March or as soon as the snow is off the ground, many times having four or five large flowers to a plant, when all other Pansies are only showing buds. The flowers are large, well formed and fragrant.

14. **WINTER SUN.** Golden yellow, eye. 16. **CELESTIAL QUEEN.** Light or sky blue.

15. **ICE KING.** Silvery white, with eye. 17. **CHARM OF MARCH.** Dark velvety blue.

18. **MIXED.** The above four colors with other shades and variations. Each color separate or mixed.

500 seeds, 25c; 1000 seeds, 40c; ½ oz., \$1.10; ¼ oz., \$2.00; oz., \$7.50.

For description and prices of other Pansy Seed send for list.

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Kenilworth
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Before Placing Orders for

SWEET PEAS, Spencers, Grandi-
floras, etc., ASTERS and FLOWER
SEEDS in general; TOMATO, LIMA
and POLE BEANS, write

JOHN BODGER & SONS CO.,

Contract Seed Growers

LOS ANGELES, CALIFORNIA

Mention the American Florist when writing.

Grass Mixtures

—FOR—

Golf-Tennis-Polo

MEET ALL REQUIREMENTS FOR ALL SOILS

The Albert Dickinson Co.,
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GERANIUMS

ROOTED CUTTINGS.

Summer Prices—Ready now, and fresh lot
every two weeks. **S. A. Nutt**, per 1000, \$10.00.
Ricard and Poitevine, per 1000, \$12.50. If wanted
by Parcel Post add \$1.00 per 1000 to above prices.

ALBERT M. HERR, LANCASTER, PA.

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Market Gardeners

Vegetable Growers' Association of America.

H. W. Selby, Philadelphia, Pa., President;
C. W. Waid, Grand Rapids, Mich., Vice-President; S. W. Severance, Louisville, Ky., Secretary; Eugene Davis, Grand Rapids, Mich., Treasurer.

PEORIA, ILL.—Cole Bros. picked ripe tomatoes outside, July 1. These were brought along under glass in 8-inch pots and planted out May 15.

THE Woodbury White Rose potato, introduced in the west by Vaughan's Seed Store, is making a place for itself in early potato growing districts.

Prices of Indoor Fruits and Vegetables.

Chicago, July 9.—Cucumbers, 2-dozen box, \$1.25; celery, crate, 90 cents to \$1.10; head lettuce, per box, 25 to 50 cents; radishes, per 100 bunches, \$1.25 to \$1.50; tomatoes, 4 baskets, \$1.00 to \$1.15.

New York, July 8.—Celery (state), per bunch, 40 to 85 cents; cucumbers, 30 to 75 cents per dozen; mushrooms, 40 cents to \$2.00 per 4-pound basket; tomatoes, per pound, 10 to 20 cents; lettuce, per package, 35 cents to \$2.00; radishes, per 100 bunches, 50 cents to \$1.00.

Drying Fruits and Vegetables.

Under the title, "Farm and Home Drying of Fruits and Vegetables," the United States department of agriculture has issued Farmers' Bulletin 984, by Joseph S. Caldwell, plant physiologist, office of horticultural and pomological investigations. The bulletin, which contains 62 pages with numerous illustrations, calls attention to the imperative necessity of nationwide conservation of those portions of food crops which have heretofore been permitted to go to waste, a considerable portion of which is made up of perishable vegetables and fruits produced in home gardens.

Drying offers a simple, convenient and economical method of preserving food materials, and permits the carrying over of the surplus into periods in which the fresh product is expensive or unobtainable, the success in drying depending on the observance of a few fundamental principles and the quality of the product, upon the care employed in the selection of the raw materials, upon proper preparation for drying, and the careful control of temperatures employed, rather than upon the type of evaporating apparatus used.

For preserving perishable foodstuffs, drying has a very great advantage over preserving, due to the fact that the product has a weight of only one-fourth to one-ninth of the fresh material, that there is a very considerable reduction in bulk, due to both actual shrinkage, and to the fact that all portions not actually food are removed, and in as much as dry material may be stored almost indefinitely without danger of deterioration and without the use of expensive containers. It must be understood, however, that evaporation is not applicable to all fruits and vegetables.

Most failures in drying are due not so much to imperfections in the equipment used as to failure of the operator to understand a few principles

that must be kept in mind if the work is to be successful. Where climatic conditions make it possible, sun drying is the least expensive method of preserving foodstuffs, but success in this demands that a rainless season of bright sunshine and high temperature coincide with the period at which the crops to be dried are maturing. Ideal conditions for sun drying all fruits, both early and late, are found in the interior districts of California, where the industry has assumed large proportions; also throughout the southwest. As ordinarily conducted, sun drying in the open has the disadvantage that the drying material is exposed for a considerable length of time to visits of insects and dust borne by air currents, although the former may be excluded by providing trays with covers of mosquito netting, tacked tightly over the top.

The use of artificial heat has the advantage that the work is made independent of weather conditions, and that it is possible to dry a considerable number of foodstuffs that cannot be dried in the sun; for example, winter varieties of apples, prunes and such vegetables as potatoes and carrots. It has the disadvantage that it requires close supervision in order that overheating and subsequent injury to the materials be avoided, but if the work is properly done the products will retain their natural appearance and flavor better than is possible to secure in sun drying.

For the individual family, the investment represented by the evaporator need not be a burden; anyone who can use ordinary tools can construct in spare time, and with a trifling outlay for material, any one of the cookstove dryers described in the bulletin, while the heat of the stove or range employed for cooking can be utilized for operating the drier. If properly constructed, this homemade equipment is quite as efficient as the similar small driers sold on the market at several times the cost.

The equipment needed for the preparation of the material for drying depends primarily upon the quantity and character of the various products and the conditions under which the work is done. Where this is limited to caring for the surplus from a small home garden or a few fruit trees, and the quantity of one product is only a few bushels, the purchase of special machines is neither necessary nor advisable, as the kitchen equipment will contain everything necessary.

The bulletin, which may be obtained free from the Division of Publications, United States department of agriculture, covers in detail the necessary equipment for handling foodstuffs in

both small and large quantities, with chapters devoted to drying in the open air without artificial heat, including the use of solar dryers with an inclined glass top, drying with an electric fan, drying with artificial heat by means of cookstove driers, community drying plants, and the preparation and drying of fruit products, including apples, pears, peaches, apricots, cherries, prunes, figs, berries, etc.; also like information as regards the handling of vegetables.

Vegetable and Fruit Markets.

According to reports of the United States bureau of markets, the movement of carlots in general was about equal to the volume of previous weeks. Decreases in cabbage, onions and in various less important lines were offset by heavy shipments of apples, peaches and watermelons. The volume of early potatoes continued moderate, Virginia and North Carolina continuing as the leading shipping sections. Following the rise of the preceding week prices weakened during the period July 2-8, and continued to decline. North Carolina Cobblers lost 25 cents, ranging \$4.25-\$4.75 per barrel, f. o. b. shipping points. Virginia Cobblers declined to \$3.75, but recovered to \$4.25-\$4.50, f. o. b. Norfolk. Bliss Triumphs advanced moderately in Oklahoma and declined 25 cents in Arkansas. The movement of onions was rather light. California yellow stock is prominent in the distributing markets, selling at \$2.50-\$3.50 per 100 pounds. Texas yellows are in light supply and of variable quality, prices ranging generally from \$1.75-\$2.25 per crate for No. 1. New Jersey stock is appearing more freely, ranging from \$1.75-\$2.25 per hamper. Virginia stock sold at \$1.50-\$1.85 and Kentucky onions ruled \$2.80 per 100 pounds at Louisville and \$2.50-\$3.50 in consuming markets. Tomatoes continued rather weak. In consuming markets, Texas and Tennessee 4's followed a narrow range at \$1.25, with a generally good demand. Cucumbers continue to move in heavy volume.

The Georgia watermelon movement increased sharply. Larger sizes at shipping points ranged fairly steady at \$1.75-\$2.50 per car. Prices at Philadelphia and Cincinnati ranged \$300-\$350, while at New York the best cars reached \$550. At Hempstead, Tex., the range was \$200-\$260 per car. Cantaloupe prices declined 25 cents in consuming markets, with a general range of \$3.00-\$3.75 for California Green Meat 45's, with shipping movements declining sharply. Shipments of Georgia peaches continue to increase. In northern consuming markets choice stock of the leading varieties was fairly steady at \$2.00-\$2.50.

SIMON LOUIS FRERES & CO.

BRUYERES-LE-CHATEL (Seine et Oise,) France.

(ESTABLISHED 1666)

Wholesale Growers and Exporters of Choice Stocks of

Vegetable, Flower and Forage Seeds

SPECIALTIES

Mangel-Wurzel, Giant Half-Sugar Mangel Wurzels, Beet, Carrot, Celery, Dandelion, Endive, Leek, Lettuce, Radish, Swiss-Chard, Swede and Turnip.

IMPORTERS OF

Red-top, Meadow Fescue, Blue Grass, Sunflower, Timothy and GARDEN PEAS.

English Catalogue on Application.

ENGLISH CORRESPONDENCE.



Improved Purity Freesia Bulbs

BULBS WELL CURED. TRUE TYPE. WELL UP TO SIZE

Prices quoted are F. O. B. Chicago. No charge for packing.

Ordinary planting size.....	\$ 3.50 per 1000
$\frac{3}{8}$ to $\frac{1}{2}$ inch and up.....	6.00 per 1000
$\frac{1}{2}$ to $\frac{5}{8}$ -inch and up.....	9.50 per 1000
$\frac{5}{8}$ to $\frac{3}{4}$ inch and up.....	15.00 per 1000
Large Jumbo Bulbs.....	18.00 per 1000

We can also quote prices upon application F. O. B. California, shipping direct to you from our Grower.

Write us for sample 100 or more, or mail us your full order with privilege of returning same if not satisfactory.

We guarantee our Bulbs to reach you in good condition, which means a great deal to you. Let us have your orders.

American Bulb Co.
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SEEDS WHICH SUCCEED

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BURPEE'S SEEDS

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Wholesale Price List for Florists
and Market Gardeners.

PANSIES

THOROUGHbred STRAINS. Postpaid, per oz.
Cassier's Giant Odier, finest mixed.....\$3.50
President Carnot..... 4.00
Giant Trimardeau, mixed, largest..... 2.50

SAN JACINTO SEED CO, Inc., Houston, Texas

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THE

J.C. ROBINSON SEED CO.

WATERLOO, NEBRASKA

Rocky Ford, Colorado

Contract growers of Cucumber, Castaloupe,
Watermelon, Squash and Pumpkin Seed; Sugar,
Flint and Field Seed Corns.

Contract Seed Growers

Specialties: Pepper, Egg plant, Tomato,
Vine Seed and Field Corn.

Correspondence Solicited.

George R. Pedrick & Son,
PEDRICKTOWN, N. J.

TO SEEDSMEN ONLY

R. A. van der SCHOOT, Hillegom, Holland

Begs to announce that he is prepared to
book orders for season's shipments of

FIRST QUALITY BULBS

Inquiries and quotations may be addressed to the undersigned, who
is the American representative of the House, and ready to furnish
all information.

No retail trade solicited. "STRICTLY WHOLESALE."

A. M. van der SCHOOT

The American Representative has vacated his
Chicago Office for the present and is now at

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NEW YORK CITY

Mention the American Florist when writing.

MICHELL'S PANSY SEED

Michell's Giant Exhibition, Mixed. A
giant strain, which for size of bloom,
heavy texture and varied colors and shades
cannot be surpassed. Half tr. pkt., 30c;
50c per tr. pkt.: $\frac{1}{4}$ oz., \$1.25; \$2.00 per $\frac{1}{4}$
oz.; per oz., \$7.00.

Giant Trimardeau, Mixed. Large flow-
ering and choice colors. Tr. pkt., 30c;
\$1.25 per oz. Also Giant Prize and Regular
sorts in separate colors.

Also all other reasonable Seeds, Bulbs,
and Supplies.

Send for Wholesale Price List.

HENRY F. MICHELL CO.
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Trade Directory

Containing the Names and Addresses of
Florists of the United States and Canada.

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.

440 S. Dearborn St., CHICAGO

The Nursery Trade

American Association of Nurserymen.

J. R. Mayhew, Waxahachie, Tex., President; J. Edward Moon, Morrisville, Pa., Vice-President; Curtis Nye Smith, 19 Congress St., Boston, Mass., Secretary and Counsel. Forty-four annual convention will be held at Chicago in 1919.

It is understood the Department of Agriculture is giving the nursery stock embargo serious consideration.

BULLETIN No. 212, entitled "Plums and Cherries," has been issued by Purdue University agricultural experiment station, Lafayette, Ind., treating of these two fruits in that state.

MILWAUKEE, WIS.—The common council has passed an ordinance prescribing a penalty of \$10 to \$25 for injuring shrubbery along city streets. It is also ordered that all barberry shall be eradicated within one month.

Lilac Novelties.

Three new lilacs in Highland Park, Rochester, N. Y., have been named as follows: General Pershing, semi-double, large clusters, porcelain lavender in color; General Sheridan, semi-double, white, erect clusters; General Haig, large clusters, single, pearly mauve.

Apple Crop Conditions.

The commercial apple crop normally going on the market from New York state is about three times that of Virginia, six times that of Pennsylvania and Ohio, four times that of Michigan and Missouri, five times that of New England, from three to four times that of Illinois, and approximately equal to the combined production of all the western box-producing states. The condition for the United States on June 1 is indicated as about average. A large boxed apple crop is shown by conditions prevailing in the west on that date.

Plant Importation Restriction.

The New York Sun, in a recent issue, calling attention to the fact that if the importation of plants is permanently prohibited by law, it will greatly retard the development of horticulture in America, says in part:

"The bill which is now being considered is generally credited by nurserymen and florists to a group of entomologists who have for years endeavored to have all foreign bulbs and plants excluded from this country. Naturally the federal and state agricultural departments 'pull together' and thus form a large and influential organization that may be expected to 'steer' bills favorable to their ideas, regardless of the effect on the business of florists, seedsmen and nurserymen. Those in the trade must form an equally strong organization or calmly take what is coming to them.

"Of course, if the United States prohibits the importation of seeds and plants, other countries will prohibit the importation of seeds and plants from the United States. Large quantities of American seeds are now exported annually, not the least of which is sweet peas, and this trade has been growing constantly for years. Home consumption will not make up for the loss of foreign trade."

American Association of Nurserymen.

PUBLICITY AND MARKET DEVELOPMENT.

The committee on publicity made a brief report of the excellent work accomplished during the year, following its organization in New York, December 5, 1917, and another meeting in the same city, December 20, it being the unanimous opinion of the committee consisting of E. G. Greening, F. L. Atkins, Robert Pyle, H. Hicks and J. Horace McFarland, and E. St. Elmo Lewis and O. P. Beckley, invited guests, that a national publicity campaign, if properly conducted, would be of immeasurable value in placing nursery products before the buying public, and it was agreed to ask members of the American Association of Nurserymen to contribute the sum of \$50,000 per annum for five years and a definite plan of procedure was outlined which would include propaganda booklets to be distributed through nurserymen, chambers of commerce, high schools, community meetings, etc., illustrated lectures, well directed newspaper and magazine articles, and finally leading up to paid magazine and newspaper space. At the meeting December 20, every form and variety of publicity was discussed and enthusiasm grew to the point where definite subscriptions began, the outcome being the appointment of the market development committee consisting of F. L. Atkins, John Watson, Thomas Welsh, Robert Pyle and J. Edward Moon, who presented the recommendations of the publicity committee to the Ornamental Growers' Association at a meeting of that organization in January. The booklet, "Home Grounds," authorized by the 1917 convention, was unanimously endorsed by the committee and a large number are now in circulation and cooperation in giving the booklet the widest circulation as the entering wedge in bringing the association, as a co-operative body, before the public was urged. A second propaganda book, "Fruits for the Home Grounds," has been requested by the committee, and this publication is now in process of development.

In the discussion which followed, the report of the publicity committee, J. Edward Moon called attention to the great possibilities for benefit in the way of lectures, illustrated or not, establishing a circuit and reaching every grange, farmers' club, garden society and every agricultural and horticultural organization of any kind possible, also the advantage of getting news articles telling about fruit trees and how to grow them, into the press. J. R. Mayhew said he believed it was the duty of the committee to not lose sight of the necessity of keeping the home fires burning, to create better markets, bigger markets and more markets, and that the time was ripe to go ahead with the work. O. Joe Howard told of the results that had been accomplished by publicity in the Southern Nurserymen's Association, excellent returns to the trade in general coming from illustrated lectures sent out by the landscape department of his firm. W. H. Wyman said that all other businesses were creating a demand for their wares and it was possible for the nurserymen to do the same thing, it only being a question of whether the arrangement is entered into co-operatively in a large way commensurate with ability, and added he was willing to increase his subscription to \$1,000 if the fund could be made \$100,000 for the

first year. In a standing vote as to how many present were in sympathy with the movement, the result was unanimously in its favor. Orlando Harrison urged immediate action, saying postponements had driven the nurserymen to a point where it was necessary to do something. John Watson said he believed the plan was the finest thing the nurserymen of America had yet attempted and expressed himself as being in favor of an assessment falling equally upon all, and while it might be two, three, four or five years before returns were apparent, there was not another way in which \$50,000 or \$100,000 could be spent that would bring better results. He added that now was the accepted time and he wanted to see \$50,000 raised in the meeting. M. R. Cashman called attention to the fact that there was no business on the face of the earth so essential as the nursery business and that the time was approaching when the government must pay more attention to fruit growing, as population was increasing, and fruit crops have been diminishing, and with increased prices of meats and cereals a fruit famine will face the country.

Orchids

If you want Orchids for any purpose whatever we solicit your inquiries and orders for same. We do not grow or handle anything else but Orchids. Special lists on application.

LAGER & HURRELL, Summit, N. J.

Specialists in Specimen Stock FOR LANDSCAPE WORK.

Hardy Rhododendrons, Azaleas, Boxwoods, Hollies and a complete line of Coniferous Evergreens.

Write for Prices.

COTTAGE GARDENS NURSERIES, Inc.
EUREKA, CALIFORNIA.

For the Best New and Standard

DAHLIAS

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F. O. Berlin, N. J. Williamstown June, N. J.

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Also Berberis Thunbergii, Hydrangea paniculata, Weigelia, Spireas, Etc.

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Plant Propagation, Greenhouse and Nursery Practice.

By M. G. Kains.

342 pages, illustrated. Price, \$1.50.

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440 S. Dearborn St., CHICAGO

50,000 Cyclamen

Our stock of Cyclamen is exceptionally fine and those who wish to grow on Cyclamen will do well to procure some of our stock. Order early. Best varieties assorted, 2½-in., \$8.00 per 100; \$75.00 per 1000; 3-in., \$10.00 per 100; \$95.00 per 1000; 4-in., \$20.00 per 100; 4½-in., \$35.00 per 100.

BOSTON FERNS

This stock is now being potted up. 4-in., \$2.00 per doz.; \$15.00 per 100; 8-in., \$1.00 each.

George Wittbold Co., L. D. Phone: 745 Buckingham Place, CHICAGO
Graceland 1112,

Following the discussion, subscriptions were solicited and announcement was made that \$10,200 had been raised among those present.

ARBORETUM COMMITTEE REPORT.

Following is the report rendered by the above committee at the Chicago convention, June 26-28, 1918:

J. H. McFarland, Henry Hicks and J. Edward Moon, of this committee, held a meeting in New York in December, 1917. Mr. Sherman had previously resigned from the committee, and J. B. Pilkington, of Portland, Ore., was not in attendance. The committee discussed the subject of its appointment at length. It was apprised of the fact that our federal government, through the comprehensive plans commission for Washington, D. C., had already in view the location of an arboretum in the District of Columbia. It is the intention that this arboretum shall be much more comprehensive and extensive than is the present botanical garden located adjacent to the capitol building. The advantages of a well managed and ample arboretum at Washington, to which the nursery interests of America might look for tests of plants, scions, or seeds, for propagation, and other help is, of course, apparent to all of us. The inspiration to purchase trees and shrubs, which such an arboretum would give, would also be felt by nurserymen. The chairman of the committee has, since the meeting in New York, corresponded with officials in Washington especially interested in this movement, and has learned that it is felt by them to be an inopportune time to urge the furtherance of these arboretum plans. Owing to the war, improvements like these have been held in abeyance.

Your committee, therefore, recommends that it probably would be well for this association to keep a committee on arboreta under appointment, and when the war is over there undoubtedly will be great good that such a committee can do by co-operating with federal officials in the furtherance of the plans thus far advanced.

J. EDWARD MOON, Chairman.

NECROLOGY.

Profound sorrow was expressed at the report of the death of Frank N. Meyer, explorer of the United States department of agriculture, whose body was found in the Yangtse Kiang river in China in June. He was in that country exploring and collecting new horticultural material to add to the already rich tree, shrub and seed collections he had made in the last 10



CALIFORNIA FREESIAS

Better secure your stock now, samples mailed FREE.

French Freesias are uncertain this year and will probably arrive late.

IMPROVED PURITY

(California Grown)

Size	Per 1000
Jumbo, (selected) . .	\$20.00
Jumbo, ¾ in. and up . .	17.00
⅝ to ¾ in., extra fine . .	12.00
½ to ⅝ in., good grade . .	7.50
½ in., plump bulbs . .	5.50
⅜ to ½ in., regular grade . .	4.00

CALLA AETHIOPICA

PRICES AT CHICAGO

	Per 100	Per 1000
1½ to 2-inch.....	\$ 7.00	\$ 65.00
2 to 2½ inch.....	9.50	90.00
2½ inch and up.....	11.50	110.00

PRICES AT NEW YORK

	Per 100	Per 1000
1½ to 2-inch.....	\$ 8.00	\$ 75.00
2 to 2½-inch.....	11.50	110.00
2½-inch and up...	15.50	150.00

Midsummer Price List of Flower Seeds for Summer Sowing, Now Ready.

NEW YORK Vaughan's Seed Store CHICAGO

Spring Stock

Write for List of
Soft Wooded Plants.

GEO. A. KUHL, Wholesale Grower,
PEK'N, ILL.

Mention the American Florist when writing.

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Storrs & Harrison Co.

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Catalogues and Price Lists
Free on Application.

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Mention the American Florist when writing.

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MADISON, NEW JERSEY

WHOLESALE FLORIST

Chrysanthemum Novelties my Specialty
Mention the American Florist when writing.

DAHLIAS

A good assortment of the best all around varieties. 2 inch pot plants at prices running from \$2.00 to \$25.00 per 100. We will send 1000 in an assortment of 20 varieties, our selection for \$20.00. Cash with order.

R. VINCENT, Jr. & SONS CO.
White Marsh, Md.

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Field Grown Carnation Plants

Extra fine stock and a big bargain at the prices quoted. Reinberg's field-grown carnation plants are noted for their fine quality everywhere, so if you want the best stock obtainable at the most reasonable prices send in your order as soon as you possibly can, today if convenient.

	100	1000		100	1000
White Enchantress . .	\$5.00	\$45.00	Alice	\$5.00	\$45.00
Rose Pink Enchantress	5.00	45.00	Herald	5.00	45.00
Enchantress	5.00	45.00	Beacon	5.00	45.00
Thenantos	5.00	45.00			

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30 East Randolph St., Long Distance Phones: Central 601 and 2848. CHICAGO

years in China, Turkestan, Siberia, Korea and Japan. Memorial services were also held in honor of J. Van Lindley, Pomona, N. C., one of the oldest and best known members of the association; Wick Hathaway, Madison, Wis., and Robert J. Pyle, West Grove, Pa.

Syringa Yunnanensis.

This lilac from southwestern China is now in flower. It has long-pointed, glabrous leaves, dull green above and pale below, and large, rather open clusters of small creamy white flowers faintly tinged with rose color, with an unusual and delicate perfume which greatly adds to the attraction of the plant. *S. yunnanensis* is one of the plants introduced by George Forrest through Bee's, Ltd., of Liverpool, Eng., and has now been growing in the arboretum for several years. Although it first flowered here in 1913, it has not shown its real character as a flowering plant until this season. *S. yunnanensis* can be seen on the lower side of the path which follows the top of the bank occupied by the lilac collection.—Arnold Arboretum Bulletin, June 15, 1916.

McHutchison & Co., New York.

Finding their foreign importations practically cut off by war conditions, the enterprising firm of McHutchison & Co., has planned to hereafter deal extensively in home products. Mention has perviously been made in these columns of their agency for the Cottage Gardens Nurseries, of California. Recently they received from other sources in Southern California, a car load of fine palms of the variety Phoenix canariensis, and they are also receiving kentias and other varieties. From Louisiana, they are receiving fine stock of *Ficus elastica* and *aspidistras*. C. B. Knickman, of this firm, is now making a western trip.

National Forest Purchase.

The national forest reservation commission has approved the purchase of 54,672 acres of land for national forests in the White Mountains, Southern Appalachians and Arkansas. The largest tract is 31,667 acres in Polk county, Tenn. The price approved was \$6 per acre.

European Horticulture.

New *Helianthus, cucumerifolius* hybr., *Excelsior*—Plants flowering with wonderful abundance; flowers varied in color, gaillardia-like, more or less broadly marked in the center with rich reds and garnets and circled with yellow, from sulphur to old-gold or bronzy shades. The plants vary greatly, some giving flowers with very broad crowns of red and a narrow band of yellow, some having the yellow circle predominant, and a few plants give unicolored flowers of most unexpected shades—purplish rose, Bordeaux red, crushed strawberry, copper, pale or golden yellow. The form of the flowers also varies, the ligules being sometimes broad and flat, sometimes narrow and sometimes incurved. The plants grow from four to five feet high, and are as easy of culture as *H. cucumerifolius*.—Le Jardin.

TECOMA BRYCEI.—This is a superb bignonia, discovered in Mashonaland, and already well distributed in the Canary Islands and the Mediterranean shore. It thrives in California, growing rapidly, covering walls and bushes with thick masses of brilliant green foliage. The leaves are four to five inches long, pinnate, with nine folioles, toothed and pointed, and glabrous. A plant will bear a succession through the winter of as many as a hundred panicles of three carmine pink, delicately fragrant, bell-shaped flowers. The plant grows without particular care and adapts itself to greenhouse culture.—Revue Horticole.

Waterproof Corn.

Prof. Hiram Floole, who is conducting valuable experiments along the line of producing a waterproof corn operating upon the theory of grafting Ohio field corn upon rubber plants.

Gardening Fad.

Miss Fad: Have you decided to do your bit?

Miss Fit: I'm going in for farming. I think it will be perfectly grand just to vegetate.—The Lamb.

Wild Food.

What Shall the Harvest Be?
News item: England is agitating the use of the empire's wild food.
We suggest: Tiger lilies, wild horse radish, dandelions, wild oats.

Trade Directory

OF THE

Florists, Seedsmen and Nurserymen

United States and Canada

PRICE: \$3.00 POSTPAID

AMERICAN FLORIST CO.
440 S. Dearborn St., CHICAGO

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Wholesale Florist

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Grower of Geraniums, Fuchsias, Heliotropes, Cannas and all kinds of Bedding Plants including Vegetable Plants by the hundreds of thousands. See our display Adv. in American Florist April 6, page 612. Correspondence solicited.

DAISIES

Our Stock Has Been Carefully Selected.

	Per 100
Mrs. F. Sander, 2-in.	\$2.00
Boston Yellow, 2-in.	3.00
Alyssum, Giant Double, 2-in.	2.00
Geraniums, Labeled, 2-in.	2.00
Vinca Variegata, 2-in.	1.75

ELMER RAWLINGS, Allegany, N. Y.

Robert Craig Co...

High - PALMS

and Novelties in Decorative Plants.

Market and 49th Sts., Philadelphia, Pa.

Hill's Evergreens

BEST FOR OVER HALF A CENTURY

Small, medium and large sizes supplied.

Price list now ready.

The D. Hill Nursery Co.

Evergreen Specialists Largest Growers in America
Box 404, DUNDEE, ILL.

Mention the American Florist when writing.

FREESIAS.

FREESIAS. Improved Purity. Extra size, $\frac{3}{4}$ to $\frac{1}{2}$ -inch, per 1,000, \$12.00; $\frac{1}{2}$ to $\frac{3}{8}$ -inch, per 1,000, \$7.50; $\frac{3}{8}$ to $\frac{1}{4}$ -inch, per 1,000, \$4.00. Write for samples. VAUGHAN'S SEED STORE, Chicago and New York.

Fressia bulbs. For sizes and prices, see advertisement elsewhere in this issue. American Bulb Co., 172 N. Wabash Ave., Chicago.

Freesias. Mammoth Purity, very fine $\frac{3}{4}$ -in. bulbs. Write for prices, stating quantity required. J. M. Thorburn & Co., 53 Barclay St., New York.

GERANIUMS.

GERANIUMS. Special this week: 10,000 Poitevine, $2\frac{1}{2}$ -in., fall-rooted top cuttings, ready for 4-in. Strong, thrifty stocks, \$2.50 per 100, \$25.00 per 1,000. Other standard varieties, same price. Cash, please. QUAKER HILL NURSERY CO., Monroe, N. Y.

Geraniums. 3-in., \$3.50 per 100; \$30 per 1,000. 2-in., \$2.50 per 100; \$22.50 per 1,000. R. Vincent, Jr. & Sons Co., White Marsh, Md.

Geraniums, rooted cuttings. S. A. Nutt, \$10 per 1,000; Ricard and Poitevine, \$12.50 per 1,000. Albert M. Herr, Lancaster, Pa.

GREVILLEAS.

Grevilleas, 4-in. from 10 to 12-in. high; fine for boxes and vases, \$15.00 per 100. HENRY SMITH, Grand Rapids, Mich.

HYDRANGEAS.

HYDRANGEAS, French varieties, $2\frac{1}{2}$ -inch, \$4.00 per 100; 5-inch, \$20.00 per 100; Otaksa, 5-inch, \$25.00 per 100. Ernest Rober, Wilmette, Ill.

GREENS.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. Caldwell the Woodsman Co., Evergreen, Alabama.

Greens. Huckleberry foliage, \$1.75 per case; natural log moss, per bag (100 sq. ft.), \$1.75; perpetuated sheet moss, per bag (100 sq. ft.), \$3.50. E. A. Beaven, Evergreen, Ala.

IVIES.

Hardy Ivy. 300 in $2\frac{1}{2}$ -in. pots at 2c each, or would exchange for good stock of Vinca variegated, rooted cuttings. C. K. Hoffmeyer, Box 56, E. Route No. 8, Crafton Branch, Pittsburgh, Pa.

English Ivy, 4-inch, \$1.50 per dozen. George Wittbold Co., 745 Buckingham Place, Chicago.

LANTANAS.

Lantanas, mixed varieties; pink, yellow, and red, 2-inch, strong plants, \$4.00 per 100. ERNEST ROBER, Wilmette, Ill.

MUSHROOM SPAWN.

Swanson's Pure Culture Mushroom Spawn gives good crops. Send for price list and information about spawn and mushrooms, free of charge. PAUL SWANSON, 6570 Norwood Park Ave., Chicago.

ORCHIDS.

HASSALL & CO., orchid growers and raisers, Southgate, London, England. Cattleyas, Laelio-Cattleyas our specialty. One trial order solicited.

ORCHIDS.

Orchids of all kinds, established and semi-established. Lager & Hurrell, Summit, N. J.

PALMS.

Palms, high class, and novelties in decorative plants. Robert Craig Co., Market and 49th Sts., Philadelphia, Pa.

PANDANUS.

Pandanus Veitchii, nicely variegated, large specimens only, at \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each. J. A. PETERSON & SONS, Westwood, Cincinnati, O.

POINSETTIAS.

POINSETTIAS, 4-inch stock plants, \$12.00 per 100; 3-inch, \$8.00 per 100; $2\frac{1}{2}$ -inch cuttings, \$6.00 per 100, \$50.00 per 1,000. ERNEST ROBER, Wilmette, Ill.

PRIMULAS.

Primula Obconica, assorted varieties, $2\frac{1}{4}$ -in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

Primula Obconica, $2\frac{1}{4}$ -inch, \$5.00 per 100, \$45.00 per 1,000. A. Henderson & Co., 211 N. State St., Chicago.

ROSES.**EXTRA FINE $2\frac{1}{2}$ -INCH ROSE PLANTS.**

	100	1,000
White Killarney	4.00	35.00
Pink Killarney	4.00	35.00
Sunburst	5.00	45.00
George Elgar	4.00	

WIETOR BROS.,

162 N. Wabash Ave., Chicago.
L. D. Phone, Randolph 2081.

 $2\frac{1}{2}$ -IN. O. R. ROSE PLANTS.

For immediate shipment.

	Per 100	Per 1000
3,000 Champ Weiland	\$5.00	\$45.00
1,500 Sunburst	5.00	45.00
500 Milady	5.00	45.00
500 Ophelia	5.00	45.00

WEILAND & RISCH CO.,

154 N. Wabash Ave., Chicago.

Roses. Own root, $2\frac{1}{2}$ -in. for benching. Aaron Ward, Ophelia, Killarney Brilliant, White Killarney, and Sunburst, \$7.50 per 100, \$70.00 per 1,000. Milady and Richmond, \$7.00 per 100, \$65 per 1,000. $3\frac{1}{4}$ -in. stock, \$35 per 1,000 additional. Poehlmann Bros. Co., Morton Grove, Ill.

Rose Plants, $2\frac{1}{2}$ -inch pots. Champ Weiland, Pink Killarney, Richmond, \$3.50 per 100, \$30.00 per 1,000. My Maryland, \$4.00 per 100; \$35.00 per 1,000. Peter Reinberg, 30 E. Randolph St., Chicago.

Roses. Winter-flowering. For varieties and prices, see advertisement on front cover page of this issue. F. R. Pierson, Tarrytown, N. Y.

SEEDS.**ASPARAGUS PLUMOSUS NANUS SEED.**

New crop. California lathhouse-grown, now ready:

Per 1,000 seeds.....\$1.50
ASPARAGUS SPRENGERI SEED.

Per 1,000 seeds.....\$0.75
ASPARAGUS ELONGATUS SEED.

Per 1,000 seeds.....\$5.00
Write for prices by the pound.
H. N. GAGE CO., INC.,
MONTEBELLO, CALIFORNIA

SEEDS.

SEED: Cyclamen. No better strain anywhere; harvested April and May, 1918. Glory of Wandsbek, dark and light Salmon; Christmas Cheer (Blood Red); Brilliant Red (Wine Red); Pure White, White-Pink eye; Rosy Pink, Lavendar, Daybreak. \$12.00 per 1,000 seeds, net.

J. A. PETERSON & SONS,

Westwood, Cincinnati, Ohio.

Seed. New early-flowering or winter-blooming Giant Pansies; Winter Sun, Ice King, Celestial, Queen, Charm of March, and mixed. 500 seeds, 25c; 1,000 seeds, 40c; $\frac{1}{2}$ oz., \$1.10; $\frac{1}{4}$ oz., \$2; oz., \$7.50. Chas. Frost, Kenilworth, N. J.

Seed packets for 1919. All packet sizes and larger bags up to two pounds or more, also catalogues, return and coin envelopes. The Brown Bag Filling Machine Co., Fitchburg, Mass.

Seeds. Contract growers of cucumber, cantaloupe, watermelon, squash and pumpkin seed; sugar, flint, and field corn. J. C. Robinson Seed Co., Waterloo, Neb.

Seeds. Tomato, pepper, eggplant, squash, pumpkin, cucumber and watermelon seed and field corn on contract. Edgar F. Hurff, Swedesboro, N. J.

Seeds. Contract growers of cucumber, muskmelon, squash and pumpkin; sweet, flint and dent corn. The C. Herbert Coy Seed Co., Valley, Neb.

Seeds. Imported Cyclamen. For varieties and prices, see advertisement elsewhere in this issue. Danish Seed Import, Chris Mosjberg, 210 Seventh St. N., Minneapolis, Minn.

Seeds. Sweet peas, asters, and flower seed in general; tomato, lima and pole beans. John Bodger & Sons Co., Los Angeles, Calif.

Seeds, specialties: Pepper, eggplant, tomato, vine, seed and field corn. George R. Pedrick & Son, contract seed growers, Pedricktown, N. J.

Seeds. Flower and vegetable. All seasonal varieties. Stocks are very complete. James Vick's Sons, Rochester, N. Y.

Seeds. Wholesale price list for florists and market gardeners. The W. Atlee Burpee Co., Philadelphia, Pa.

Seeds, growers for the trade: Beans, peas, sweet corn, onions, turnip, radish, beet, etc. The Everett B. Clark Seed Co., Milford, Conn.

Seed. Beet, sweet corn, bean, onion sets, potato. Prices will be quoted upon application. S. D. Woodruff & Sons, 82 Dey St., New York.

Seeds, wholesale field and garden seeds. J. Bolgiano & Son, Light, Pratt and Ellicott Sts., Baltimore, Md.

Seeds, specialties: Lettuce, onion, sweet pea, aster, cosmos, mignonette, verbena in variety. Waldo Rohnert, Gilroy, Calif.

Seed. Vegetable and flower, of every description. The W. W. Barnard Co., 231-235 W. Madison St., Chicago.

Seed. Grass mixtures for golf, tennis, polo. Meet all requirements. The Albert Dickinson Co., Chicago.

If You Do Not Find What You Need in Our Ready Reference Department, Write Us About It.

SEEDS.

Seeds; specialties: Beets, mangoes, carrots, cabbages, celeriacs, parsley, parsnips, turnips. R. & M. Godineau, Angers, France.

Seeds. Bean, pea, radish, and all garden. Write for prices. Leonard Seed Co., 226-230 W. Kinzie St., Chicago.

Seed. Flower and garden seeds. Sweet Pea and Nasturtium a specialty. Routzahn Seed Co., Arroyo Grande, Calif.

Seeds. Wholesale field and garden. Write for samples and prices. The Mangelsdorf Seed Co., Atchison, Kan.

Seeds. Tomato, grown for the wholesale seed trade. Haven Seed Co., Santa Ana, Calif.

Seed. For the wholesale trade only. Braslan Seed Growers' Co., San Jose, Calif.

Seeds. flower, vegetable and farm. Wholesale only. Kelway's, Langport, England.

Seeds. Bean growers for the wholesale trade. Henry Fish Seed Co., Carpinteria, Calif.

Garden seeds; all varieties. I. N. Simon & Son, 438 Market St., Philadelphia, Pa.

Seeds. Pea and bean. Alfred J. Brown Seed Co., Grand Rapids, Mich.

Seeds which succeed. Get quotations from Landreth, Bristol, Pa.

SNAPDRAGONS.

Snapdragons, Giant strain. Pink, white and yellow, 2½-in., \$4.00 per 100. HENRY SMITH, Grand Rapids, Mich.

SPHAGNUM MOSS.

Sphagnum moss and green sheet moss. For florists and nurserymen. For spot shipment or contract. Write us. Vaughan's Seed Store, Chicago and New York.

VEGETABLE PLANTS.

CELERY PLANTS. Golden Self-Blanching (French strain); Giant Pascal; also The Grand, new, easy blanching, which is easy to grow; fine plants, ready for the field, \$2.00 per 1,000. Cash. BRILL CELERY GARDENS, Kalamazoo, Mich.

Cabbage, celery and parsley plants, field grown, 50c per 100, \$3 per 1,000, prepaid. F. M. PATTINGTON, Scipioville, N. Y.

VINCAS.

Vinca variegata, 3-in., \$5; 4-in., \$8 per 100; 4-in., strong, \$10; 5-in., strong, \$15 per 100. George Wittbold Co., 745 Buckingham Place, Chicago.

Vinca vines and Sprengerii, 3-in., \$8.00, 4-in., \$12.00 per 100; heavy. HENRY SMITH, Grand Rapids, Mich.

MISCELLANEOUS.

Greenhouse glass. Heavy in thickness, well flattened and annealed and especially manufactured for greenhouse purposes. Write for prices. Okmulgee Window Glass Co., Okmulgee, Okla.

MISCELLANEOUS.

Model extension carnation supports; also galvanized wire rose stakes. Write for prices before ordering elsewhere. Igoc Bros. 61-73 Metropolitan Ave., Brooklyn, N. Y.

Clay's Fertilizer. Supplied by the leading nursery and seed firms. Manufactured by CLAY & SON, Stratford, London, England.

Nursery stock of all descriptions. Catalogues and price lists free on application. The Storrs & Harrison Co., Palmsville, O.

Dreer's "Riverton Special" cedar plant tubs, all sizes. Henry A. Dreer, 714-716 Chestnut St., Philadelphia, Pa.

Catalogues. Large runs our specialty. Write for prices. Regan Printing House, 523 Plymouth Place, Chicago.

Baskets of every description. Write for catalogue. Raedlein Basket Co., 713 Milwaukee Ave., Chicago.

Dreer's Peerless glazing points, 1,000, 75c, postpaid. Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa.

Wired picks and sticks. Bestbilt Brand, florist supplies. Geo. Herrmann Co., Mt. Vernon, N. Y.

One-piece flower boxes, 24x4x3 in., \$2.00 per 100. The John Henry Co., Lansing, Mich.

Refrigerators. Write for catalogue. Buchbinder Bros., 518 Milwaukee Ave., Chicago.

Boilers of high grade for greenhouses. Write for catalogue. Giblin & Co., Utica, N. Y.

Wizard brand manure. The Pulverized Manure Co., 32 Union Stock Yards, Chicago.

Mastica for greenhouse glazing. F. O. Pierce Co., 12 West Broadway, New York.

Raffia, natural and colored. McHutchison & Co., 95 Chambers St., New York.

Glass, large stock and good prices. Sharp, Partridge & Co., Chicago.

Wired toothpicks, 10,000, \$2.00; 50,000, \$8.75. W. J. Cowee, Berlin, N. Y.

Greenhouse boilers. Kroeschell Bros. Co., 452 W. Erie St., Chicago.

Greenhouse glass. Baur Window Glass Co., Eaton, Ind.

Cut flower boxes. Edwards Folding Box Co., Philadelphia.

CHIFFONS.

Write for prices on our wide edge, plain, 4-in. and 6-in. chiffon. Joseph Ziska & Sons, 169-75 N. Wabash Ave., Chicago, Ill.

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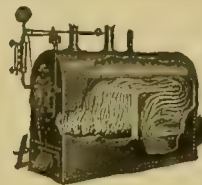


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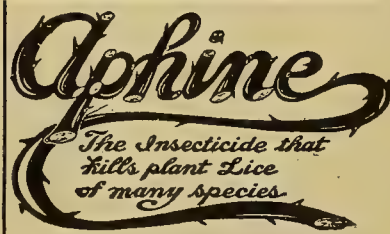
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